



by Sara Sobota

# Maximum Energy Efficiency Combined With Superior Service & Maintenance Is The Goal Of Three Respected Grand Strand Companies

Over the past year, the importance of having a comfortable interior living space has become increasingly popular. That all starts with consistent room temperatures in your home or business. Maximum energy efficiency and reduced utility bills are the by-products of having the proper HVAC system installed and maintained on an annual basis. *Building Industry Synergy* reached out to three respected local HVAC companies to learn about the latest products that are the best options in achieving optimum energy efficiency in your home or business.

Want to make sure you're getting the most bang for your buck when it comes to heating and cooling your home? Check in with **Carolina Cool** to learn about the latest equipment and professional services that ensure your home is operating at maximum efficiency.

Verlon Wulf purchased Carolina Cooling and Plumbing in 1999 when it was comprised of just 8 employees. In 2008, after adding an electrical and solar division, he changed the name to Carolina Cool. Now a booming business with 150 employees and more than 100 trucks on



*Variable Refrigerant Flow (VRF) equipment operates to match the needs of the space, rather than pumping at a static preset pace & the units correspond to a higher seasonal energy efficiency ratio (SEER) resulting in lower power bills for the owner.*

or space, rather than pumping at a static, preset pace. With a VRF system, the climate in each room can be controlled individually, which eliminates hot or cold zones and wasted energy throughout the home. VRF units correspond to a higher seasonal energy efficiency ratio (SEER), resulting in lower power bills for homeowners.

"VRF equipment is making the



the road, Carolina Cool has proven that its particular formula of expertise, products, and service is a winning combination with Horry and Georgetown County residents and businesses.

In today's HVAC market, energy efficiency means variable refrigerant flow (VRF) equipment. This equipment operates to match the needs of the home



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SEERs skyrocket," said Wulf. "The higher the SEER, the more efficient a particular piece of equipment is. We used to consider 18 SEER as the maximum, but now we can get up to 22 or 24 SEER. As you go up in energy efficiency, that's when you see a payback in your electric bill."



*The exterior of a high efficiency mini split system*

through its HVAC system, Carolina Cool also offers energy efficiency evaluation and certification for a home's overall operation.

"We can now offer an Energy Star certification for the entire home," said Wulf. "We're the only contractor in the area that does that, and we're the leader in the nation for performing that function."

An overall home Energy Star certification means that a home is functioning at optimal efficiency throughout several dimensions. It's using less energy and thus wasting the least amount of energy possible from every perspective including water, air, insulation, doors, and windows.



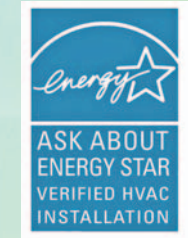
*The installation of the interior high efficiency mini split system equipment*

Wulf said homeowners also notice better comfort and ease of use in VRF systems, and the popularity of the equipment is growing. "We used to see VRF all the time in mini-split systems, but it's becoming mainstream now in a lot of different manufacturers," said Wulf.

In addition to maximizing a home's energy efficiency



reduced leakage in the home and considered all the elements that go into total energy efficiency, then it doesn't make much sense. We can do all those pieces. We seal the home up and do what we need to do to make sure it's operating at optimal efficiency."



As the warmer months of the year approach, it's more important than ever that homeowners consider whether their homes are operating efficiently. A call to

Carolina Cool can ensure that your equipment works smarter, not harder.

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When it comes to HVAC experience and expertise, it's hard to beat **Carolina Temperature Control**. After 38 years in the business, this family-owned and operated company is familiar with all things heating and cooling along the Grand Strand.

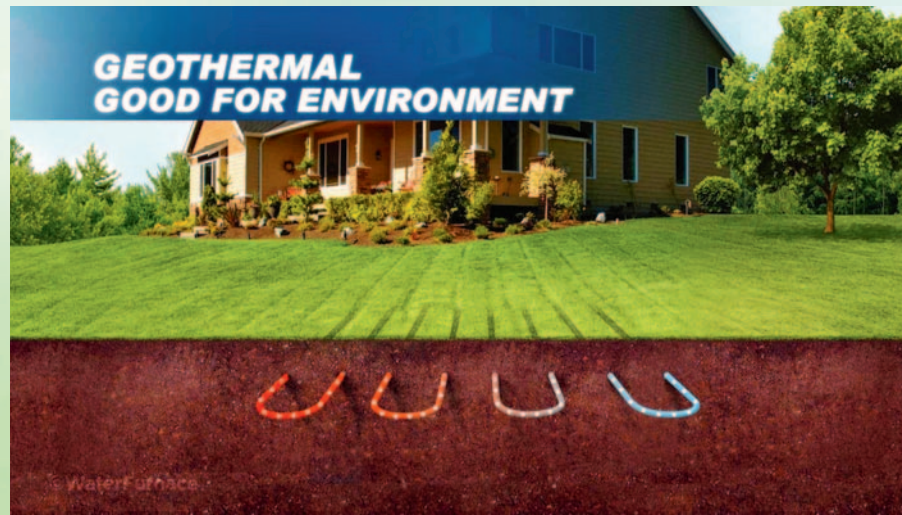


James 'Jim' Cabanaw (President), Jim's wife Karen Cabanaw (middle) & their daughter Gwendolyn 'Gwen' Campbell (far left) in the Carolina Temperature Control showroom located in Murrells Inlet, SC in the Food Lion shopping complex @ the corner of Hwy. 17 Bypass and Hwy. 707.

