

# THE PHILLIPS FAMILY

## CASE STUDY



### HOME IMPROVEMENT RESULTS

A total of 10 inches of insulation was blown-in the attic and sprayed foam insulation was added into the exterior wall cavities.

Reduction in Utility Cost: **\$324/year**

Energy Saving Improvement: **22.34%**

Estimated Payback Period: **9.26 years**

### HOME IMPROVEMENT ESTIMATED COSTS

Total Cost: **\$4,500**

• Attic Insulation: **\$600**

• Exterior Wall Insulation: **\$3,900**

Home Performance Instant Discount: **\$1,500**

Homeowner Cost: **\$3,000**

The Phillips' wanted to make their home more energy efficient and were willing to invest in home improvements now to save money on future utility costs. **They heard Focus on Energy offered instant discounts for making improvements, so they scheduled an energy assessment!** Their energy assessment revealed a need for more insulation in their attic and in their exterior walls. To begin, their installation Trade Ally used blown-in cellulose insulation in the attic, which is known for dramatically reducing utility bills. Additionally, while the house was being re-sided, spray foam insulation was added into the open wall cavities. **As a result, the Phillips feel a dramatic difference in their home.**

## INSULATION IMPROVEMENTS

Lack of adequate insulation is a common problem for many homeowners, especially for Wisconsin residents, who experience icy cold winters and blazing hot summers.

Insulating your home and sealing air leaks is an easy solution for many home performance issues. Improving the shell of your home can lower your utility bills and improve your comfort by distributing heat evenly throughout the home, allowing for fewer drafts and better humidity control.

## TRADE ALLY INFO

### ENERGY ASSESSMENT TRADE ALLY:

**On Site Performance Testing** of Chippewa Falls specializes in performing energy assessments, identifying comfort issues in your home and making recommendations to help you improve the energy efficiency of your home. Call **715.577.8009**.

### INSTALLATION TRADE ALLY:

**Eau Claire Insulation** has been serving the Chippewa Valley for over 30 years. ECI specializes in spray foam, blown attic and sidewalls, insulation removal and home performance testing. Visit [www.ec-insulation.com](http://www.ec-insulation.com) for more information. Call **715.832.6927**.

## SAVING ENERGY AND MONEY FOR WISCONSIN



Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

[focusonenergy.com/HomePerformance](http://focusonenergy.com/HomePerformance)