



# **Question-Based Search is On the Rise: Are You Taking Advantage?**

Peter Troast, Energy Circle

Energy Circle Webinar Series

*February 27, 2019*

# Energy Circle On The Road

~~02/05 - 02/06: **Solar Power Northeast** | Boston, MA~~

~~02/06 - 02/07: **Better Buildings Vermont** | Burlington, VT~~

~~02/11 - 02/13: **Dry Climate Forum** | Yosemite, CA~~

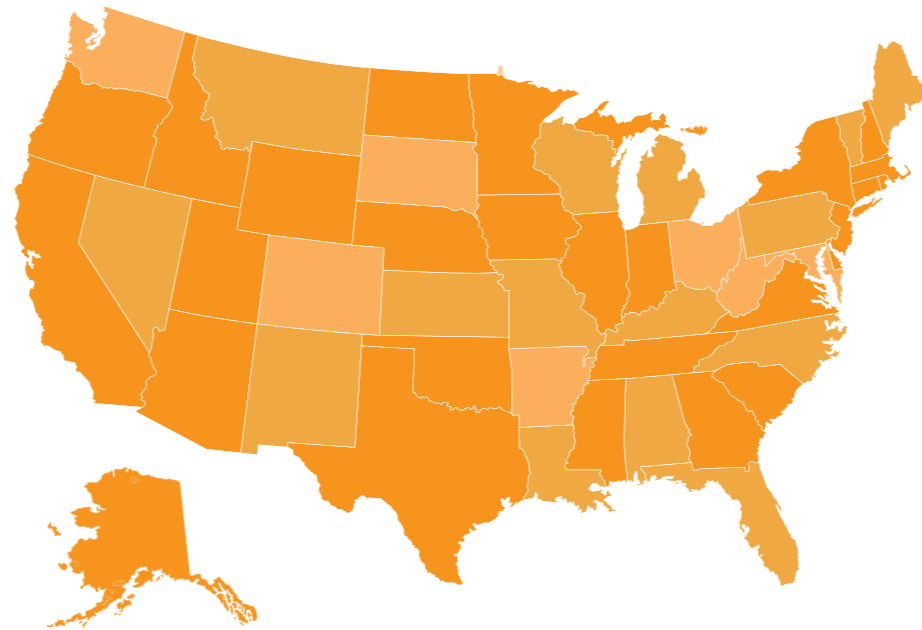
~~02/11 - 02/12: **Home Performance Coalition NW** | Portland, OR~~

03/03 - 03/06: **ACCA Optimize** | San Antonio, TX

03/06 - 03/08: **BayWa r.e. Renewable Energy Business Leadership Summit** | Tamaya, NM

03/19 - 03/20: **Building Science Conference & Expo** | Bowling Green, KY

04/01 - 04/04: **Home Performance Coalition National** | Chicago, IL



# What We'll Discuss

- 1 RISE OF THE QUESTION-BASED WORLD**
- 2 THE REALITY: QUESTIONS IN OUR INDUSTRY**
- 3 RESEARCH TOOLS**
- 4 RECOMMENDATIONS**



# **RISE OF THE QUESTION-BASED WORLD**

# Not Just for Keyboards Anymore



# Rise of Voice Search Queries

Google Voice Search Queries =  
Up >35x Since 2008 & >7x Since 2010, per Google Trends

*Google Trends imply queries associated with voice-related commands have risen >35x since 2008 after launch of iPhone & Google Voice Search*

Google Trends, Worldwide, 2008 – 2016



@KPCB

Source: Google Trends  
Note: Assume command-based queries are voice searches given lack of relevance for keyword-based search. Aggregate growth values determined using growth in Google Trends for three queries listed above.

