



Becoming Brilliant at the Basics

COAT ZONE® PLAYBOOK

SECTION 1

Welcome & Start Here

Welcome to The Coat Zone® Playbook

This playbook is your complete guide to Coat Zone®'s three HVAC protection products: CoilSafe®, CoilSafe Plus®, and ThermalBlock™

They protect equipment, cut energy waste, extend system life, and deliver measurable ROI across commercial, industrial, healthcare, retail, hospitality, education, and coastal environments.



WHY THESE PRODUCTS MATTER

HVAC systems fail early because of three silent killers:

- Corrosion
- Heat load
- Microbial fouling

Coat Zone® fixes all three, helping customers avoid costly failures, lower energy bills, and get more years out of their equipment.

WHAT PROBLEM IT SOLVES

- Coil corrosion → premature coil failure
- Microbial buildup → airflow restriction, IAQ issues
- UV + weather damage → rooftop deterioration
- Heat load → HVAC strain + energy waste
- Coastal salt exposure → accelerated destruction

WHO THIS HELPS

- Restaurants
- Hospitals
- Universities
- Retail chains
- Grocery stores
- Corporate campuses
- Hotels & hospitality
- Coastal properties
- Schools & districts
- Industrial facilities



HOW TO USE THIS PLAYBOOK

1. Sections are laid out in a logical order
2. Each product has its own module under Sections 2–3
3. Scripts, messaging, and tools are in Section 8
4. Case studies & results are in Section 7
5. Everything links back to the Source of Truth folder

Coat Zone®
Source of Truth

[Click Here to Access](#)

SECTION 2

The Product Basics

This section includes modules for all 3 Coat Zone® products

MODULE 1 – COILSAFE® (BASIC)

WHAT IT IS (SIMPLE DEFINITION)

CoilSafe® is a thin-film coating for HVAC coils that prevents rust, preserves efficiency, and extends equipment life.

HOW IT WORKS (PLAIN ENGLISH)

- Creates a micro-thin protective barrier on the coil
- Blocks salt, moisture, pollutants, and chemicals from bonding to the surface
- Zero impact on heat transfer
- Keeps fins clean so airflow stays strong

Untreated coils



CoilSafe® treated coils



KEY FEATURES

- Anti-corrosion barrier
- Preserves coil efficiency
- Extends lifespan
- Ideal for budget-conscious maintenance
- OEM or field-application compatible
- Can be applied to new or already installed equipment

WHAT MAKES IT UNIQUE

- 200,000+ treated units
- Proven in coastal environments
- Zero efficiency loss
- Made in the USA

THE “WHY NOW” STORY

Coils are failing nationwide in 7–10 years due to corrosion. CoilSafe® prevents those failures and saves thousands in replacement costs.



ELEVATOR PITCH

“CoilSafe® protects the heart of your HVAC system, stopping corrosion before it starts.”

SECTION 2

The Product Basics

MODULE 2 – COILSAFE PLUS® (ADVANCED)

WHAT IT IS (SIMPLE DEFINITION)

A premium coil coating that combines corrosion protection with antimicrobial protection.

HOW IT WORKS (PLAIN ENGLISH)

All the benefits of CoilSafe®, plus active antimicrobial agents that kill bacteria and viruses on the coil surface.



KEY FEATURES

- Corrosion protection
- Microbial control
- Prevents fouling
- Protects surfaces from microbial contamination
- Ideal for schools, hospitals, restaurants

WHAT MAKES IT UNIQUE

- Adds active antimicrobial protection
- Helps maintain clean airflow and air quality



ELEVATOR PITCH

“CoilSafe Plus® protects your coils and the air your customers breathe.”

SECTION 2

The Product Basics

MODULE 3 – THERMALBLOCK™

WHAT IT IS (SIMPLE DEFINITION)

AA UV-resistant, waterproof exterior coating for HVAC cabinets, ductwork, and rooftops that cuts heat load and prevents deterioration.

HOW IT WORKS (PLAIN ENGLISH)

- Reflects & rejects solar heat
- Reduces external cabinet temperature
- Seals out moisture
- Prevents rust
- Cuts 10–15% of energy waste



KEY FEATURES

- UV protection
- Water resistant barrier
- Thermal load reduction
- Extends rooftop unit life
- Ideal for commercial rooftops

WHAT MAKES IT UNIQUE

- Fast-dry
- Brush or spray
- Low cost per sq ft
- Proven real-world ROI



ELEVATOR PITCH

“ThermalBlock™ keeps your rooftop units cooler, cleaner, and running longer.”

