Why should you improve the indoor air quality throughout your home?



Because healthy indoor air quality matters for all of us, but no regulations mandate it in the retrofit market. And yet where there are regulations, as in the new construction market, consumers still experience issues with poor indoor air quality, even when their home is equipped with an air exchanger such as an HRV!

When they first move in, home owners tend to enjoy their pleasant new dwelling, yet quite often by the second year they experience phenomena such as excess moisture, musty moldy odors, and allergic reactions to indoor air contaminants. As the seasons change, humidity issues that lead to damp uncomfortable basements & crawlspaces, or even window condensation upstairs, can become apparent.



Indoor air pollution concentrates inside and outside pollutants.

On the one hand, the succession of regulations and changes to building codes is producing houses that are increasingly airtight. On the other hand, an increased public awareness of the negative impact of poor indoor air quality on human health has seen the need for intelligent air treatment systems!

While an airtight home is designed to be energy-efficient and high-performance, at the same time it can have issues with pollutants like VOCs trapped inside, and from cross contamination of noxious fumes entering from the garage.

Source control is obviously the first step to limiting exposure to indoor pollutants, but predictable ventilation is required to establish and maintain Indoor Air Quality (IAQ), <u>because poor IAQ has a significant adverse impact on human health!</u>



Indoor contaminants sources.

The objective at ClairiTech is to design and produce intelligent air treatment systems that remove polluted air from a building and supply outdoor air to this same building using technology that is affordable for home owners - whether they live in a single-family home, a duplex, or an apartment, and whether their home is old, new, or newly renovated.

Introducing ventilation throughout the whole house, with special attention to the trickiest space which is the basement or crawlspace, and treating the ventilation air so that it is more beneficial to the health and well-being of the occupants has been inside ClairiTech Innovations' DNA for almost 30 years.

At ClairiTech Innovations, customers' concerns are our concerns. Whether customers are worried about their health, their comfort, their property, or their investment, the team at ClairiTech is committed to making sure that they enjoy all the benefits our innovative clean air products offer.

Why better indoor air quality means better health

Helping customers understand the important reasons to improve ventilation

Whether you are building a new home, renovating an existing one, or fixing a problem like a leaky roof or wet basement, helping your customers understand the importance of proper ventilation and clean air will not only help them enjoy their home more, it can have long-term benefits for their health. What they don't see, i.e., the indoor air they breathe every day, is just as vital as what they do see.

Poor indoor air quality ranked one of top five environmental risks.

The U.S. Environmental Protection Agency (EPA) has ranked poor indoor air quality among the top five factors of environmental risk, saying "the potential impact of indoor air quality on human health nationally can be considerable for several reasons."

As part of the EPA's report on Indoor Air Quality (IAQ), they identify three key factors:

1. Americans, on average, spend approximately 90 percent of their time indoors, where the concentrations of some pollutants are often 2 to 5 times higher than typical outdoor concentrations.
2. People who are often most susceptible to the adverse effects of pollution (e.g., the very young, older adults, people with cardiovascular or respiratory disease) tend to spend even more time indoors.

3. Indoor concentrations of some pollutants have increased in recent decades due to such factors as energy-efficient building construction (when it lacks sufficient mechanical ventilation to ensure adequate air exchange) and increased use of synthetic building materials, furnishings, personal care products, pesticides, and household cleaners.

The EPA lists the sources of typical pollutants that people should be aware of including substances of natural origin such as radon, pet dander, and mold. In addition, the EPA also notes that "excessive moisture also promotes the growth of common indoor pollutants like dust mites, bacteria, and viruses which can impact health."

Explaining how moisture and mold impacts health

The EPA explains that excess moisture in homes or buildings creates an ideal environment for mold spores to grow. Being exposed to mold can trigger allergic reactions and asthma symptoms in people who are allergic to mold. With or without allergies, occupants may experience upper and lower respiratory problems, as well as irritation of the eyes, skin, nose, throat, and lungs when exposed to airborne mold particles.

The EPA lists a number of conditions that dampness and mold have been linked to including:

- Worsening of asthma
- Coughing
- Wheezing
- Nasal congestion
- Sore throat
- Sneezing
- Rhinitis.

The EPA also mentions an uncommon disease known as hypersensitivity pneumonitis has been associated with exposure to indoor mold in people

who have weakened immune systems. This disease creates flu-like symptoms that may recur. In addition to mold, the EPA also notes that "excessive moisture also promotes the growth of common indoor pollutants like dust mites, bacteria, and viruses which can impact health."

