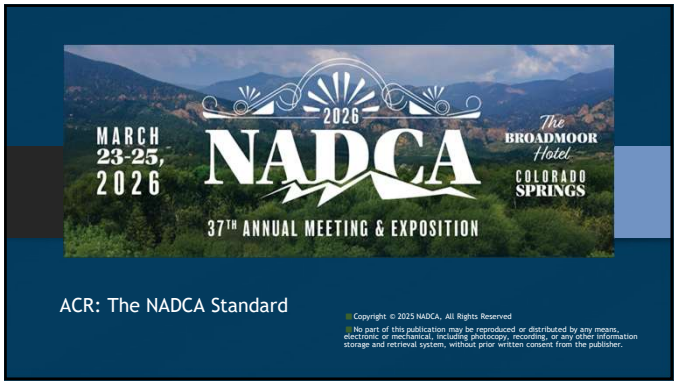


ACR: The NADCA Standard

Copyright © 2025 NADCA, All Rights Reserved
No part of this publication may be reproduced or distributed by any means, electronic or mechanical, including photocopy, recording, or any other information storage and retrieval system, without prior written consent from the publisher.

1

PRESENTERS



Charlie Cochrane, ASCS, CVI
Cochrane Ventilation



Matt Mountain, ASCS, CVI
Mountain Duct Cleaning

2

- ✔ This presentation is not intended to be a comprehensive program covering all aspects of this topic.
- ✔ All participants are encouraged to read and follow applicable standards, codes and regulations related to this topic.
- ✔ The views and opinions following are the presenter's opinions and not necessarily the official position of the National Air Duct Cleaners Association.

3

ACR, The NADCA Standard – 2025 Edition

Learning Objectives:

- Using the ACR as a Sales Tool
  - Set yourself apart, win more jobs and better customers.
  - Justify to your customers why they should pay you more than the other guys/gals.
- Assessments/Inspections as a revenue driving tool.
  1. Get paid to inspect today
  2. Get paid again when the time is right to clean
  3. Repeat Steps 1 and 2
- Following the ACR in your day to day operations.

4

Using the ACR as a Sales Tool

We all advertise our NADCA membership, our certifications and that we follow the ACR.

NADCA, ASCS, CVI if you have it - those things are likely on your websites, business cards, and other marketing materials. Many of us directly reference the ACR in some of those spots as well.

But - are you leveraging the ACR Standard on a regular basis in your day-to day sales process?

How can the standard itself be used to win more jobs and better customers?

5

Using the ACR as a Sales Tool

ACR is

- a risk shield
- a compliance baseline
- a credibility builder
- a price justification
- a sales differentiator (i.e., advantage)
- a revenue driving tool

6

Using the ACR as a Sales Tool

- ACR Answers these common customer questions:
  - "How do I know you're the right person for this job?"
  - "How do I know at the end that the job was done correctly?"
  - "Why is your price so much different from these other companies?"
- ASCS Certification is our industries equivalent to a Master-Level Plumber, Electrician, etc. ACR is the code and standard we follow to meet that level.
  - There is no Duct Cleaning License
  - very rarely (ever?) required by any authoritative body (Residential)
  - no city inspector coming by afterwards
    - *I have seen this in new construction
      - Energy Star Certification
      - EPA Indoor Air Plus
  - being certified and using the ACR shows your commitment to be the best you can be

7

Using the ACR as a Sales Tool - Residential

Why is our price so much higher than Chuck in a Truck's?

- Because Time = Money
  - proper assessment takes more time
  - proper engineering controls take more time
  - proper training takes more time and costs money
  - proper equipment costs more money
  - equipment maintenance takes time
  - cleaning to prevent cross-contamination takes time
  - proper safety equipment and training takes time
  - cleanliness verification takes time

Turn your discussions with your customers into one that revolves around process, not price. NADCA, ASCS, CVI and ACR all help with this.

8

Using the ACR as a Sales Tool - Commercial

Compliance

Liability

Documentation

9

Using the ACR as a Sales Tool

The "A" in ACR stands for what?

Assessment!
- It's first for a reason!

Section 1 of ACR: Inspections
- ACR 1.1 When to perform an Inspection:
  - Inspections *shall* be performed before and after HVAC cleaning and restoration projects. It is also *recommended* that routine inspections be performed as part of a proactive maintenance, energy, and indoor air quality management plan.

This applies to NEW as well as existing homes, commercial buildings etc.

10

Using the ACR as a Sales Tool

So ACR states that we shall be performing inspections, but how do we use that in sales?
- Proactive rather than simply reactive
- This can be one of the biggest things that sets us apart - we only clean the system IF and when it needs it.
- How many residential competitors bother performing the inspection rather than just showing up and cleaning regardless of the condition of the system?
  - "See you in another 2-3 years!"
- Tells your customer you're looking to build a relationship and help maintain their indoor air quality for the long term.