SECTION 3

Deep Dive Educational Module

COILSAFE® (BASIC)

Core Science Breakdown

Coils fail because:

- Salt + moisture attack exposed metal
- Rust reduces heat transfer
- Fins deteriorate → airflow decreases
- System draws more power → bills rise



CoilSafe® solves this by adding a corrosion-resistant microfilm that preserves coil geometry and airflow.

Simple Analogies

- “It’s like sunscreen for your coils”
- “Imagine painting a car but keeping it the exact same weight”
- “A seal that doesn’t alter performance, only protects it”

MYTH

Coil coatings reduce heat transfer



FACT

CoilSafe® is ultra-thin and maintains full efficiency

BEFORE & AFTER – GALVESTON COASTAL TRIAL

Side-by-Side Trial – 3 Years, 39 ppm Salt

Coil	Treatment	After 3 Years
Uncoated	None	Severe rust, near failure
Coated	CoilSafe®	Near-new condition

Visual Proof

- **Uncoated:** Rust, pitting, airflow loss
- **Coated:** Clean, protected, efficient

Proven Impact

- \$10,000+ coil replacement avoided
- Maintains efficiency → lower kWh
- Outperforms coils in FL & HI

SECTION 3

Deep Dive Educational Module

COILSAFE PLUS®

Core Science Breakdown

- Adds antimicrobial agents
- Controls bacteria, viruses, mold
- Reduces odors
- Prevents fouling → improves indoor air quality (IAQ)

Simple Analogy

- “It’s CoilSafe®, but with a built-in sanitizing shield.”



CoilSafe® vs CoilSafe Plus® – Quick Comparison

Feature	CoilSafe®	CoilSafe Plus®
Corrosion Protection	Yes	Yes
Antimicrobial	Passive	Active
IAQ Benefits	Prevents growth	Kills microbes
Best For	Budget protection	Health-sensitive buildings

SECTION 3

Deep Dive Educational Module

THERMALBLOCK™

Core Science Breakdown

Thermal load increases energy consumption.

ThermalBlock™:

- Reflects heat
- Keeps cabinets cool
- Reduces mechanical strain

Analogy

- “It’s like putting a reflective umbrella over your HVAC system.”



ThermalBlock™ vs Competitors

Feature	ThermalBlock™	Super Therm	ThermaCote	HPC
Core Tech	UV acrylic/ceramic	Ceramic	Ceramic	High-heat ceramic
Energy Saving	15-25%	15-25%	15-25%	15-25%
Durability	10-25 yrs	10-25 yrs	10-25 yrs	Extreme Heat
Cost	Low	High	Medium	High

Bottom Line

ThermalBlock™ is the best fit for standard HVAC protection when speed, cost, and flexibility are the priority.

SECTION 4

Benefits and Limitations

TOP BENEFITS

- Stop corrosion
- Extend equipment life
- Improve efficiency
- Lower energy costs
- Prevent coil failure
- Reduce microbial growth
- Maintain cleaner air
- Protect rooftop units

PAIN POINTS SOLVED

- Constant HVAC repairs
- High power bills
- Early system failure
- Heat overload
- Poor indoor air quality (IAQ)
- Coastal corrosion

EMOTIONAL PAIN POINTS

- “We can’t afford downtime.”
- “Our equipment keeps breaking.”

LOGICAL PAIN POINTS

- 10–50% recoverable energy waste
- \$10K–\$25K coil replacement costs
- HVAC downtime losses

SHORT VERSION

Coat. Protect. Save.

CoilSafe® = longer coil life

ThermalBlock™ = lower heat load

Benefits and Limitations COILSAFE® (BASIC)

This graphic is downloadable. Save it to your phone and share it with your warm market.