Taking care of the problem

Signs of dampness include moldy odors, visible moisture like wet surfaces or condensation around windows, leaks from plumbing, pipes, or cracks in the walls, or simply high humidity.

Once you have taken care of the source of the moisture and mold, your customers should ensure they have proper ventilation and humidity control all year round.

It's an important step towards improving indoor air quality and enjoying all the health benefits of breathing better air throughout their home each and every day.

To read more about Indoor Air Quality(IAQ) on the U.S. Environmental Protection Agency (EPA) website go to **https://www.epa.gov/indoor-air-quality-iaq/introduction-indoor-air-quality**

How to value added your house when selling by upgrading the Indoor Air Quality?



Whether you are looking to increase your property's appraisal value with a view to a sale, or you just want to improve your living space, getting started on home improvements can be a daunting prospect.

You may be asking yourself, “How do I implement home improvements to increase the value of my house without breaking the bank or committing to long-term building projects?”

Every homeowner must pay for routine home maintenance, such as replacing worn-out plumbing components or staining the deck, but some choose to make improvements with the intention of increasing the home's value.

Certain projects can be a wise investment, as they do add to the value of the home. Other projects, however, allow little opportunity to recover the costs when it's time

to sell.

Even though the current homeowner may greatly appreciate the improvement, a buyer could be unimpressed and unwilling to factor the upgrade into the purchase price.

A bit of research, or the advice of a qualified real estate professional, can help homeowners avoid costly projects that don't really add value to a home.

Homeowners, therefore, need to be careful with how they choose to spend their money if they are expecting the investment to pay off.

Here are six things you think add value to your home, but really don't.

1. Swimming Pools

Swimming pools are one of those things that may be nice to enjoy at your friend's or neighbour's house, but that can be a hassle to have at your own home. Many potential home buyers view swimming pools as dangerous, expensive to maintain and a lawsuit waiting to happen.

2. Overbuilding for the Neighbourhood

Homeowners may, in an attempt to increase the value of a home, make improvements to the property that unintentionally make the home fall outside of the norm for the neighbourhood, might make the home more appealing but will not add significantly to the resale value.

3. Extensive Landscaping

Home buyers may appreciate well-maintained or mature landscaping, but don't expect the home's value to increase because of it. A beautiful yard may encourage potential buyers to take a closer look at the property but will probably not add to the selling price.

4. High-End Upgrades

High-quality upgrades generally increase the value of high-end homes, but not necessarily mid-range houses where the upgrade may be inconsistent with the rest of the home.

5. Wall-to-Wall Carpeting

Carpeting is expensive to purchase and install. In addition, there is growing

concern over the healthfulness of carpeting due to the amount of chemicals used in its processing and the potential for allergens.

6. Invisible Improvements

Invisible improvements are those costly projects that you know make your house a better place to live in, but that nobody else would notice - or likely care about.
A new plumbing system or HVAC unit (heating, venting and air conditioning) might be necessary, but don't expect it to recover these costs when it comes time to sell.
Many home buyers simply expect these systems to be in good working order and will not pay extra just because you recently installed a new heater.
It may be better to think of these improvements in terms of regular maintenance, and not an investment in your home's value.
Homeowners frequently must choose between an improvement that they would really love to have and one that would prove to be a better investment.
It is difficult to imagine spending thousands of dollars on a home-improvement project that will not be reflected in the home's value when it comes time to sell.
There is no simple equation for determining which projects will garner the highest return, or the most bang for your buck.

7. Invisible improvement that provide healthy effects

But when exactly is it to make a significant improvement that will both satisfy the concerns of the current owner and meet the requirements of the future buyer, to also translate into a competitive advantage over real estate products of the same nature or located in a close neighbourhood, why not moving forward with it?
And guess what? If this solution with proven performance is affordable, economical and maintenance-free, why this investment, unlike others without impact on the heritage value in the eyes of potential buyers, will enhance the attractiveness of the property?
For a reason that is really very simple to understand: public opinion is more and more concerned by health issues, and consumers are now better informed and therefore more attentive to indoor air quality issues and their corollaries on human health!

If among the six investment items mentioned above most have little or no impact on the value of the property from the buyer's point of view, the modest $1,500 expense in an advanced indoor air quality control technology system can prove to be highly lucrative against it!

Because Clean Air matters with every breath!