



AIRVENT UNIVERSITY LESSON PLAN

September 2026 Lesson Plan

Evaluate the Attic Ventilation Each Roofing Project



We received a text message from a seminar attendee a few months after he participated in our attic ventilation best practices and solutions session. It read: “I am now evaluating and, when appropriate, upgrading the attic ventilation on every one of my roofing systems. – **Truett Harris.**” In a recent episode of our podcast, **Harris** – owner of **Ridgecap GC** (pictured here), Allen, Texas, explained his shift in strategy and how it’s benefitted homeowners and his business.

“I began noticing the majority of the homes that we were replacing roofs on were simply not ventilated properly. When I started out I really did not pay attention to that. Nobody educated me. But after taking the time to learn about proper attic ventilation I became much more aware that not only was the attic ventilation not up to building code, the homes were not performing as they should,” Harris says. “And so it became obvious to me that installing a new roof is the perfect time to evaluate the entire attic ventilation system. We’re already replacing the roof, why wouldn’t we make sure the attic is ventilated correctly so the homeowner gets the maximum performance and lifespan from that investment.” (An evaluation can include checking the condition of the underside of the roof deck in the attic; checking for the common mistake of mixing different types of exhaust vents on the same roof above a common attic. Both pictured.)



Harris says once the homeowner understands the benefits of a balanced attic ventilation system (50% intake air and 50% exhaust air) they usually see the value quickly. “If I take the time to explain how the attic ventilation removes heat buildup and moisture buildup (not to mention helps fight ice dams in cold climates), homeowners get it.” Harris points to increased energy efficiency, prolonging the life of the roof, and improved indoor comfort for the homeowner.

Homeowner Pushback

Does every homeowner agree to fix the attic ventilation just because Harris and his team are replacing their roof? No. In fact, pushback from the homeowner happens. The key, says Harris, is his team is not trying to sell attic ventilation. “Instead, we’re taking a comprehensive approach to the entire roofing system – including the attic vents – to evaluate if there are opportunities to improve the home. Generally, most homeowners thank us once they understand what we are explaining and realize we are educating them,” Harris says. “They often tell us no other contractor has ever taken the time to explain how important balanced attic ventilation really is.”

Harris says whether or not the homeowner ultimately selects his company for the roofing project he rests easy knowing the homeowner now has all the information needed to make a good decision. “Our conversation ends with the homeowner knowing more about their home than they did before. That’s a win-win in my book,” he says.

Pivot Your Mindset



No matter where roofing contractors are across the country, Harris believes strongly they should evaluate the attic ventilation system because it’s critical to the entire building envelope. “And if today you’re not currently evaluating the attic ventilation on each roof install, pivot and change your mindset. Don’t think of yourself as just replacing the roof. Think of yourself as evaluating and improving the complete roofing system,” Harris says.

“Once you do that, attic ventilation naturally becomes part of the conversation.”

Harris admits he had to be willing to educate himself about attic ventilation. And that’s his suggestion for his fellow roofing contractors. “If today you’re not well versed in attic ventilation take steps to learn about it. There are many educational resources available to you,” he says.

Armed with this knowledge contractors can start to look for signs that the attic is not breathing properly such as attic temperatures more than 20 degrees higher than ambient outdoor temperatures peak of day in the summer. Contractors can also count the number of vents and compare it to the size of the attic. Does it seem suitable? “There are online calculating tools to assist with figuring out how many intake and exhaust vents are needed for an attic,” Harris says.

“This is an opportunity to become a hero in the eyes of the homeowner. We live in a world where trust and a consulting approach yield big dividends with homeowners. I’m not selling you attic ventilation. I’m educating you about what your house needs. A little education today can prevent a lot of problems tomorrow,” Harris says. “If you educate homeowners first and put their interests ahead of your own, the business will take care of itself.”

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