[Download it Here](#)



✓ PROS

- ✓ Thin-film corrosion protection (no airflow restriction)
- ✓ Preserves heat transfer & system efficiency
- ✓ Reduces microbial growth, mold, and fouling
- ✓ Extends coil life 5-10+ years
- ✓ Applied with zero downtime
- ✓ Proven on 200,000+ units nationwide
- ✓ USA-made, field or OEM application
- ✓ Can be applied to new or already installed equipment

✗ CONS

- ✗ Does not add structural reinforcement to already damaged coils
- ✗ Requires clean coil surface prior to application
- ✗ Not a replacement for proper maintenance (works best as prevention)

APPLICATIONS

- Rooftop HVAC units
- Refrigeration condensers
- Exterior ductwork
- Coastal & high-humidity environments
- Healthcare, grocery, restaurants, campuses
- Retrofit installs (no tear-out, no downtime)

Benefits and Limitations

COILSAFE® (Basic)



PROS

- ✓ Thin-film corrosion protection (no airflow restriction)
- ✓ Preserves heat transfer & system efficiency
- ✓ Reduces microbial growth, mold, and fouling
- ✓ Applied with zero downtime
- ✓ Proven on 200,000+ units nationwide
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- ✓ Can be applied to new or already installed equipment



CoilSafe® treated coils

CONS

- ✗ Does not add structural reinforcement to already damaged coils
- ✗ Requires clean coil surface prior to application
- ✗ Not a replacement for proper maintenance (works best as prevention)



HOME APPLICATION

- Rooftop HVAC units
- Refrigeration condensers
- Exterior ductwork
- Coastal & high-humidity environments
- Healthcare, grocery, restaurants, campuses
- Retrofit installs (no tear-out, no downtime)

QUICK POSITIONING

CoilSafe® → Protects coils, preserves efficiency

YOUR TALKING POINTS

What It Is: A thin, protective coating that shields HVAC coils from corrosion and environmental damage.
How It Works: Creates a microscopic barrier that blocks moisture, salt, and contaminants without restricting airflow.
Where It Shines: Coastal areas, high-humidity climates, rooftops, refrigeration units.
Savings Impact: Prevents \$10K+ coil replacements; improves kWh efficiency by keeping coils clean.
Best Pairing: CoilSafe® + ThermalBlock™ for full rooftop protection.



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YOUR TALKING POINTS

What It Is:

A thin coating that shields HVAC coils from corrosion and weather damage.

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Creates a microscopic barrier that blocks moisture, salt, and contaminants without restricting airflow.

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Prevents \$10K+ coil replacements. Improves efficiency by keeping coils clean.

Best Pairing:

CoilSafe® + ThermalBlock™ for full rooftop protection.

QUICK POSITIONING SUMMARY

CoilSafe® → Protects coils, preserves efficiency

Benefits and Limitations

COILSAFE PLUS®

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✓ PROS

- ✓ All benefits of CoilSafe®
- ✓ Active antimicrobial protection
- ✓ Kills bacteria & viruses on contact
- ✓ Reduces odors and microbial fouling
- ✓ Improves Indoor Air Quality (IAQ)
- ✓ Ideal for healthcare, food service, schools
- ✓ Zero airflow or efficiency loss

✗ CONS

- ✗ Slightly higher cost than standard CoilSafe®
- ✗ IAQ benefits depend on overall system hygiene
- ✗ Not intended to replace HEPA or filtration systems

APPLICATIONS

- Rooftop HVAC units
- Refrigeration condensers
- Exterior ductwork
- Coastal & high-humidity environments
- Healthcare, grocery, restaurants, campuses
- Retrofit installs (no tear-out, no downtime)

Benefits and Limitations

COILSAFE PLUS® (Advanced)



PROS

- ✓ All benefits of CoilSafe®
- ✓ Active antimicrobial protection
- ✓ Kills bacteria & viruses on contact
- ✓ Reduces odors and microbial fouling
- ✓ Improves Indoor Air Quality (IAQ)
- ✓ Ideal for healthcare, food service, schools
- ✓ Zero airflow or efficiency loss

CONS

- ✗ Slightly higher cost than standard CoilSafe®
- ✗ IAQ benefits depend on overall system hygiene
- ✗ Not intended to replace HEPA or filtration systems



HOME APPLICATION

- Rooftop HVAC units
- Refrigeration condensers
- Exterior ductwork
- Coastal & high-humidity environments
- Healthcare, grocery, restaurants, campuses
- Retrofit installs (no tear-out, no downtime)

QUICK POSITIONING

CoilSafe Plus® → Same protection + IAQ upgrade
Old Way: Replace coils, patch problems, repeat
New Way: Protect once, extend life, lower costs

YOUR TALKING POINTS

What It Is: An enhanced version of CoilSafe® with built-in antimicrobial technology.
Why It Matters: Cleaner coils = cleaner air + better performance.
Best Use Cases: Hospitals, senior living, restaurants, schools, high-traffic buildings.
Key Differentiator: Protection and sanitation in one application.
Upgrade Logic: If IAQ matters → CoilSafe Plus® is the move.



