

Slide 1

 RESNET CONFERENCE February 17, 2008

"Truth Behind The Walls"

Determining Quality Insulation Installation Through Infrared Testing

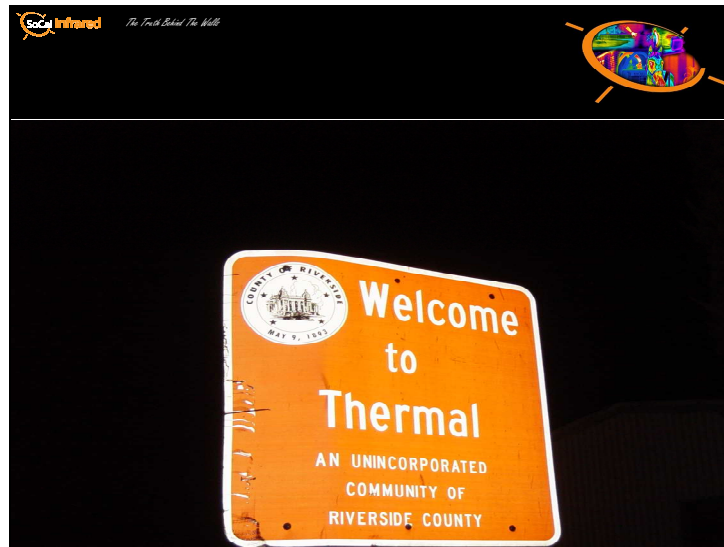
Presented by: **Peter Hopkins**
Certified Level II Thermographer


SoCal Infrared

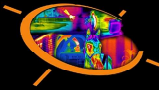
SoCal Infrared, Authorized Sales Representative for FLIR Systems



Slide 2



The Truth Behind The Heat



Seminar Outline

- Who is SoCal Infrared? (5 min)
- Introduction to Infrared (20 min)
- Standards (10 min)
- How to do it (10 min)
- Case studies (25 min)
- BREAK (20 minutes)
- Case studies continued (25 minutes)
- Marketing (15 min)
- About Flir (10 min)
- Demonstrations (20 min)
- Questions & Answers (20 min)




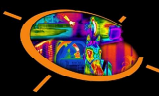
- Division of InspecDoc Inspection Services, Inc.
 - Home Inspection company servicing Southern California since 1994.
 - Peter Hopkins purchased in 1998 and combined with his existing business.
 - Became multi inspector firm in 1999
 - Rode the wonderful Real Estate market for 10 years and expanded to 4 inspectors.






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Introduction to Infrared

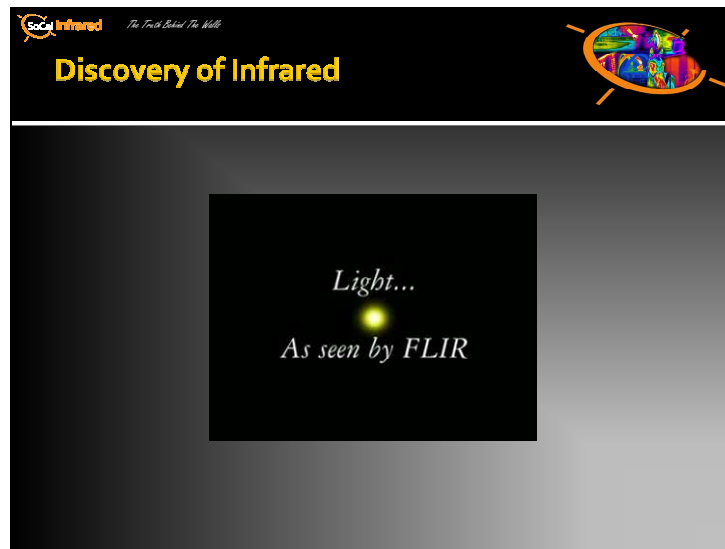
- For most, what introduced public to infrared!




What is the name of this 1987 movie? Predator


Who are the two Governors? Arnold & Jesse Ventura

Who did the Infrared in this movie? Flir Systems



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Standards and References



- Builders are required to comply with installation requirements regardless of whether or not they take the energy credit.
- Building codes state items to be installed per manufacture specifications.
- Manufactures specifications state it must be done right.
- National Association of Home Builders talks about what must be done when it is done wrong!

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Standards & References

- 108.7 UBC: **SPECIAL INSPECTIONS.** The building official may make or require other inspections
- We have found that many jurisdictions do have insulation inspections but not all do.
- i.e. phone message to SoCal Infrared (click picture)




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Standards & References




- IECC: International Energy Conservation Code: (102.2: 2000 IECC) All insulation materials, caulking and weatherstripping, fenestration assemblies, mechanical equipment and systems components, and water-heating equipment and system components shall be installed in accordance with the manufacture's installation instructions.





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Standards and References




- Most if not all codes will reference manufactures specifications. For insulation purposes, The main Manufactures are part of NAIMA.