11

Customer Scenarios

Lets explore different scenarios for what your customer is looking for and how the ACR can be used in those situations.

12

Residential Scenario 1

Customer is price shopping via phone/web

- little to no research, contacted the first 3 people on Google Search
- not going to invest your time to go to the home for an assessment - and the customer probably doesn't want that anyway
- still need to distinguish yourself from others over the phone or through email
- what sets you apart - NADCA Membership, ASCS, CVI, ACR
  - emphasize process over price
  - you have a standard that you follow and a process for verifying that the cleaning was successful

*Your ability or willingness to do things this way may vary based on your region or simply your company's preferences. It's also not going to be appropriate for every type of customer/job.

13

Residential Scenario 1

The assessment/inspection is still performed - once you have secured the job and arrive at the home. This is your chance to further educate your customer on all the needs your company can meet.

Possible risk of this scenario:

- technician discovers microbial issues, asbestos, or other reasons why the job can't be performed that day
- unexpected components or issues with ductwork/HVAC equipment
  - unexpected duct liner or ductboard, damaged flex, leaky furnace
- homeowner didn't provide accurate information on their home and now your price is much higher than the original estimate
- accessibility issues - either for equipment or access to the ductwork - that could have been identified at a pre-inspection

14

Commercial Scenario 1

Customer is price shopping via phone/web

- little to no research, called the first 3 firms on Google Search
  - not going to invest your time to go to the building for an estimate.

If you just give a quote you have given up an opportunity to differentiate yourself

Educate customer over the phone or through email.Sell your business using NADCA tools

i. what sets you apart - NADCA Membership, ASCS, CVI, ACR
ii. share links to consumer-facing NADCA pages
iii. use digital badging
iv. direct to information you have on your website.

When you quote define what you do not know.

The site inspection may be conducted when you go on site to start the job.

15

Residential Scenario 2

Customer did their research and called you with purpose.

- Your company wasn't known to them in advance, but their research led them to choose you.
- Possibly a referral from someone they trust.
- Repeat Customers (research done previously)

Trust is already established on some level.

- customer more open to starting with an inspection
- customer understands your ethics and values your opinion on their needs
- performing an assessment, reporting what you find, and offering solutions for their needs at that time builds the relationship
- every customer relationship is one you don't have to spend marketing dollars on in the future

16

Commercial Scenario 2

Customer did their research and called you with purpose.

Option A: treat it like scenario 1 and not go out in the field

Option B: Go to the site and review the project scope.

17

Residential Scenario 3

Customer reaches out with a known issue.

- Their needs are above and beyond a normal "maintenance" cleaning:
  - fire, smoke, or tobacco damage
  - moisture or microbial concerns
  - family member respiratory issues
- This is the perfect time to differentiate yourself
  - "With our ASCS and CVI Certification we can…"
  - "Using the ACR Standard we will…"
  - Sell the fact that you are going to start with an inspection to determine exactly what their needs are and what the best course forward is.
  - Separate yourself from competitors selling "one size fits all"

18

Commercial Scenario 3

You are known to the building manager or site engineer

19

Key elements of ACR 2025 for creating business opportunity

We've discussed how to use inspections as a tool.

What other elements of ACR can help create opportunities to promote and grow our businesses?

20

ACR 1.2: Tout your Qualifications

It is recommended that a qualified HVAC inspector, such as an Air Systems Cleaning Specialist (ASCS), Certified Ventilation Inspector (CVI), or equivalent, be used to determine the preliminary state of HVAC system component cleanliness.

- ASCS Certification is our industries equivalent to a Master-Level Plumber, Electrician, etc.
  - There is no Duct Cleaning License
  - very rarely (ever?) required by any authoritative body (Residential)
  - no city inspector coming by afterwards
    - *I have seen this in new construction
      - Energy Star Certification
      - EPA Indoor Air Plus
  - being certified and using the ACR shows your commitment to be the best you can be

21

ACR 1.2.1: Risk Assessment

Sell the customer by educating them as to what controls you will employ to protect their home or building.

Prior to conducting an inspection of the HVAC system components, the inspector shall have a clear understanding of what impact the inspection process may have on the building environment and its occupants.

•What is the building or home environment
•Showcase your knowledge

22

ACR 1.3: HVAC Pre-Inspection

HVAC mechanical plans, building plans, and understanding the layout of the home or building will provide important information needed to establish the scope of work. Both building floor plans and mechanical plans, if available, shall be used during the inspection, cleaning, and restoration work.