KPCB INTERNET TRENDS 2016 | PAGE 122

# Primary Uses of Voice Search



# Conversational Search

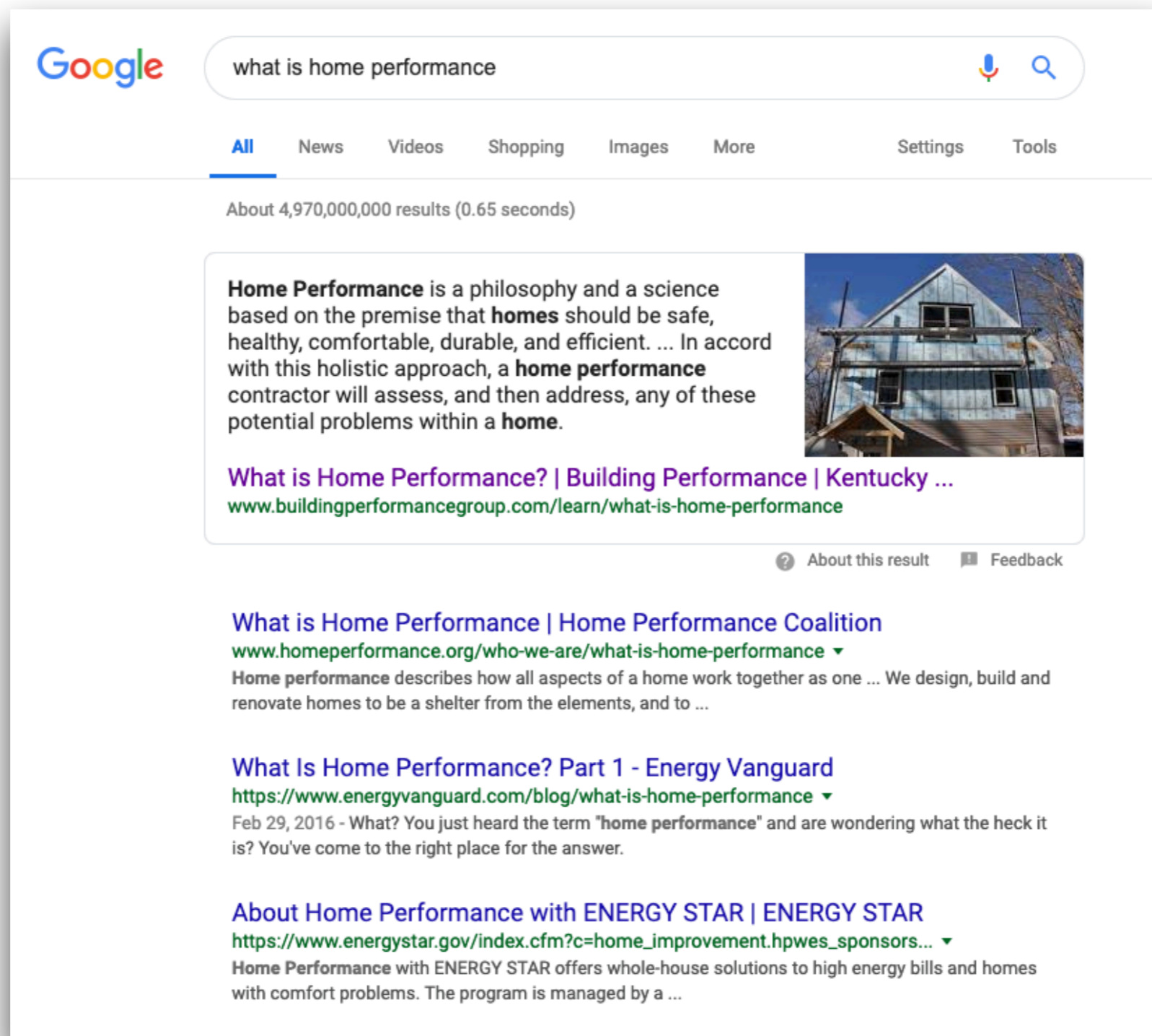
**"energy efficient furnace"**

**VS**

**"how do you determine if a furnace  
is energy efficient?"**



# Featured Snippets (aka Answer Boxes)



The image is a screenshot of a Google search results page for the query "what is home performance". The search bar at the top contains the text "what is home performance" and has a microphone icon and a search icon to its right. Below the search bar are navigation tabs for "All", "News", "Videos", "Shopping", "Images", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 4,970,000,000 results (0.65 seconds)".

The featured snippet is a white box with a thin border. On the left side of the box is a text block: **Home Performance** is a philosophy and a science based on the premise that **homes** should be safe, healthy, comfortable, durable, and efficient. ... In accord with this holistic approach, a **home performance** contractor will assess, and then address, any of these potential problems within a **home**.

On the right side of the box is a photograph of a two-story house with a blue metal roof and white siding, with scaffolding around it, suggesting a renovation or construction project.

Below the text and image is a link: [What is Home Performance? | Building Performance | Kentucky ...](http://www.buildingperformancegroup.com/learn/what-is-home-performance)  
[www.buildingperformancegroup.com/learn/what-is-home-performance](http://www.buildingperformancegroup.com/learn/what-is-home-performance)

At the bottom right of the featured snippet box are two small icons: a question mark and a speech bubble, with the text "About this result" and "Feedback" respectively.

Below the featured snippet are three more search results:

- What is Home Performance | Home Performance Coalition**  
[www.homeperformance.org/who-we-are/what-is-home-performance](http://www.homeperformance.org/who-we-are/what-is-home-performance) ▼  
Home performance describes how all aspects of a home work together as one ... We design, build and renovate homes to be a shelter from the elements, and to ...
- What Is Home Performance? Part 1 - Energy Vanguard**  
<https://www.energyvanguard.com/blog/what-is-home-performance> ▼  
Feb 29, 2016 - What? You just heard the term "home performance" and are wondering what the heck it is? You've come to the right place for the answer.
- About Home Performance with ENERGY STAR | ENERGY STAR**  
[https://www.energystar.gov/index.cfm?c=home\\_improvement.hpwes\\_sponsors...](https://www.energystar.gov/index.cfm?c=home_improvement.hpwes_sponsors...) ▼  
Home Performance with ENERGY STAR offers whole-house solutions to high energy bills and homes with comfort problems. The program is managed by a ...

# Google “People also ask”

People also ask

- Are solar panels really free?
- How many solar panels are needed to power a house?
- How much do solar panels cost for a 1500 square foot house?**
- How many solar panels to supply an average household? Garrison stated that the typical home is approximately 1,500 square feet, with electrical costs of about **\$100** per month. Such a house generally needs about 16 panels to completely cover electrical power needs.
- [How Many Solar Panels Does it Take to Power a House? - Networx](https://www.networx.com/article/how-many-solar-panels-does-it-take-to-po)  
<https://www.networx.com/article/how-many-solar-panels-does-it-take-to-po>
- Search for: [How much do solar panels cost for a 1500 square foot house?](#)
- Do you really save money with solar panels?
- How many solar panels do I need for a 2000 square foot house?
- How long do solar panels last?

[Feedback](#)

# Google My Business Q & A



**Shilda Anderson**

What is your service fee to come to my home?

Helpful?



Post



**Jordan Hellstern**

a month ago

Mac's right Shilda, but it also depends on what kind of service you need. our furnace no break down Guarantee is \$59 right now.

1



**Mac Gardner**

**Local Guide** · 66 reviews · 232 photos

a month ago

Depends if you have a plan with them or not and whether they complete the work. Around \$50

Helpful?