YOUR TALKING POINTS

What It Is:

An enhanced version of CoilSafe® with built-in antimicrobial technology.

Why It Matters:

Cleaner coils = cleaner air + better performance.

Best Use Cases:

Hospitals, senior living, restaurants, schools, high-traffic buildings.

Key Differentiator:

Corrosion protection and microbial control in one application.

Upgrade Logic:

If IAQ matters → CoilSafe Plus® is the move.

QUICK POSITIONING SUMMARY

CoilSafe Plus® → Same protection + IAQ upgrade

Old Way: Replace coils, patch problems, repeat

New Way: Protect once, extend life, lower costs

Benefits and Limitations

THERMALBLOCK™

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✓ PROS

- ✓ UV-resistant, water-resistant exterior coating
- ✓ Reduces radiant heat load on units
- ✓ Lowers HVAC strain and energy use 10–15%
- ✓ Prevents rust, leaks, and cabinet corrosion
- ✓ Extends equipment life 5–10 years
- ✓ Brush or spray application; fast-dry
- ✓ Low VOC, non-toxic
- ✓ No shutdown required during install
- ✓ Much thinner dry film thickness required than competition

✗ CONS

- ✗ Less heat-blocking power than high-heat ceramics
- ✗ Requires proper surface prep for maximum adhesion
- ✗ Designed for standard HVAC, not extreme industrial heat

APPLICATIONS

- Rooftop HVAC units
- Refrigeration condensers
- Exterior ductwork
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Benefits and Limitations

THERMALBLOCK™

PROS

- ✓ UV-resistant, water-resistant exterior coating
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- ✓ Brush or spray application; fast-dry
- ✓ Low VOC, non-toxic
- ✓ No shutdown required during install
- ✓ Much thinner dry film thickness required than competition

CONS

- ✗ Less aggressive heat block than high heat ceramics.
- ✗ Requires proper surface prep for maximum adhesion
- ✗ Designed for standard HVAC, not extreme industrial heat



Before application



After application



HOME APPLICATION

- Rooftop HVAC units
- Refrigeration condensers
- Exterior ductwork
- Coastal & high-humidity environments
- Healthcare, grocery, restaurants, campuses
- Retrofit installs (no tear-out, no downtime)

QUICK POSITIONING

ThermalBlock™ → Shields cabinets, reduces heat, extends life

YOUR TALKING POINTS

What It Is: A protective exterior coating for HVAC cabinets, ductwork, and rooftop equipment.
How It Works: Reflects and rejects solar heat
Where It Excels: Commercial rooftops, coastal/sunny climates, exposed ductwork.
Energy Impact: AC runs cooler, longer, and more efficiently.
Best Pairing: ThermalBlock™ outside + CoilSafe® inside = full-system protection.



YOUR TALKING POINTS

What It Is:

A protective exterior coating for HVAC cabinets, ductwork, and rooftop equipment

How It Works:

Reflects and rejects solar heat

Where It Excels:

Commercial rooftops, coastal/sunny climates, exposed ductwork

Energy Impact:

Cuts thermal load so the AC runs cooler, longer, and more efficiently

Best Pairing:

ThermalBlock™ outside + CoilSafe® inside = full-system protection

QUICK POSITIONING SUMMARY

ThermalBlock™ → Shields cabinets, reduces heat, extends life

SECTION 5

Where it's used

Ideal Applications

- ✓ Rooftops
- ✓ Coastal units
- ✓ Healthcare facilities
- ✓ Universities
- ✓ Grocery + cold storage
- ✓ Schools
- ✓ Office buildings

Before and After Example

 Duct loss dropped from 14°F to 3°F

 3-year coil preservation in salt air

 Zero failures for 6 years

SECTION 6

Why it beats the alternatives

CoilSafe® & CoilSafe Plus® VS. Legacy Solutions

CoilSafe® & CoilSafe Plus®	Legacy Solutions
Covalent bonding, not just surface adhesion	Other coatings rely on mechanical adhesion
Ultra-thin application ~8 microns	50-100 microns with legacy coatings
Can be applied to new or existing equipment	Higher ongoing maintenance requirements
10-year warranty (industry standard is 3-5 years)	Shorter warranties
Preserves heat transfer and energy efficiency	Thicker coatings reduce efficiency
Antimicrobial protection	
Will not chip, crack, or peel	
No chemicals required for ongoing maintenance	