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Insulation Installation

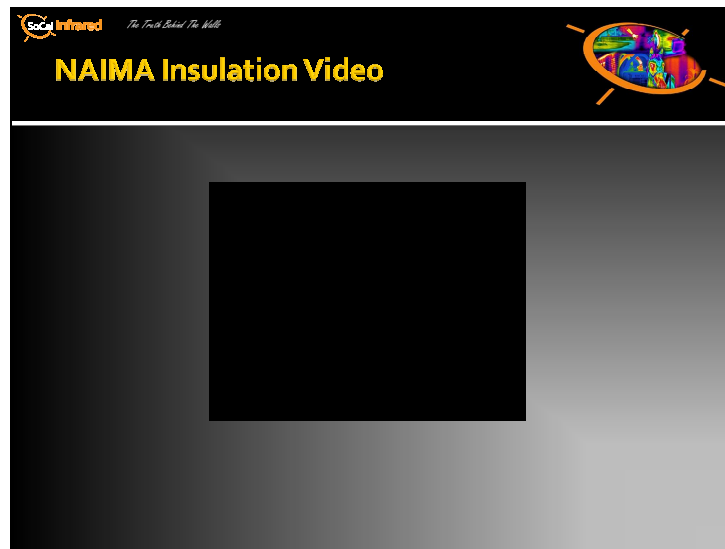


- FOR INSULATION WHAT DOES THIS MEAN?
- NAIMA: North America Insulation Manufacturers Association



[25 CHECKPOINTS FOR INSPECTING INSULATING JOBS](#)

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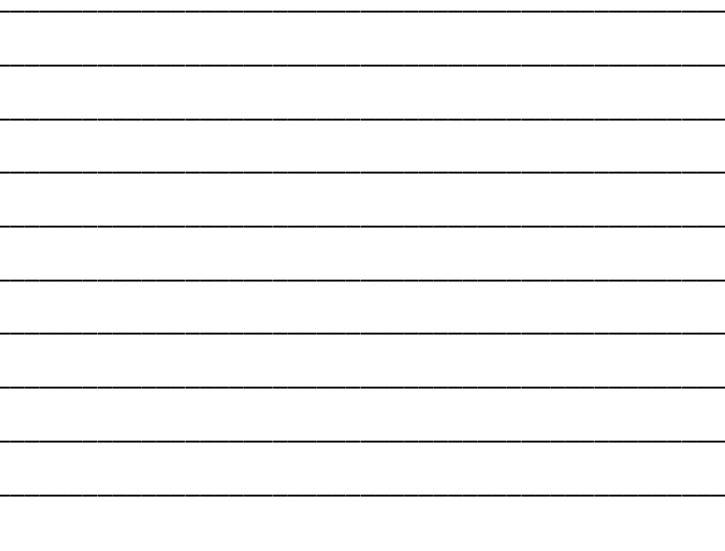
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Performing an Infrared Inspections



- Set up appointment with client, let them know what to expect from your examination, talk about what Infrared can actually do and how a proper delta T will ensure the best imaging session.
- Call Client evening before to remind them if heat is to be turned on or morning of to verify they are to have A/C system set on prior to your arrival in an effort to avoid unnecessary time charges
- Verify weather during week before to make sure delta T's can be achieved (not uncommon to have to reschedule as the weatherman doesn't always have it right).

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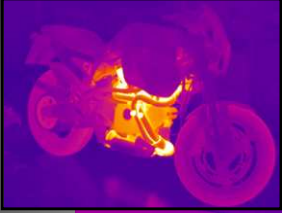
BREAK TIME




■ 20 minute break










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Case Study #2




- 8000 Sq foot Custom Home: Toluca Lake, CA

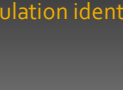
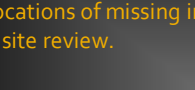


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Case Study #2



- 55 Locations of missing insulation identified during our 3 hour site review.



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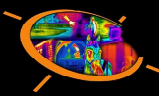


Sample Report

- REPORT DISCUSSION

[INSPECTION REPORT \(CLICK\)](#)

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Statistics

- Several years into doing scans now, we have not had a home comply to Title 24 yet
- We are not sure there is one either!
- With utilities getting only higher, clients are getting more and more energy Conscious and the fact is that Infrared can show them where the money is floating out the door.
- Infrared is a Win Win situation, you help the client, they have less utility consumption, you make some money along the way


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Flir Infrared



- Building Industry



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Marketing

- Who do we market too?
 - New home buyers
 - Homeowners concerned with their utility bills
 - People who want to "Go Green"
 - Retrofit clients "older home that didn't have insulation and have recently paid to have it installed" [source request](#)
 - People who have drafts or cold spots in their home

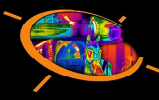
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Marketing




■ Mobile Billboard?