# Live Chat: High Frequency of Questions

## Mini-Splits



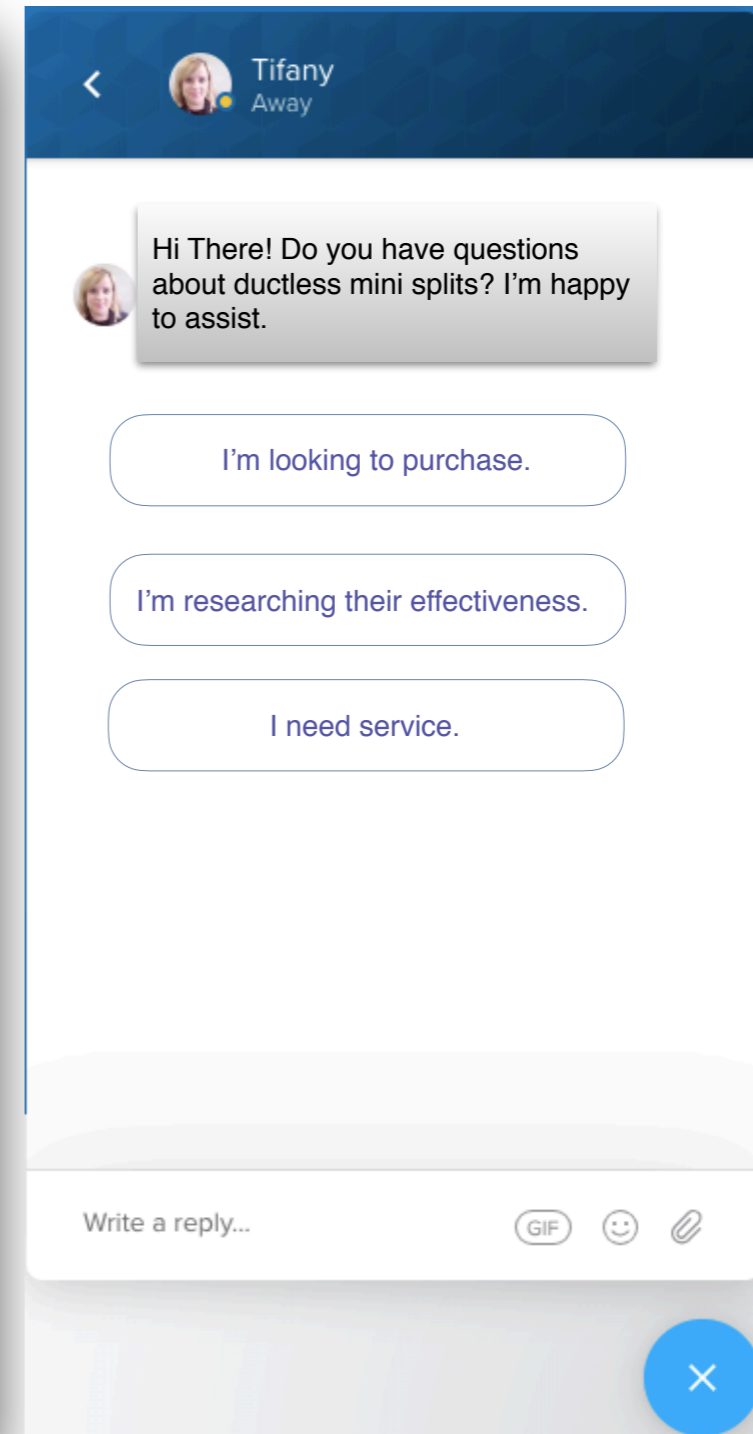
Brower Mechanical serves the Sacramento region, including Antelope, Elk Grove, Galt, Folsom, El Dorado Hills, Roseville, Citrus Heights, Rocklin, Auburn, Davis, Yuba City and Granite Bay with a full range HVAC and energy efficiency services. Our expert team is skilled indoor in installing, repairing, and maintaining mini splits for greater home comfort throughout the hot summer months.

Do you want to find an energy-efficient cooling solution for your Sacramento-area home? Mini splits provide a great cooling option, and can help you save on your utility bills.

### **These systems make a lot of sense for summers in the Sacramento, CA area.**

Advantages of a mini-split system include:

- Provides both a heating and cooling solution
- Enhances comfort with balanced temperatures
- Boosts energy efficiency and allows for true zoning
- Cuts energy bills by qualifying you for a lower electricity rate





# **REALITY CHECK: QUESTIONS IN SOLAR, HOME PERFORMANCE, HVAC**

# For Most Contracting Businesses: Big 7

1. Do you have the service I need?
2. Do you serve my area?
3. When are you available?
4. How much do you cost?
5. Are you a good company?
6. What is first step to engage you?
7. After hire, what is your process?

# Addressing Different Services

## **Energy Audit**

What is it?

Why do I need it?

What do I get out of it?

How much time does it take?

Do I have to be there?

How do I prepare?

Then what?

## **Solar**

Is my house/roof suited?

How much cost?

How much savings?

How will it look on my house?

Maintenance requirements?

Do I have to clean?

Will it hurt my roof?

What happens during power outages?

What if it's cloudy for 2 weeks?

