

**Cooler
attics**
made possible
by the sun
and **BROAN**®

BROAN

**You make
money!**

**Your customers
save money!**

**You both could
win money!**



See inside for details

Swap your customer's current powered attic ventilator for a new Broan® Solar Powered Attic Ventilator and earn a chance to split one of three cash prizes.



Increased sales are on the way with the Broan® “Go Green-Get Green” Solar Swap Sweepstakes!*

Attract new customers and increase sales! It's easy to execute with our ready-to-use sales materials and entry form. You and the homeowner could share one of three cash prizes.

Here's how it works:

- 1** Replace a homeowner's electrically powered attic ventilator with a Broan energy-saving, **SOLAR** Powered Attic Ventilator.
- 2** Take a "before" photograph showing the old unit on the roof, and an "after" picture showing the installed Broan Solar Powered Attic Ventilator.
- 3** Complete the official entry form, attach the "before" and "after" photos and send it to Broan-NuTone.

Each installation qualifies for one entry into the sweepstakes.

Three prize levels will be awarded:

- First Prize:** \$2,500 split between homeowner and contractor
- Second Prize:** \$1,500 split between homeowner and contractor
- Third Prize:** \$1,000 split between homeowner and contractor

Contest runs May 1 - August 1, 2010.



*No purchase necessary. See Official Sweepstakes Rules included with Official Sweepstakes Entry Form for details or go to <http://www.broan-nutone.com/gg.asp>

Why make the swap?

You've got a great sales story for homeowners with the Broan SOLAR Powered Attic Ventilator. If a homeowner already has a powered attic ventilator installed, chances are they recognize the value of adding attic ventilation to prevent heat from building up to a damaging 150°, taxing their air conditioner and raising energy costs. What they might not know is that SPAVs help to prevent year-round moisture build-up that can reduce the effectiveness of insulation and even reduce hot and cold spots in winter months that can lead to damaging ice dams. They may be surprised to learn that an electrically powered attic ventilator can cost them on average \$180/year to operate while a Broan SPAV uses the **FREE** power of the sun.

And there's more good news! When your customer purchases a Broan SPAV, we'll send them a \$40 rebate!

They also qualify for the 30% Federal Tax Credit on both the purchase price AND the cost of installation!



1 Initial Product and Installation Cost.

Broan SPAV

Standard PAV

Solar PAVs may initially cost more than Standard PAVs due to the photovoltaic solar panel...

2 Cost after a 30% Federal Tax Credit.

Broan SPAV

Standard PAV

...but when you consider the yearly electrical savings and the 30% Federal Tax Credit for solar products, a Broan SPAV costs about the same as a Standard PAV after just one year.

3 5-Year Ongoing Electrical Cost.

Broan SPAV \$0

Standard PAV \$180 per year.

Now consider the yearly electrical costs to operate a Standard PAV while a Solar PAV costs nothing to operate, and you'll see that within five years the Standard PAV costs greatly exceed your upfront investment for an SPAV.

Suggested retail prices and installation prices may vary.

Comparing Solar PAVs

There is a big difference in Solar PAVs and if you don't know the facts, deciding which is right can be confusing. Solar panels vary in output ranging from 10-watt to 20-watt and are made from a range of inexpensive laminate to high-quality, tempered glass. These variables can make the difference between installing one solar powered attic ventilator that can adequately vent an average-size roof, or installing 2-3 units to do the same job. The 10-watt products might look like a less expensive option up front, but the picture becomes clearer after you add the cost of purchasing multiple units and the additional labor to install.

All Broan Solar Powered Attic Ventilators feature 20-watt, high quality solar panels made with tempered glass to withstand even the harshest weather conditions. And because they're so sensitive, they'll start working at dawn to begin to dry out any overnight moisture - silently. That's something you don't get with a powered attic ventilator. Once you know the facts, you'll see why a Broan SPAV is a better choice.



Unit + Installation Cost Comparison

20-watt Broan SPAV	1 unit 
10-watt Mid-range SPAV	2 units* 

*Based on average roof, 1600-1700 sq. ft. 10-watt SPAVs can only ventilate up to 1200 sq. ft. requiring two products. Two products will take twice as long to install.

The Broan difference

20-watt Solar Panel:

High-end solar panel with heightened light sensitivity operates from dawn to dusk without the need to prop up the panel towards the sun, creating an unattractive roofline. Tempered glass will not delaminate and will withstand large hail.

Motor:

Whisper-quiet direct current, variable voltage 1-36 VDC sealed ball bearing, hardened stainless steel shaft, zinc plated steel motor housing, dynamically balanced for superior performance. No harmonic noise like traditional AC-powered PAVs.

Housing:

Molded with UV-stabilized ABS color-dyed plastic to prevent damage from sunlight and provide greater stability. Low profile, square design integrates well with shingles.

Screen:

1/8" heavy gauge stainless steel screen provides maximum protection from insects and animals without impeding air flow.

Fan Blade:

12" diameter, one-piece, aluminum, 5 blade fan with optimum pitch for maximum air flow. Operates with no harmonic noise.

Hardware:

Quality 16 AWG stainless steel brackets and stainless steel bolts, nuts and self-tapping screws used throughout for added stability and long life.