Once our mobile billboard was completed, we noticed about a 300% increase in our web traffic. It is not uncommon for people to ask for my business card when we are out. The colors of infrared definitely get attention!

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Marketing



■ Postcards



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Marketing



- Catchy phone numbers and matching web addresses

- 1-888-SO-CAL-IR
- www.socalinfrared.com



*The Truth Behind The Noise*

Marketing



- And just plain getting out there to tell the world what you can do!



*The Truth Behind The Noise*

Marketing



- But do not show up like this guy...



Social Infrared *The Truth Behind The Media*

Marketing

- Submit stories to Newspapers and New stations



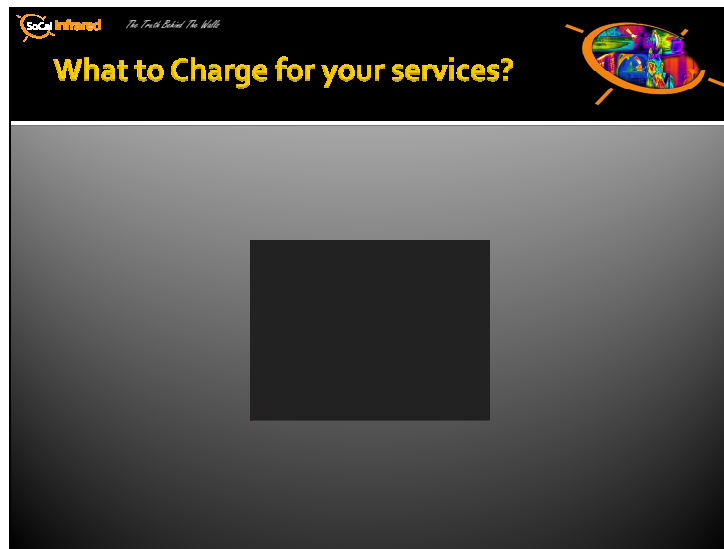
*The Truth Behind The Walls*

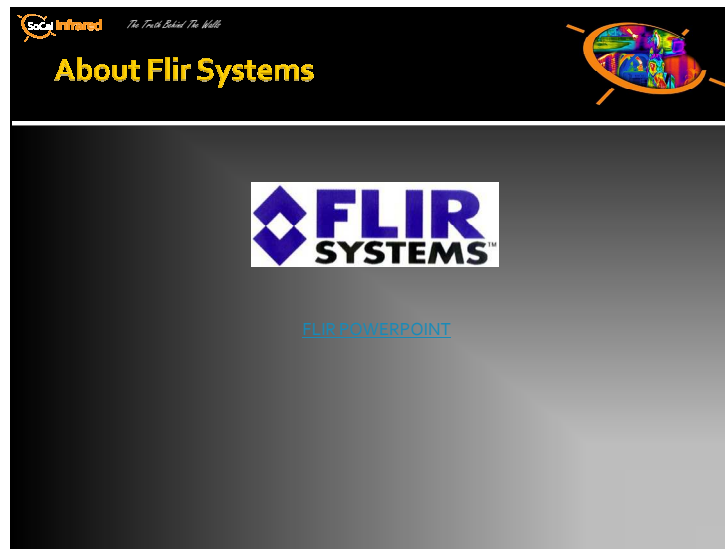


Marketing

- Many applications of infrared will allow you more opportunities
- Leak detection
- Roof Leak
- Electrical faults
- Medical applications
- Electronics
- Industrial
- And the list goes on.....Just Google it....

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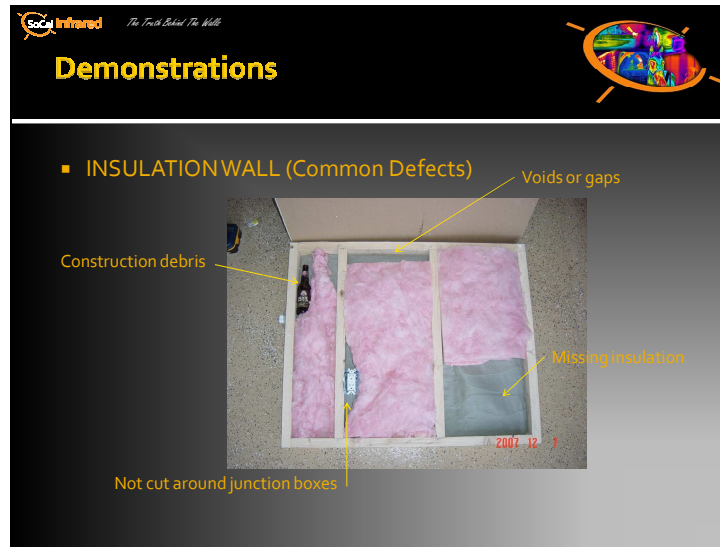


Training

- Why is training important?
- Do I need to do it?

러닝머신

Running Machine



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QUESTIONS & ANSWERS

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