# Start with More Complex Topics

Service	Audience Knowledge
Ductless Heat Pumps	L
Battery Storage	L
Crawlspace Repair	L
Insulation/Envelope	M
Healthy Home/IAQ	L





About 29,500,000 results (0.56 seconds)

Product listings for energy efficient furnaces:

- Goodman 96% 120,000 BTU, GMSS961205DN, Up/Horizontal Furnace. Price: \$1,303.00. Alpine Home Air Products.
- 100k BTU 96% AFUE Multi... Price: \$1,196.00. Ingrams Water... (141 reviews)
- Goodman 97% 120,000 BTU... Price: \$2,437.00. Alpine Home Ai... (10 reviews)
- Goodman 96% AFUE 80,000 BT... Price: \$986.00. eComfort.com (141 reviews)

### ENERGY STAR Most Efficient 2019 — Furnaces | Products | ENERGY ...

These exceptional furnaces represent the leading edge in energy efficient products this year. These furnaces are designed to provide the best comfort for the ...

#### People also ask

- What is the most energy efficient gas furnace?
- What is the most energy efficient heating system?
- How much does a high efficiency furnace cost?
- What is the best furnace to buy?

Feedback

### Best Gas Furnace Buying Guide - Consumer Reports

Sep 16, 2016 - Furnaces have become more energy-efficient over the years. A gas furnace made in the early 1970s typically has an AFUE of about 65 percent. The lowest efficiency allowed by law for new gas furnaces is 78 percent, and some new models achieve 97 percent, near-total efficiency.

### Purchasing Energy-Efficient Residential Furnaces | Department of ...

FEMP's acquisition guidance for residential furnaces and the associated ENERGY STAR efficiency requirements apply to gas-, propane-, and oil-fired furnaces ...

### Buying a High-Efficiency Furnace - HomeTips

Nov 8, 2018 - The efficiency of your furnace can make a major difference in your energy bills. According to the U.S. Department of Energy (DOE), heating and ...



About 38,300,000 results (0.68 seconds)

Locate the noted **efficiency** of the **furnace**, usually on the faceplate. If your **furnace** is only 80 percent **efficient** and you require 100,000 BTUs to heat your entire home, you need a **furnace** that outputs 125,000 BTUs at 100 percent. You are not **efficiently** heating your home when the actual output is too low.

### How Do I Know if My Furnace is Efficient? - Stay Comfy Minnesota

<https://www.staycomfy.com/blog/how-do-i-know-if-my-furnace-is-efficient>

About this result Feedback

#### People also ask

- Is my furnace high efficiency?
- What is my furnace AFUE?
- How efficient are new furnaces?
- How is furnace efficiency measured?

Feedback

### How Can I Tell How Efficient My Furnace Is? | Raleigh Heating & Air

Nov 20, 2014 - If you are concerned about saving money and lowering your energy use, it is important to know that you have a furnace that efficiently converts ...

### How Do I know if My Heater is Efficient?

Sep 29, 2015 - Even heating San Diego homes can be expensive, making the need for an energy-efficient furnace a necessity. One way to determine the ...

### How Do I Know if My Furnace is Efficient? - Stay Comfy Minnesota

Locate the noted **efficiency** of the **furnace**, usually on the faceplate. If your **furnace** is only 80 percent **efficient** and you require 100,000 BTUs to heat your entire home, you need a **furnace** that outputs



