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| Factory-Designed Efficiency | | Delivered Efficiency with Unsealed Ducts | | | |
|---|---|---|---|---|---|
| | | 2% or Less (SEALED) | 10% Leakage | 20% Leakage | 30% Leakage |
| A/C and Heat Pumps | 24 SEER | 23.3 | 20.3 | 16.6 | 12.9 |
| | 22 SEER | 21.3 | 18.6 | 15.2 | 11.9 |
| | 20 SEER | 19.4 | 16.9 | 13.9 | 10.8 |
| | 18 SEER | 17.5 | 15.2 | 12.5 | 9.7 |
| | 16 SEER | 15.5 | 13.5 | 11.1 | 8.6 |
| | 14 SEER | 13.6 | 11.9 | 9.7 | 7.6 |
| Furnaces | 95% AFUE | 93 | 85 | 76 | 67 |
| | 90% AFUE | 88 | 81 | 72 | 63 |
| | 80% AFUE | 78 | 72 | 64 | 56 |

Most homeowners **NEVER** get the efficiency they paid for!

**We do things the RIGHT way!**

# The New York Times

## Home Efficiency Opportunities

A recent study by McKinsey & Company showed the potential for major energy savings in the United States from relatively simple home improvements. The required investment in these improvements would be paid for by the savings over their lifetime.

| TYPE OF IMPROVEMENT *In existing homes* | POTENTIAL ENERGY SAVINGS *In trillions of B.T.U.'s* | | COST *Per million B.T.U.'s* |
|---|---|---|---|
| Seal ducts | | 510 | $ 4.90 |
| Insulate basement | | 290 | 4.70 |
| Install programmable thermostat | | 230 | 4.20 |
| Insulate attic | | 180 | 5.50 |
| Upgrade heating equipment* | | 160 | 11.40 |
| Seal home air leaks | | 160 | 7.60 |
| Perform heating, ventilation and air conditioning maintenance | | 130 | 6.80 |
| Install wall sheathing* | | 100 | 7.70 |
| Upgrade windows* | | 100 | 7.30 |
| Insulate slab foundation | | 30 | 13.70 |

*Cost savings occur primarily from replacement at end of equipment's life.

*Source: McKinsey & Company*

THE NEW YORK TIMES

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