Residential - this is usually performed by technicians during the initial 15-30 minutes of the appointment, even if a bid/inspection has been performed in advance

- technicians still need to familiarize themselves with the layout of the home/HVAC system since mechanical plans are not available

23

ACR 1.3: HVAC Pre-Inspection

What happens if your inspection shows that the system is clean?

ACR 1.10 - The Assessment *shall* include a recommendation on the need for cleaning…

Being ethical and honest with your customer (and maybe making less money) *today* will likely increase your reputation and lead to more referrals *tomorrow*. You've also likely just earned a customer for life.

24

How do we make our services an annuity

ACR, The NADCA Standard – 2025 Edition

NADCA Energy Study

ASHRAE
Inspect the air handlers annually.

25

The Annuity - Residential



How do you stay top of mind with your customers when a residential duct cleaning may not be needed for another 3-6 years (or longer)?

Offer services that likely need to be performed more regularly:

- condenser cleaning
- dryer vent cleaning
- evaporator coil cleaning
- filter replacement service

Use these appointments as an opportunity to perform a duct system inspection while your technicians are already on site.

Become a trusted resource for your customers - keeping an eye on their indoor air quality and only cleaning when it's necessary.

We are back to using regular inspections as a revenue and credibility driving tool.

26

The Annuity - Commercial



Condenser cleaning

Unit inspection / Cleaning

27

1.5 Routine HVAC Inspection:

•It is recommended that HVAC system component inspections be part of a building's overall maintenance, energy, and indoor air quality management plan, and that the inspections be addressed in accordance with documents such as ANSI/ASHRAE/ACCA Standard 180 Standard Practice for Inspection and Maintenance of Commercial Building HVAC Systems and NFPA 90-A Standard for the Installation of Air-Conditioning and Ventilating Systems.

28

Table 1 HVAC Cleanliness Inspection Schedule (Recommended Intervals)

Building Use Classification	Air-handling Unit	Supply Duct	Return Duct / Exhaust Duct
Residential	1 year	2 years	2 years
Commercial	1 year	1 year	1 year
Industrial	1 year	1 year	1 year
Healthcare	1 year	1 year	1 year
Marine	1 year	2 years	2 years

29

ACR 1.6: HVAC System Component Inspection – Construction, Retrofit, and Remodel

HVAC system components often collect significant amounts of debris and particulate during construction activities within a building. It is recommended that new and existing HVAC system components that are part of a construction, retrofit, or remodel project be inspected for cleanliness before the system is permitted to operate.

- equally important on both commercial and residential projects

30

1.6 HVAC System Component Inspection – Construction, Retrofit, and Remodel:




Commercial: found during new hospital commissioning inspection

31

1.6 HVAC System Component Inspection – Construction, Retrofit, and Remodel:




Residential: Ductwork and Furnace in $7.5 million New Construction Home

32

ACR 1.7: Performing HVAC System Component Inspections

The cleanliness inspection shall include, at minimum, 10% of the HVAC system components being inspected. Components include, but are not limited to, supply air ducts, return air ducts, VAV boxes, fan powered terminal boxes, and mixing boxes. If the inspection is being conducted as part of a microbial remediation project in accordance with ANSI/IICRC Standard S520, then all components of the HVAC system shall be inspected.

33

Standardize your deliverables

- Create an SOP for Inspections/Consultations/Estimates
  - so your entire team performs them the same
  - all aspects of the HVAC system (or whatever list of services you provide) are addressed
  - don't leave revenue on the table!
- Use Photos to your advantage
  - have a system for taking, storing and sharing inspection photos
  - outline what should be documented at minimum on every job
  - also don't forget to use them to cover liability
- Follow Up!

34

real world commercial examples

Duct cleaning shall be performed by (***insert your company name***) .