# **RESEARCH TOOLS FOR IDENTIFYING MOST COMMON QUESTIONS**

# First and Foremost

## **What Your Customers & Prospects Are Asking**

# Google Suggest



how much do solar

how much do solar **panels cost**

how much do solar **panels save**

how much do solar **panels weigh**

how much do solar **panel installers make**

how much do solar **panels cost 2018**

how much do solar **cars cost**

how much do solar **batteries cost**

how much do solar **tubes cost**

how much do solar **panels**

how much do solar **farms make**

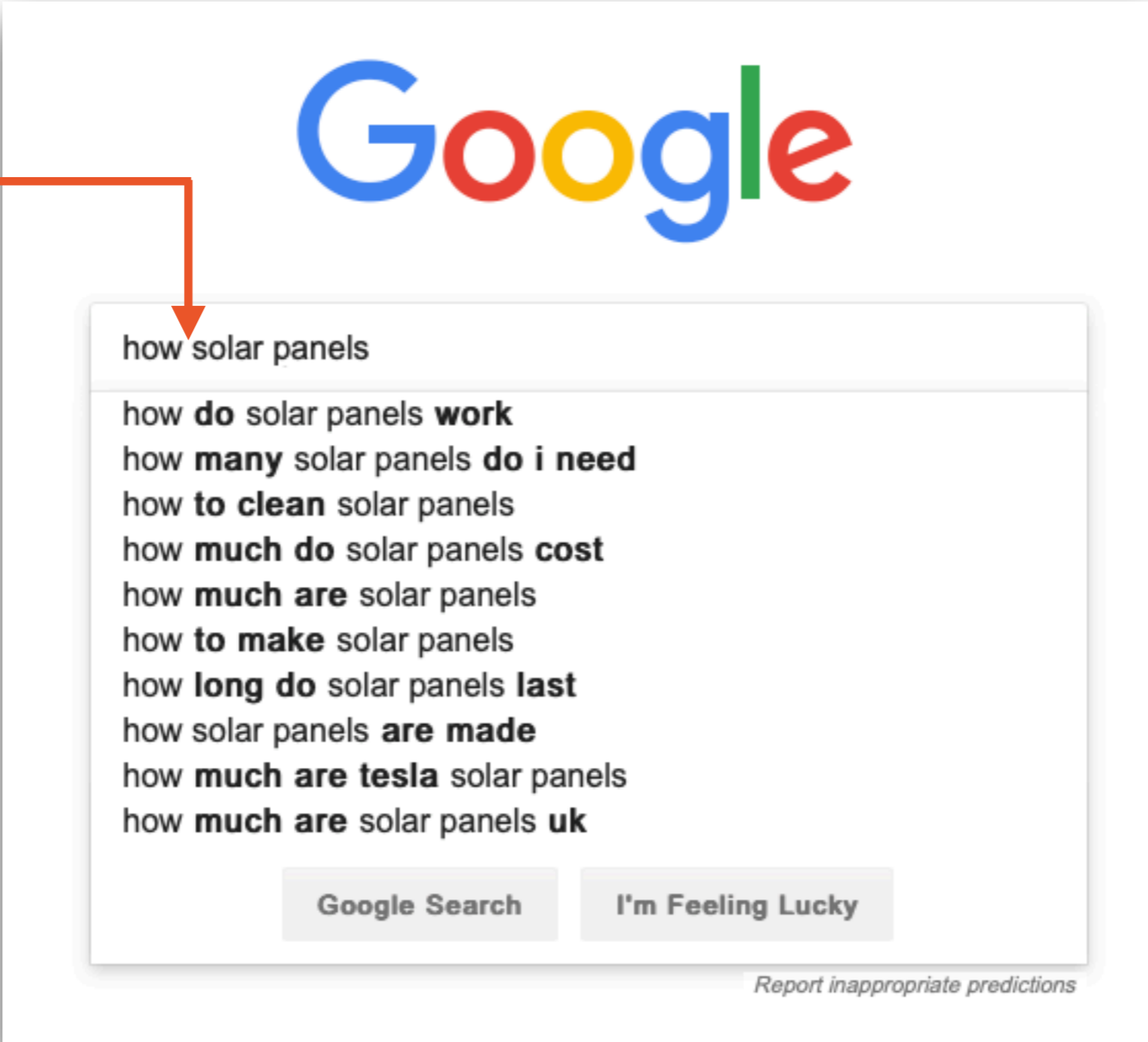
Google Search

I'm Feeling Lucky

[Report inappropriate predictions](#)

# Google Suggest

insert  
cursor

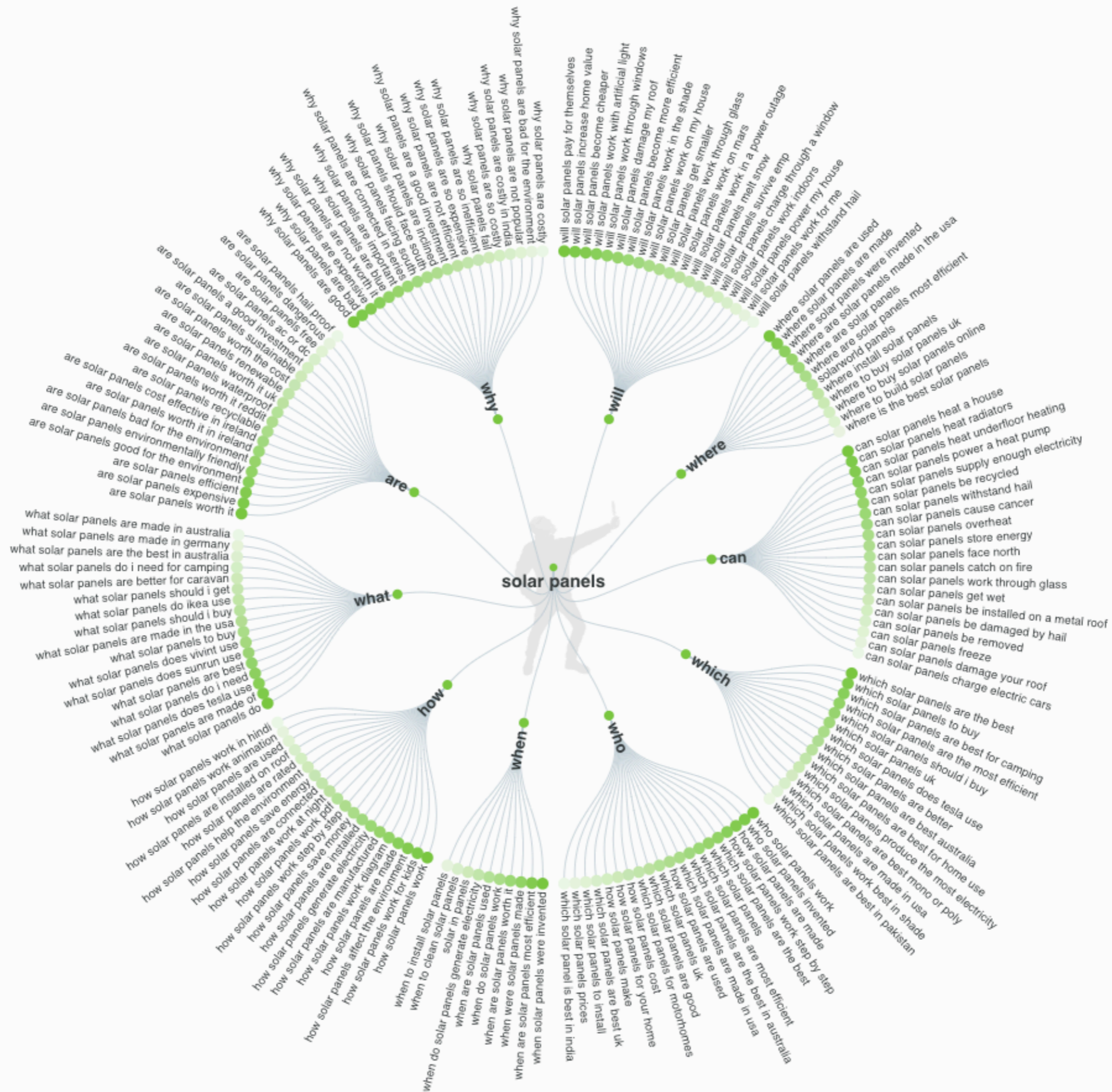


The image shows a screenshot of the Google search interface. At the top, the Google logo is displayed in its characteristic multi-colored font. Below the logo is a search input field. An orange arrow points from the text 'insert cursor' on the left to the search input field. The search input field contains the text 'how solar panels'. Below the input field, a list of search suggestions is displayed. The suggestions are:

- how **do** solar panels **work**
- how **many** solar panels **do i need**
- how **to clean** solar panels
- how **much do** solar panels **cost**
- how **much are** solar panels
- how **to make** solar panels
- how **long do** solar panels **last**
- how solar panels **are made**
- how **much are tesla** solar panels
- how **much are** solar panels **uk**

At the bottom of the suggestions list, there are two buttons: 'Google Search' and 'I'm Feeling Lucky'. Below these buttons, there is a link that says 'Report inappropriate predictions'.





# Question Volume

heat pump Apply US

Broad Match Phrase Match Exact Match Related NEW

All Questions Advanced filters

By num of keywords By volume

All keywords	4,289
> much	389
> work	342
> air	278
> can	253
> use	222
> install	205
> cost	190
> system	178
> size	177
> water	172
> thermostat	167
> pool	157
> geothermal	139
> run	136
> electric	132
> ton	131
> need	121

## All keywords

Total volume **49,690** | Average difficulty **5.39%**

Export Add to Keyword Analyzer

Keyword	Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
<input type="checkbox"/> how does a heat pump work	5,400		67.19	2.74	0.25	1	166M
<input type="checkbox"/> what is a heat pump	5,400		69.64	3.83	0.27	1	199M
<input type="checkbox"/> how a heat pump works	1,300		69.06	4.03	0.24	1	81.7M
<input type="checkbox"/> what size heat pump do i need	720		58.57	1.81	1	1	132M
<input type="checkbox"/> how much does a heat pump cost	720		63.48	5.1	1	0	109M
<input type="checkbox"/> how much is a heat pump	480		62.45	3.15	1	1	136M
<input type="checkbox"/> what does a heat pump look like	480		64.22	2.55	1	1	89.5M
<input type="checkbox"/> what is a heat pump system	390		66.36	3.23	0.38	1	114M
<input type="checkbox"/> who makes the best heat pump system	320		n/a	1.42	1	n/a	n/a
<input type="checkbox"/> how does a geothermal heat pump work	320		63.48	2.64	0.26	2	3.9M
<input type="checkbox"/> how to install a heat pump	320		61.63	3.64	0.48	2	46.8M
<input type="checkbox"/> what is a geothermal heat pump	260		76.33	2.7	0.3	1	19.8M
<input type="checkbox"/> how do i know if i have a heat pump	260		58.69	0	0.05	0	123M

**SEM Rush Keyword Tool**





# Question Volume

solar panels US Apply Broad Match Phrase Match Exact Match Related NEW

All Questions Advanced filters

By num of keywords By volume

All keywords	16,945
> much	2,060
> can	1,918
> mani	1,275
> instal	1,020
> make	920
> use	846
> power	816
> cost	774
> work	771
> home	672
> need	642
> batteri	584
> watt	568
> hous	566
> energi	563
> roof	560
> produc	540
> charg	535

