



# LENNOX

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## Should I be concerned about new energy-efficiency standards?

### We're Glad You Asked!

In April of 2004, the U.S. Department of Energy (DOE) set a 13 SEER (Seasonal Energy Efficiency Ratio) standard for residential air conditioners and a 13 SEER/7.7 HSPF (Heating Season Performance Factor) standard for residential heat pumps under the National Appliance Energy Conservation Act (NAECA). This represents a significant increase in energy efficiency compared to the current minimum standards. The new standard will not take effect until January 23, 2006.

### THE NEW STANDARDS

Under the provisions set forth by NAECA, residential split-system air conditioners, heat pumps and packaged units, sized up to five tons, must achieve efficiency levels of at least 13 SEER along with 7.7 HSPF when applicable. However, this federal mandate applies only to new systems manufactured after January 23, 2006, so lower-efficiency equipment will still be available in the near term.

### IMPORTANT CONSIDERATIONS

To achieve higher efficiency levels, new cooling systems may be larger in size, requiring greater surface area for heat transfer.

Also, to achieve NAECA compliant efficiency, the outdoor unit must be installed with the proper indoor coil. The appropriately matched indoor coil can be easily identified through a rating registered with the Air Conditioning and Refrigeration Institute.

*For help navigating the new NAECA standards, contact your territory manager.*



HOME COMFORT SYSTEMS  
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NAECA Builder  
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### OPPORTUNITIES FOR COMPETITIVE ADVANTAGE



Lennox home comfort systems deliver on every consumer cue. And they go beyond basic expectations to give you a significant competitive advantage.



Most of the industry will be in compliance with NAECA SEER requirements by 2006, so efficiency alone will not be enough to achieve a competitive edge. You will have to expand your focus to whole-home comfort and address other key cues.

In response to the new NAECA standard, we've developed a new, industry-leading cooling platform, including the industry's first 20+ SEER air conditioner. To help you differentiate yourself in the competitive marketplace, we've designed our high-efficiency products to deliver on every important homebuyer cue, from consistent temperatures and balanced humidity to improved indoor air quality.

### MEETING THE CHALLENGE OF CHANGE

Builder Concern	Lennox Answer
Higher-efficiency HVAC equipment adds to the cost of new home construction.	Given that heating and cooling costs the average homeowner about \$600 a year (nearly half of the home's total energy bill)*, more homebuyers are beginning to see the value of energy efficiency. In fact, homebuyers responding to a recent survey listed efficiency as their top consideration when choosing upgrades for new homes.**
My homebuyer customers haven't indicated that they're interested in a higher-efficiency HVAC system.	Your homebuyer customers may not be aware of the options available to them. By giving buyers more information and options, you can help them make better purchase decisions and ensure their satisfaction over the long term. Improved satisfaction means increased referrals and profitability.
I haven't specified 13 SEER units for my current developments.	The NAECA mandate applies only to manufacturers of HVAC equipment. You can continue to purchase equipment below 13 SEER, as long as units are available in inventory.
Since the NAECA standard is relatively new, I assume my HVAC equipment options are fairly limited.	While the new standard doesn't take effect until 2006, Lennox is one step ahead with a comprehensive lineup of high-efficiency cooling systems, from a 20.5 SEER air conditioner to 13 SEER value offerings.

\*Source: U.S. EPA ENERGY STAR® website ([www.energystar.gov](http://www.energystar.gov)), 2005

\*\*Source: *Professional Builder*, November 2003, "The State of Green Building," p.104