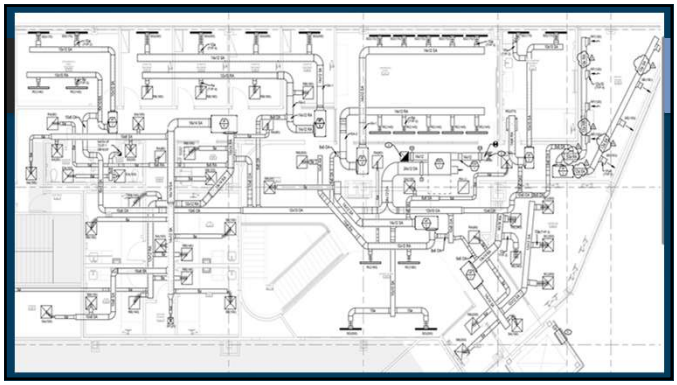
35

Commercial shopping for price with no Spec

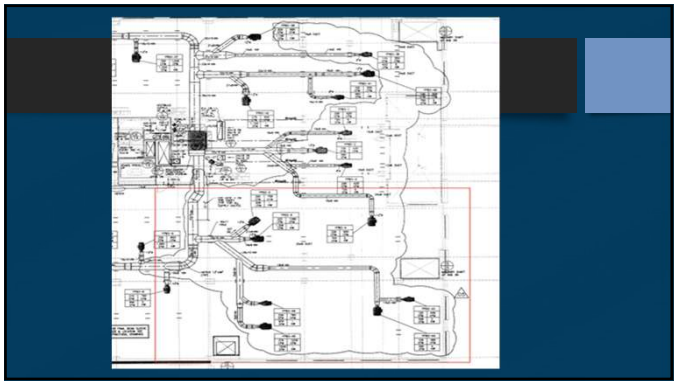
WORK NOTES:

1. CONTRACTOR SHALL HIRE A CERTIFIED DUCT CLEANING COMPANY TO PROVIDE COMMERCIAL CLEANING OF THE EXISTING VENTILATION DUCTWORK, FANS, LOUVERS, GRILLES, ETC.

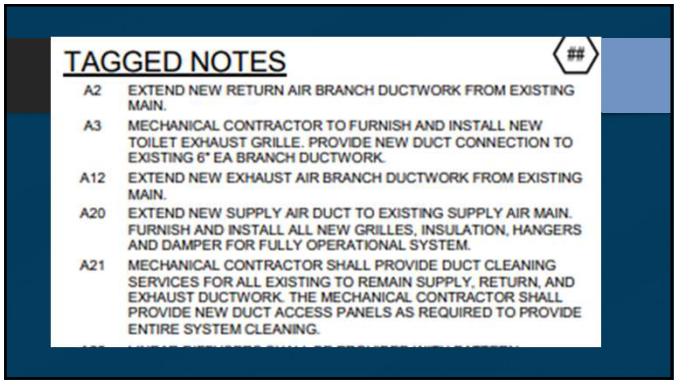
36



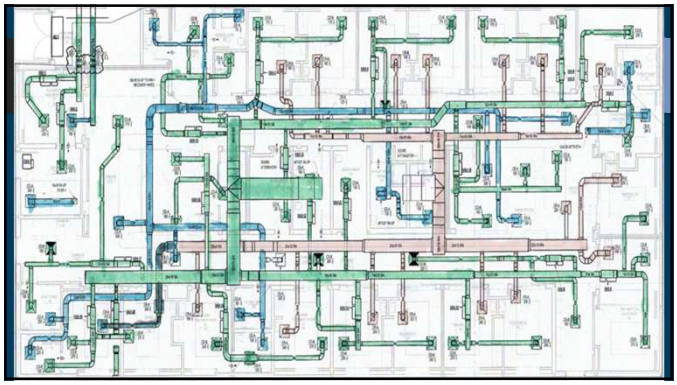
37



38


TAGGED NOTES
##
A2 EXTEND NEW RETURN AIR BRANCH DUCTWORK FROM EXISTING MAIN.
A3 MECHANICAL CONTRACTOR TO FURNISH AND INSTALL NEW TOILET EXHAUST GRILLE. PROVIDE NEW DUCT CONNECTION TO EXISTING 6" EA BRANCH DUCTWORK.
A12 EXTEND NEW EXHAUST AIR BRANCH DUCTWORK FROM EXISTING MAIN.
A20 EXTEND NEW SUPPLY AIR DUCT TO EXISTING SUPPLY AIR MAIN. FURNISH AND INSTALL ALL NEW GRILLES, INSULATION, HANGERS AND DAMPER FOR FULLY OPERATIONAL SYSTEM.
A21 MECHANICAL CONTRACTOR SHALL PROVIDE DUCT CLEANING SERVICES FOR ALL EXISTING TO REMAIN SUPPLY, RETURN, AND EXHAUST DUCTWORK. THE MECHANICAL CONTRACTOR SHALL PROVIDE NEW DUCT ACCESS PANELS AS REQUIRED TO PROVIDE ENTIRE SYSTEM CLEANING.

39



40

Examples from the Audience

Who has a good example of how you utilize the ACR in your day to day sales operations?

41

Final Thoughts

Selling on price alone is a race to the bottom.

- Unknown

Price is what you pay, value is what you get.

- Warren Buffet

The ACR doesn't just define how we clean — it defines who gets hired.

- Dan L'Herbier, ASCS, CVI

42

Questions?



43

Presenter Contact Information

- Charlie Cochrane
- Cochrane Ventilation LLC
- Wilmington, MA
- ccochrane@cochraneventilation.com

- Matt Mountain
- Mountain Duct Cleaning
- Minneapolis, MN
- matt@mountainductcleaning.com
- 763-248-9411

44

Thank You for Participating!

45