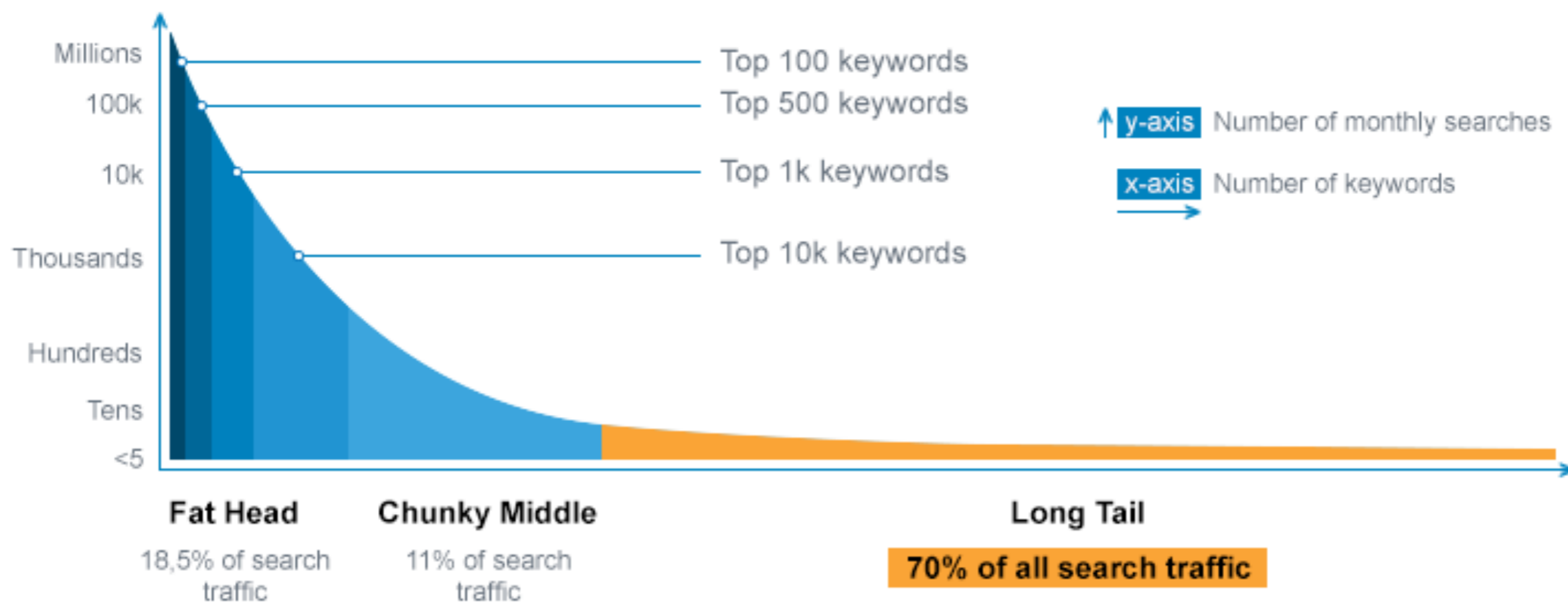
## All keywords

Total volume **194,610** | Average difficulty **6.03%**

Export Add to Keyword Analyzer

Keyword	Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
<input type="checkbox"/> how do solar panels work	9,900		70.2	3.18	0.27	3	108M
<input type="checkbox"/> how much do solar panels cost	6,600		62.8	5.36	1	4	88.6M
<input type="checkbox"/> how much are solar panels	4,400		66.78	3.86	1	3	178M
<input type="checkbox"/> how solar panels work	3,600		75.29	3.82	0.32	3	112M
<input type="checkbox"/> how to make a solar panel	3,600		58.73	1.78	0.76	3	241M
<input type="checkbox"/> how many solar panels do i need	2,900		57.4	2.39	0.92	3	125M
<input type="checkbox"/> are solar panels worth it	1,900		73.28	4.47	0.42	4	301M
<input type="checkbox"/> how long do solar panels last	1,600		60.13	2.67	0.26	4	103M
<input type="checkbox"/> how to build a solar panel	1,600		66.65	1.13	0.99	3	89.1M
<input type="checkbox"/> how to install solar panels	1,600		69.89	3.65	1	2	64.4M
<input type="checkbox"/> what are solar panels made of	1,600		66.9	4.67	0.18	4	101M
<input type="checkbox"/> how many solar panels to power a house	1,300		63.97	2.12	1	3	62.1M
<input type="checkbox"/> what are solar panels	1,300		68.44	3.95	0.3	4	227M
<input type="checkbox"/> what is solar panel	1,300		n/a	5.06	0.25	n/a	n/a
<input type="checkbox"/> how are solar panels made	1,000		63.02	3.84	0.28	4	67M
<input type="checkbox"/> how to clean solar panels	1,000		56.19	4.29	0.37	4	64.6M
<input type="checkbox"/> how much does it cost to install solar panels	880		66.57	7.17	0.48	4	33.4M
<input type="checkbox"/> do it yourself solar panels	720		68.96	1.33	1	2	30.8M
<input type="checkbox"/> how much energy does a solar panel produce	720		55.13	6.61	0.18	3	50M

# Understanding the Long Tail






# **RECOMMENDATIONS: WHERE TO FOCUS YOUR INITIAL EFFORTS**

# Website FAQ's

Careers Email Sign-up 617 477 8495 Refer-A-Friend Free Quote

 BOSTON SOLAR [Residential Solar](#) Commercial Solar Roofing Services Solar Blog & Resources About Us

- How much do solar panels cost in 2019? +
- How much will it cost me and my family to solar power my home? +
- How much will I save with solar panels? +
- Is solar energy more expensive than utility rates? +
- Is solar financing available? +
- What is the latest news in Massachusetts solar energy incentives? +
- How long will it take to install my system? -**
- What kind of maintenance do solar panels require? +
- Will I still need to use the electric utility? +
- Is there a warranty on my solar system? +

For residential customers, the solar panel installation is typically a one or two day process. From the moment you sign a contract, it typically takes between 90 to 120 days to install the system and get it turned on. [View our average installation timeline by clicking here.](#)

# CTA's: Anticipate Their Questions

We help you capture the money-saving benefits of clean solar energy

Is solar right for you? Will solar work on your roof or land? How much would solar cost for you? How much could you save? We make it easy to get the answers to all your solar questions.

Simply fill out the form to schedule a call with one of our non-commissioned solar experts.

Residential or Commercial (Choose One)\*

First Name\*

Last Name\*

Phone\*

Email\*

Zip\*

GET STARTED


# Google My Business Q & A

The screenshot shows a Google My Business Q&A interface. At the top, there are links for "See photos" and "See out". The business name is "Hassler Heating and Air Conditioning, Inc." with the address "1537 S 56th St, El Cerrito, CA". A profile picture of a man and a blue "Ask a question" button are visible. The question is "Do you work within the Home Upgrade Program?". Below the question are "Helpful?" and "Answer" options. The answer is from the business owner, "Hassler Heating and Air Conditioning, Inc. (Owner)", dated "Edited · in the last week". The answer text reads: "Hi Peter, Yes. We work closely with the Home Upgrade Program. We were named Home Upgrade Contractor of the Year and will take care of all the paperwork to offer homeowners up to \$5,500 in rebates when making energy-saving home improvements. Thanks for the question!". There is a "Helpful?" option below the answer.

See photos | See out

## Hassler Heating and Air Conditioning, Inc.



1537 S 56th St, El Cerrito, CA




[Ask a question](#)


---

Do you work within the Home Upgrade Program?

 Helpful?  Answer

 **Hassler Heating and Air Conditioning, Inc. (Owner)**  
Edited · in the last week

Hi Peter, Yes. We work closely with the Home Upgrade Program. We were named Home Upgrade Contractor of the Year and will take care of all the paperwork to offer homeowners up to \$5,500 in rebates when making energy-saving home improvements. Thanks for the question!

 Helpful?