Key Difference

CoilSafe® → passively antimicrobial

CoilSafe Plus® → actively antimicrobial

ThermalBlock™ VS. Competitors

ThermalBlock™	Competitors
Rejects heat rather than merely resisting it	Resists heat
Requires only 150-micron dry film thickness	Competitors require 400–1,000 microns
More cost-effective to install and maintain	More cumbersome to apply
Supported by independent third-party testing	Internal lab data
10-year warranty	Similar warranty
Proven performance in extreme climates	Limited data on extreme climates
Tested in Southeast Asia and the Middle East	No data available
Low cost per square foot	Medium to high cost per square foot
Many independent certified tests	Few independent certified tests

Old Way

Replace equipment prematurely
 Reactive maintenance
 Higher capital and operating costs



New Way

Protect critical equipment
 Extend system life
 Improve efficiency and ROI

SECTION 7

Results customers see

CASE STUDY #1 National Restaurant Chain

- 10.3% energy reduction
- \$622 monthly savings
- 12-month ROI

CASE STUDY #2 Rice University

- 2-3 failures per week → zero in 6 years
- Thermostat raised for first time in 18 years

CASE STUDY #3 Kindred Hospital

- 14°F → 3°F supply loss
- Zero patient disruption
- Massive efficiency gain



CASE STUDY #4 Kroger Coastal Store

- Coated coil = near new after 3 yrs
- Uncoated = severe failure
- \$10K replacement avoided



SECTION 8

Scripts & Messaging

A quick note, before you reach out...

These examples are meant to get your wheels turning, not box you in. Use them to find your voice when talking with homeowners or business owners.

People **love to buy**, but they **hate being sold to**. Your job isn't to pitch. It's to **connect, educate, and serve**.

Leave the sales voice at home. Show up curious. Ask questions. Listen for pain points. Share what you truly believe in. If you speak from conviction and care, your confidence will do the selling for you.

Use these as a **starting point**, then make them your own. **Authenticity always wins.**

EMAIL #1 | SAVINGS + FAST ROI

To: lead@lead.com

Subject: 10.3% lower energy bills + 12-month payback – proven on real rooftops

Hi [First Name],

Last year a national restaurant chain in California coated five rooftop units with CoilSafe® + ThermalBlock™.

Results after just one month:

- 10.3% energy reduction
- \$622 average monthly savings
- Full payback in 12 months (half the expected time)

No downtime. No efficiency loss. Just lower bills and protected equipment.

We've now protected over 200,000 units nationwide with the same USA-made coatings.

Want to see what your rooftops could save? Reply "SCAN" and I'll set up a free 15-minute energy and corrosion assessment. No strings.

Best regards, [Your Name] [Your Title] Coat Zone® | www.coatzone.com (XXX) XXX-XXXX

P.S. Most scans uncover 8–15% recoverable energy waste.

EMAIL #2 | ZERO FAILURES AND RELIABILITY (UNIVERSITY / CAMPUS FOCUS)

To: lead@lead.com

Subject: From 2-3 failures a week to ZERO in 6 years (Rice University story)

Hi [First Name]

Rice University used to average 2-3 rooftop HVAC failures every week during Houston summers.

In 2019, they coated five package units with CoilSafe® and ThermalBlock™ over a single weekend.

Six years later → still zero failures. (The campus HVAC supervisor finally raised the thermostat for the first time in 18 years.)

If you're tired of emergency calls and surprise repair bills, let's protect your equipment the same way.

Reply with "RICE" and I'll send the case study and schedule a free rooftop scan.

Talk soon, [Your Name] Coat Zone® | Protect. Perform. Prevail. www.coatzone.com

EMAIL #3 | COASTAL / CORROSION PROTECTION (SALT AIR ZONES)

To: lead@lead.com

Subject: This coil sat 3 years in Galveston salt air and still looks new

Hi [First Name],

Side-by-side test on a Kroger rooftop in Galveston, one of the harshest salt-air environments in the U.S. (39 ppm):

- Unprotected coil → severe rust, near failure
- CoilSafe® coated coil → zero visible corrosion after 3 years

One thin coat saved them \$10,000+ per coil in replacement costs.

