

The Little HVAC that Couldn't

Educational B2C Email Campaign targeting REALTORS® with information that is vital to their profession and could help them avoid lawsuits and after-sale disputes.

Subject: The Little HVAC that Couldn't

Remember Watty Piper's classic children's story, *The Little Engine that Could*? Remember how the little engine strained to make it up the hill? Well, when a home's HVAC system isn't powerful enough to heat or cool the entire home, it puts a similar strain on the little guy.

Our Service Providers tell us that an inadequate HVAC unit may:

- **Raise energy costs**
- **Fail to properly heat or cool the home**

"Tonnage" is the unit of measurement that describes the cooling capacity of an air conditioning system, and for each ton, the typical HVAC unit can cool 500-600 square feet of space living space. Keep in mind, however, that this isn't a hard and fast rule. The actual load calculation may vary based on many factors (e.g., windows, ceiling height, sun exposure, etc.), but you can do a quick calculation to figure out if an HVAC is at least in the ballpark.



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TIP: Consider crunching the numbers if you're helping a client buy or sell a home where the original square footage has been increased... it might require a more powerful HVAC!