# Advanced Landing Pages

**E3 INNOVATE** ABOUT SERVICES INTEGRATED PROJECTS RESOURCES [START YOUR PROJECT](#)

## Whole Home Solutions

At E3 INNOVATE, we believe a house should be a safe, clean, and comfortable haven to live in. That is why we help families create high performance homes and commit to helping our clients protect their most treasured investment for generations.

[Learn More](#)

**Ensure your home is comfortable, healthy, durable, and sustainable**  
with Whole Home Solutions from the Experts at E3.  
(615) 667-8453

**Whole Home Solutions means taking an Integrated Approach to Home Improvement**

Whether you are making upgrades to an existing home, planning a new construction project, or renovating a historic house, E3 provides the expertise to help you create a healthy, comfortable, and efficient space that is tailored to the individual home.

Safe indoor air quality, continuous comfort, and long-lasting durability can be achieved when a home is designed with an integrated approach. If one or more components go unaddressed, issues can arise that lead to costly and unnecessary repairs, such as humidity problems, mold and moisture growth, water concerns, and comfort imbalances.

That's why E3 uses an integrated whole-home approach with your project. We focus on the pillars of home performance while also addressing the details that make each component work as part of the system. Our strategy helps ensure you get the desired results out of your investment.

**E3 INNOVATE** is a whole-home performance company that focuses on integrated, long-term solutions that serve you and your family.

### Is Your House Making Your Family Sick?

Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

#### Physical Symptoms

- Skin irritation
- Fatigue, weakness & lethargy
- Frequent sickness

#### Cognitive Symptoms

- Frequent headaches
- Foggy thinking or short term memory loss
- Difficulty sleeping and waking up

#### Emotional Symptoms

- Mood changes
- Feeling agitated or depressed
- Worry or anxiety

#### Respiratory Symptoms

- Coughing or shortness of breath
- Sinus congestion
- Increased asthma symptoms

**Pets**  
Pets can be even more sensitive than humans are to household chemicals and allergens

### Does This Sound Like You?

**I think my house is making me sick.**  
I get headaches and feel dizzy but it all goes away when I leave the house.

[Learn More >](#)

**The house smells damp and musty**  
but I can't figure out where it's coming from or what's causing it.

[Learn More >](#)

**My hardwood floors are warping**  
I have a lot of moisture in my crawlspace from the recent rain and it's messing up my floors!

[Learn More >](#)

### Which Symptoms are you Seeing in Your Home?

The first clue that a home has a performance issue is when symptoms appear. This happens when the house is constructed and maintained with a piecemeal approach.

- Excess Dust & Dirt**
  - House looks dingy, even after it's been cleaned
  - Increased allergy symptoms, especially after cleaning
  - Frequent dusting, especially after turning on the heat or AC
- Condensation & Mold Growth**
  - Condensation on the inside of windows in the winter
  - Visible mold growth in bathrooms, on window sills, on air registers, etc.
  - Mold stains on bathroom ceilings and above leaky windows & doors
- Unpleasant Odors**
  - House smells when you first enter, or certain rooms smell
  - Indoor air feels stale
  - Musty or moldy smells you can't get rid of
- Humidity Issues**
  - Air feels damp or clammy, even when the air conditioning is running
  - Hardwood floors cup and crack
- Temperature Discomfort**
  - Home is always too hot or too cold
  - House feels drafty, especially during the winter

**Ensure your home is comfortable, healthy, durable, and sustainable**  
with Whole Home Solutions from the Experts at E3.  
(615) 667-8453

[Send message](#)

### Common Issues We Solve

<p><b>Cold or Warped Floors</b> E3's rigorous sealed and conditioned crawlspaces system will eliminate these problems.</p>	<p><b>Drafts</b> Our thermal imaging cameras can help pinpoint and eliminate drafts in your home.</p>	<p><b>Asthma and Allergies</b> We can reduce humidity and moisture as well as seal out seasonal allergens, dust, and mold. Protect your family by promoting a healthy environment.</p>	<p><b>Outside Noise</b> We offer expertise in various forms of sound and thermal insulation that can block noise.</p>
<p><b>High Utility Bills</b> Solutions such as air sealing and better insulation can help you reduce your cost.</p>	<p><b>Pests</b> By eliminating the gaps and moisture we effectively prevent bugs and others from entering your home.</p>	<p><b>Uneven Temperatures</b> We take the "whole house" approach and can help solve temperature issues throughout your home.</p>	<p><b>Mildew, Rot, and Humidity</b> Our crawlspaces systems and automated bath fans help eliminate the moisture that breeds mildew and mold.</p>

*Ready to start your project?*

[Talk to an expert](#)

## Is Your House Making Your Family Sick?

Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

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Pets can be even more sensitive than humans are to household chemicals and allergens

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[Learn More >](#)

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but I can't figure out where it's coming from or what's causing it.

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[Learn More >](#)

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  - Increased allergy symptoms, especially after cleaning
  - Frequent dusting, especially after turning on the heat or AC
- Condensation & Mold Growth**
  - Condensation on the inside of windows in the winter
  - Visible mold growth in bathrooms, on window sills, on air registers, etc.
  - Mold stains on bathroom ceilings and above leaky windows & doors
- Unpleasant Odors**
  - House smells when you first enter, or certain rooms smell
  - Indoor air feels stale
  - Musty or moldy smells you can't get rid of
- Humidity Issues**
  - Air feels damp or clammy, even when the air conditioning is running
  - Hardwood floors cup and crack
- Temperature Discomfort**
  - Home is always too hot or too cold
  - House feels drafty, especially during the winter



# QUESTIONS ABOUT QUESTIONS?

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