If you have units within 20 miles of the coast (or in any corrosive environment), this is the cheapest insurance you'll ever buy.

Reply "COAST" for the photo proof and a free corrosion scan of your units.

Looking forward to helping you avoid the rust nightmare, [Your Name] Coat Zone® | USA-made coil & cabinet protection www.coatzone.com

SECTION 9

Sample text / DM conversation

Quick reminder: connection comes from curiosity. Ask questions, listen, and don't word-vomit all over people. Nobody likes that.

Important reminders for reps:

- You're not asking permission, you're offering logistics
- Always give two specific time windows
- Say "inspection," "walk-through," or "equipment review"
- Never say: scan, pitch, demo, sales, proposal
- Once they choose a day → ask for site address + best contact onsite

OPTION 1: HVAC RESPONSIBILITY → SITE VISIT

YOU

Hi [Name], I got your contact from [Source].
Is this [Name] with [Company]?

(let business owner respond)

YOU

Thanks. Do you oversee HVAC or rooftop equipment for your facilities?

(let business owner respond)

YOU

Got it. We help facilities catch corrosion and efficiency loss before it turns into failures.

(let business owner respond)

YOU

Our team will be in your area late this week and again Wednesday of next week.

Would Thursday afternoon or Wednesday morning work better for a quick equipment inspection?

SECTION 8

Social Media Posts

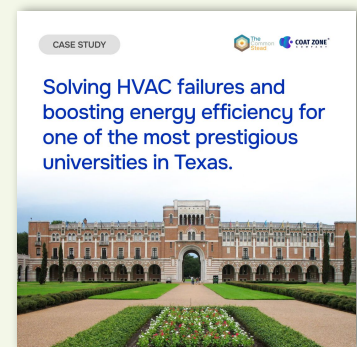
EXAMPLES

1. The coil photo that sells itself

Post with side-by-side coil photo

This picture tells you everything you need to know. Same location. Same salt air. Same amount of time. Left: unprotected coil after 3 years in Galveston → basically toast.

Right: CoilSafe® coated → still looks brand new. One thin coat saved thousands in replacement costs. Sometimes the proof really is this simple.



[Download Assets Here](#)

3. Reliability is the real flex

Post with campus or rooftop units

Rice University used to deal with 2–3 HVAC failures every week during Houston summers.

After coating their units with CoilSafe® + ThermalBlock™?

Zero failures in 6 years. Their HVAC supervisor said it best: “When you stop fighting fires, you can actually get work done.”

That’s the win most teams are really chasing.

4. Real bills > Marketing claims

Post with utility bill screenshot or rooftop photo

We coated a national restaurant's rooftop units in Temecula.

Here's what happened next:

- 10.3% energy reduction
- \$622 average monthly savings
- Full payback in 12 months

No shutdowns. No "wait and see."

Just lower bills and protected equipment.

Real units. Real bills. Real results.

5. Healthcare can't afford downtime

Before/after ductwork photos

This hospital had 5,000 feet of rooftop ductwork losing 14°F before the air even hit the building.

After ThermalBlock™?

Loss dropped to 3°F.

No bulky cladding.

No patient disruption.

Just stable comfort and better efficiency.

In healthcare, quiet fixes are the best fixes.

6. Proving the benefits of CoilSafe® protection

Post with close-up coil or rooftop image

Quick question – and be honest:

Would you rather

 Spend \$10,000 replacing a coil...

or

 Spend a few hundred protecting it for the next decade?

Kroger in Galveston already answered that question.

They chose protection, and their coils are still going strong.

OPTION 2: PEER CONTEXT → SITE VISIT

YOU

Your name came up because we're working with similar facilities nearby.

(let business owner respond)

YOU

A lot of them are dealing with rooftop exposure – sun, moisture, salt air.

Is that something your sites see as well?

(let business owner respond)

YOU

We'll already be nearby later this week and again mid-next week.

Would Friday morning or Wednesday afternoon be better for us to stop by and take a look?

OPTION 3: ENERGY + MAINTENANCE → SITE VISIT

YOU

Between energy costs and maintenance issues, which tends to be the bigger concern for your team?

(let business owner respond)

YOU

That makes sense. A lot of that ties back to coil condition and rooftop heat load.

