

Kenmark Air Celebrates Upcoming One-Year Anniversary as Aeroseal Dealer

Kenmark Air Cooling & Heating will celebrate their one-year anniversary as the certified SWFL Aeroseal exclusive patented technology service provider.

Fort Myers, FL ([PRWEB](#)) September 07, 2012 -- Since October of 2011, HVAC contractor [Kenmark Air Cooling & Heating](#) has helped dozens of homeowners in southwest Florida increase indoor air quality and reduce their utility bills. Owner Ken McDaniel believes that a key to Kenmark Air's success with [Aeroseal](#) lies, in large part, with his company's focus on education - educating his workforce about the science of home performance and educating his customers about the role that their home's duct system plays in the overall comfort and energy efficiency of their house.

In fact, Ken first heard about [Aeroseal](#) while attending an educational seminar at the Comfort Institute, a research and training facility focused on home performance. There he saw a demo of Aeroseal duct sealing and knew it was the perfect compliment to his existing business.

"Kenmark Air has been in business for nearly seventeen years and has a solid base of about 7,000 customers who have come to trust us," said McDaniel. "In the course of our regular home maintenance and inspections, we can talk to our customers about the importance of a well-sealed duct system as well as look for some of the telltale signs that an Aeroseal duct sealing would be to their benefit. We then explain that unlike traditional duct sealing, our Aeroseal solution provides a pre and post test that actually proves it works."

Performance tests first show the homeowner that they are often losing as much as 200 CFM to 400 CFM through their duct system - an amount that can have a real impact on health, comfort and utility costs.

"Some of our customers see how much air they are losing and equate it to [throwing money out the window](#). Others are more concerned about indoor comfort - the imbalance of temperature from room to room. Still others are worried about the allergens and other pollutants inside their homes," said McDaniel. "Once they understand how duct leakage can cause these problems and then actually see how much leakage they have in their own home, getting them to understand the benefits of Aeroseal is easy."

Kenmark Air also finds that Aeroseal is a natural add-on service for any home air conditioning unit - especially the high performance units. "It's easy to explain why a leaky duct system will cause a 16 SEER air conditioner to act like a less efficient 12 SEER system," said McDaniel. "Customers quickly understand that it makes no sense to spend the money on a higher performing air conditioner unless the ductwork is doing its job as well."

In southwest Florida, air conditioners are run in many cases, 9 - 10 months out of the year. When the temperatures cool down, Kenmark Air focuses a bit more on the maintenance and diagnostic aspect of their customers homes.

About Kenmark Air:

Kenmark Air Cooling & Heating is southwest Florida's leading heating & cooling authority. They take pride in being one of the most reliable HVAC contractors in their area and work long and hard to bring their customers honest and dependable service. They value the relationships they have built with all of their commercial and residential clients. Their purpose in this industry is to maintain "quality of life" for the communities they serve and the families and businesses that depend on them. That's why Kenmark Air offers innovative industry



leading solutions that ensure your indoor comfort and help you achieve a safe, healthy and affordable indoor home environment.

This entry was posted by Aeroseal. Dealer Spotlight: Kenmark Air, Bookmark link: <http://air-duct-news-leaks.com/2012/08/22/dealer-spotlight-kenmark-air/>



Contact Information

Ken McDaniel

Kenmark Air

<http://www.kenmarkair.com>

239-437-7040

Alison Drake

AD Marketing & Communications

<http://www.admarketingteam.com>

239-337-9260

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