



# AIR VENT UNIVERSITY LESSON PLAN

## July Lesson Plan

Turn Homeowner Objections into Opportunities



Discussing attic ventilation with homeowners as part of a roofing project can trigger raised eyebrows, doubt, and objections. Especially if homeowners are hearing about attic ventilation for the first time. In our podcast interview with **Katie Riley**, estimator and claims specialist with **Grindstone Roofing**, Joliet, IL, she shared the top 3 objections she hears and how she overcomes them.

### **Objection #1:** “How Much is this Going to Cost Me?”

“Always the first objection is money,” **Riley** says. “They’ll say, ‘*How much is this going to cost me? Come on, I thought we had a price already, how much more is this going to cost?*’ And most of the time I’m able to explain that upgrading their attic ventilation is not that expensive. It’s pretty cost effective as part of an overall roofing project. The only time I see it getting a bit expensive is when we have to upgrade their soffit intake ventilation.” (**NOTE:** Attic ventilation consists of a balanced airflow system of intake and exhaust ventilation.).

## Objection #2: “Why Do I Need this Now?”

To address this objection **Riley** points to the age of the roof and the current building code requirements. “Usually we are working on older roofs that were installed many years ago. Building codes have changed over the years. What was installed then may no longer be up to code today,” **Riley** says. “We need to install an up-to-code roof. Being a professional roofing company we don’t want to simply install whatever was up there originally if what was up there does not meet current code standards.” (NOTE: Chapter R806 is the attic ventilation section of the International Residential Code reviewed for updates and released every 3 years.)

## Objection #3: “My Family Said I’m Good to Go”

The 3<sup>rd</sup> common homeowner objection **Riley** hears involves family and friends. “I hear a lot of homeowners say, ‘*My father or brother or cousin or close friend checked out the attic ventilation and said it is OK as is.*’ Of course I like to hear everything about the family members and friends who are good at what they do, but I’d like to bring to the table what I’m good at, and providing the correct information,” **Riley** continues. “I want to provide homeowners with the details they’ll need to fully understand what attic ventilation does. I want them to understand how it affects what’s happening inside the home and possible consequences it can prevent and what can happen in the future if the incorrect attic ventilation continues.”

When it comes to handling homeowner objections, preparation serves **Riley** well. “The keys to overcoming objections for me have been being prepared, providing the homeowner with everything they need to know, building a rapport, and showing that as a roofing professional you know what you’re talking about,” **Riley** says. “It’s helped me overcome any homeowner objection at any point not just about the attic ventilation, but any aspect of their roofing project.”

**Riley** uses visuals such as diagrams and photographs of actual vents showing the ins and outs of proper attic ventilation during her visits with homeowners to help explain how it works and the benefits it provides. “Some of the visuals I picked up from your Air Vent seminar and they’ve been very helpful. Not many homeowners are going to be as much as a roofing/attic ventilation nerd as I am so the visuals help explain things,” she says.

**Listen to our podcast episode with Katie Riley** here: [Air Vent Podcast Interview with Katie Riley](#)

To test your knowledge about what you learned in the July 2024 Lesson Plan please take our short 5-question Pop Quiz.