Owner Jim Cabanaw established the company in 1983 with this father and mother, and together they built the business to maximize quality control and customer service. Today, performing over 3,000 precision tune ups (PTUs) and with a customer base



just over 5,000, Carolina Temperature Control includes the next generation of the Cabanaw family, as both Jim's son, Thomas, and daughter, Gwen Campbell, have key roles in its operation.



In addition to designing, installing, and servicing conventional HVAC systems in homes and business throughout the Grand Strand, Carolina Temperature Control also offers an alternative heating and cooling system that's been met with virtually 100 percent customer satisfaction for nearly 30 years.

Geothermal heating and cooling systems involve exchanges with the heat of the earth rather than the air above ground. Geothermal pipes are installed underground and work with a heat pump inside the home, rather than the traditional system that relies on a fan and coil both on the outside of the home and the inside.

"Instead of having that coil outside that's subjected to weather conditions,"

Cabanaw said, "we put pipe in the ground. With the geo-pipe in the ground, basically you're just trading energy because in our area, the ground is a consistent 68-72 degrees. So, you're taking energy from the ground and putting it in the home."

Because the earth avoids the extreme fluctuations experienced in air temperature, the pump works much less, resulting in lower electricity bills and more consistent comfort within the home. Geothermal is known for providing better temperature control and moisture removal in the summer and warmer temperatures than a conventional heat pump in the winter.

After Cabanaw first experimented with geothermal heating and cooling in



his own home, he began plans to offer it commercially.

"We went through several brands, and we zeroed in on WaterFurnace because both our service technicians and installers said, 'That's the brand,' and we've been doing WaterFurnace ever since. It's the best of the best," said Cabanaw.



Carolina Temperature Control has completed geothermal projects in homes of all sizes throughout the Grand Strand.

"It can be cost effective; we have installed geothermal systems for homes

The results, Cabanaw said, are consistent.

"It's the most comfortable I've ever been in my home — you hear that a lot from customers" said Cabanaw. "You don't hear it run, you don't feel it run; it's just running and you're comfortable and you don't even realize it."

While the initial installation of geothermal system is higher than a conventional system, tax credits and immediate savings on utility bills quickly make up the difference.

"It can be twice the cost of a conventional high-end system, but this year there are tax credits that add up to 51 percent of the cost," said Cabanaw. "And the system is easily 40 percent more efficient than a traditional heat pump, so those bills come way down."

"Geothermal has been fantastic," said Cabanaw. "We've done close to 2,000 installations, and people love it."



in the Historic District in Charleston, to 18,000 sq. ft. oceanfront homes in Georgetown, to modular homes in Conway," said Cabanaw. "We've installed floor warming, pool heating, cooling, dehumidification, and air conditioning in a garage floor so the owner can park his cars in the garage, as it keeps humidity under control."



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We all look forward to spring weather, with warmer temperatures and more outdoor activities. However, that seasonal weather can bring some challenges if we don't keep an eye on HVAC systems in our homes. Spring means allergens in the air, and warmer temperatures mean that air conditioning systems will start getting a workout. It's a good thing **Dependable Service Plumbing & Air** is available to help keep spring pleasant and healthy for homeowners throughout the Grand Strand.



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Harbula.

Harbula said one reason for this trend is the high volume of residents who have moved to the area from northern regions.

"So many people move to a more humid climate with a lot of pollen, and most people from other areas aren't used to the pollen we see in the spring time and in the fall," said Harbula. "The air purification devices that we offer actually treat a wide array of things that can cause health issues and breathing issues."

Harbula said his clients notice a difference in home air quality almost

immediately after a purification device has been installed.

"Most people want an air purification device because they've had allergies or asthma, or have noticed odors in the home," said Harbula. "We have customers who are raving about it just weeks after it's been installed that they truly do notice a difference."



Another trend that Harbula has noticed in the HVAC market is increased interest in energy efficiency and ductless mini-split systems, particularly for additions to existing homes.

"People want mini-split systems for Carolina rooms, she-sheds or man caves, and garages if they want them air conditioned," said Harbula. "Most people want those because they know if they tack the new area on to their existing HVAC system, you can actually take away efficiency from the rest of the house if it wasn't something



*HVAC Service Manager, Mike Harbula*

Mike Harbula, HVAC Service Manager who has been with Dependable Service Plumbing and Air for a decade, said air quality is a number one concern among homeowners.

"Lately we've had a lot of customers asking for services such as duct cleaning, air purification devices, UV lights, and dehumidification," said



configured in with the comfort of the original design."

Harbula identifies spring as the optimal time for homeowners to have their HVAC systems serviced.

"Having a regularly scheduled maintenance service for your HVAC system is definitely important to prolong the life of it, just like in a vehicle you change the oil and rotate tires -- you're going to get a lot more mileage and longevity out of it," said Harbula. "So, in March or April, if you don't have a service plan, it's time to get one. I always recommend people do it before May or June hits, because that's when the systems are going to work a lot harder. We see so many clients who neglect service and then it's July and they're without air conditioning."



To Harbula and his team at Dependable Service Plumbing and Air, who have serviced customers on the Grand Strand for 17 years, the term "dependable" is much more than a word in the company's name.

"Our service is definitely where we shine," said Harbula. "We do what we say we're going to do. We're available 24/7, and somebody always answers the phone; we don't send calls to voice mail. That's how we separate ourselves from our competitors." ■

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