

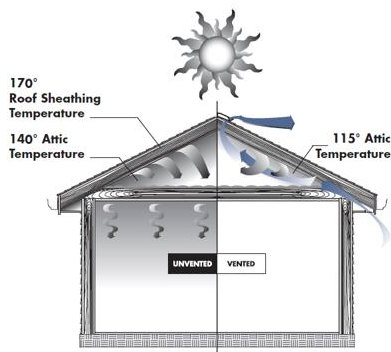


AIRVENT UNIVERSITY LESSON PLAN

August 2026 Lesson Plan

Attic Ventilation Knowledge Can be a Game Changer

“Attic ventilation has been a game changer for our company because we now know our clients' roofs will last as long as they are supposed to,” says **John Sterba**, owner of **Great Roofing**, in Joliet, IL. In a recent episode of our podcast, Sterba shared the specifics of how airflow in the attic changed his company's game.



“At first attic ventilation was not something on our mind,” Sterba admits. “We just thought that if the roof has vents today, they're probably working fine and everything is good. But the way that it has set us apart now and has been a game changer for us is we actually get to treat the root cause of why a roof is failing prematurely, which completely sets us apart from other contractors. So instead of saying the roof is failing because it's a bad roof install or the roof is failing because of a bad product, we can

pinpoint that the roof is failing because of poor attic ventilation. This is why it is prematurely failing. And so that is one thing that sets us apart from everybody else. Attic ventilation also helps lower energy costs in the summer months, so it's win-win situation,” Sterba says referring to the reduced burden on the home's cooling system by removing heat buildup from the attic before it radiates into the living space.

We Were Doing It Wrong

After he and his team attended our best practices in attic ventilation seminar, Sterba stopped making two of the most common mistakes in the roofing industry. “The first mistake that we were doing was just going back on roof with mixed exhaust types of ventilation. The roof would have static vents or box vents up there coupled with a power fan or maybe a ridge vent in the same exact attic space. We had no idea that arrangement of vents causes them to fight against each other or short-circuit the airflow,” Sterba says. “We never really put two and two together to understand it was incorrect until it was brought to our attention.

“The other thing we were doing wrong is not inspecting the attic intake vents. Was there enough? Were they clear and free to allow the air to flow? In a vaulted cathedral ceiling application were there insulation baffles installed to make sure there was an airflow

path? It didn't cross our minds until it was brought in front of us and explained why it is wrong and the potential consequences," Sterba says. There's no amount of attic exhaust ventilation that will work properly without a balanced amount of intake. Sterba and his Great Roofing team understand that now.

Getting the Team on Board



Sterba says becoming a roofing company that paid attention to attic ventilation's importance was at first a challenge for some on the team. "They didn't recognize the benefits and they saw it as an additional cost they now have to explain to the homeowner," Sterba recalls. "But when you know what you are talking about and you can show the client the truth behind the problem it boosts your confidence.

"Now, I have to tell you not every homeowner cares about attic ventilation. They don't care about the benefits and they don't want the additional cost. Those homeowners are not our clients, then," Sterba says. There are various industry resources available to help roofing contractors explain the importance and benefits of attic ventilation. One of Sterba's go-to is our filmed smokehouse on our YouTube channel showing heat and moisture buildup in the attic. "If the attic is balanced with intake and exhaust vents the smoke clears fast. If not, the smoke lingers which means the heat and moisture buildup lingers," Sterba says.

Increased Tickets and Referrals

Understanding attic ventilation and working it into his company's standard operating procedure has truly been a game changer. "Once you implement proper attic ventilation into your systems you'll notice the tickets will increase because you're doing more for the client. That's increased profitability. Secondly, after the homeowner sees the improved performance of their house, referrals increase. It really has been a game changer," Sterba says.

To test your knowledge about what you learned in the August 2026 Lesson Plan please take our short 5-question Pop Quiz.