

# 10 Reasons to Offer Insulation Removal & Replacement

Insulation removal and replacement services can be a profitable add-on business for wildlife management professionals (WMPs).



By William N. "Billy" Turk Contributor

**W**ildlife management and insulation removal and replacement services are a natural fit. Here's why:

**1. As a wildlife management professional (WMP), you typically are the first on the "scene of the accident."**

Typically, 70 percent of the calls we get take us into our customers' attics. We know animals that enter our homes and attics leave feces, urine, fleas, lice, mites and often damage or destroy attic insulation. The overall problem is that animals can compromise the health and comfort of our No. 1 investment, our homes.

**2. Your customers need this service whether they know it or not.** Damaged insulation costs homeowners every month in higher heating and cooling bills and more wear on their heating and cooling units. If you take a minute to educate your customers and let them know you will inspect their insulation, the sales will come.

**3. Profit margins make it worth it.** Profit margins can run from 70 to 90 percent for this type of work and will generally bring in about \$250 an hour or more.

**4. A Federal Tax Credit is available and will cover 10 percent of the cost of each job, up to \$500.** This program is good through the end of 2007 and is under Congressional consideration for another one-year extension. Many states also offer low interest rates for energy-efficient projects as well as rebates for adding insulation in attics.

**5. Homeowners insurance may pay for the removal and replacement of damaged insulation.** Most homeowners insurance will pay for damage done to insulation by certain animals, including raccoons, bats and pigeons.

**6. Finding time to do the job is not an issue.** There is equipment available that can be paid off with just a few insulation jobs. What may have taken you days to complete by hand or with a shop vacuum will take hours with a commercial vacuum that can suck out more than a ton of insulation in an hour. New insulation can be blown back in a couple of hours, making it possible to complete one big job or several small jobs in a day.

**7. Most homes are under-insulated based on Department of Energy recommendation R-49 for almost all states.** This means whether removal is necessary or not, almost all homes will benefit from adding additional insulation in their attics.

**8. The competition is almost non-existent.** Many have avoided offering this service due to the lack of proper equipment and knowledge. Plus, some insulation contractors that do offer it don't have the proper training and licenses to handle wildlife and pest management problems.

**9. Labor is a non-issue when you contract with a local staffing company.** You can specify the insulation work to be done, the length of the project and the type of employee you need for the day so you don't have to pull your current staff off other paying jobs.

**10. Support is only a phone call away.** Companies offer turnkey programs, so getting started is easy. They offer equipment packages, inspection forms, sample contracts, training materials, sales literature and a certification course. **WMP**

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