(let business owner respond)

YOU

Our technicians are scheduled in your area this week and next Wednesday.

Would you prefer a late-week visit or early next week for a brief on-site review?

OPTION 4: RELIABILITY / DOWNTIME → SITE VISIT

YOU

Do unexpected HVAC issues ever cause operational headaches across your sites?

(let business owner respond)

YOU

That's exactly what we help prevent by protecting equipment instead of replacing it.

(let business owner respond)

YOU

We're routing crews through your area Thursday-Friday and again Wednesday.

Which window works best for a quick equipment inspection?

OPTION 5: ENVIRONMENTAL EXPOSURE → SITE VISIT

YOU

Are any of your rooftops exposed to heavy sun, humidity, or corrosive conditions?

(let business owner respond)

YOU

Those environments quietly shorten equipment life if they're not addressed early.

(let business owner respond)

YOU

We'll be nearby later this week and mid-next week.

Would Thursday or Wednesday be better for us to stop by and assess the units?

OPTION 6: COST AVOIDANCE → SITE VISIT

YOU

Have you had to replace coils or rooftop units in the last few years?

(let business owner respond)

YOU

That's common and usually avoidable with the right protection in place.

(let business owner respond)

YOU

Our team is already scheduled in your area this week and next Wednesday.

Which works better for a quick walk-through of the equipment?

SECTION 10

Installation & Logistics

Includes:

- How CoilSafe® is applied
- How ThermalBlock™ is applied
- Safety notes
- Homeowner / Facility prep
- Warranty notes

[Download it Here](#)



Installation & Logistics

HOW IS COILSAFE® APPLIED

If applied to coils our dual gauge pressure pot must be used in order to atomize the product to ensure complete coil coverage.

If it is being applied to a solid surface we suggest using a foam brush so not to waste product.

In either case the two parts of the product must be mixed for 45 minutes.



HOW IS THERMALBLOCK™ APPLIED

ThermalBlock, once stirred to ensure that it is in a good liquid state, can be brushed, rolled or sprayed.



SAFETY NOTES

For both products we suggest wearing appropriate PPE gear. As far as a mask is concerned we recommend a good mask like a 3M 5000 half-face respirator. Goggles are always a good idea. Gloves are also advisable.

HOME & COMMERCIAL PREPARATION

Both are really the same. For ThermalBlock ensure the surface is clean and dry prior to application. For larger surfaces we normally pressure wash first to remove any loose particles.

For CoilSafe the same thing applies we want to make sure the surface is clean and dry. For coils we pressure wash, then use a mild dilute detergent (Simple Green is the one we use) then wash off then use a mild etch diluted (we use white distilled vinegar) then we wash again and ensure the coil is totally dry.

For flat surfaces we again make sure the surface is clean and dry with no flaking paint or any other loose particles.

WARRANTY

All products come with a 10-year limited product warranty. Stating that the coating, if properly applied, will remain on the surface for 10 years.

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SECTION 11

Quick start (5 days)

DAY 1

Learn What We Protect & How to Spot the Problem

Learn which parts of HVAC systems Coat Zone® protects and how to spot corrosion, heat damage, and wear on real rooftops.

REMEMBER: If you can point at a rooftop and say “that’s failing,” you’re ready to talk.



GOAL

Know what CoilSafe® and ThermalBlock™ are applied to and how to recognize HVAC problems on sight



FOCUS

- Read this playbook start to finish (don’t memorize it)

Review:

- Coil corrosion before/after photos
- Most recent Coat Zone® training in the Community
- Downloadables in this playbook you can use



ACTION STEPS

- Save 5–7 images/before and afters to your phone
- Organize them in one album labeled “Coat Zone® Proof”



REMEMBER

Photos give you permission to ask questions

DAY 2

Get Comfortable Explaining It (Without Sounding Salesy)



GOAL

Be able to talk about Coat Zone® in your own words, without a script.



FOCUS

Review:

- Pros and Cons Page
- “Why is beats the alternatives” section

Pick one statement that feels natural to you:

- “This protects equipment instead of replacing it.”
- “Most failures start with corrosion & heat. We stop that from happening.”



ACTION STEP

Post one before/after photo on LinkedIn or Facebook Group with the caption:

“This is what untreated HVAC looks like after a few years, and what it looks like when it’s protected. This is a must for every business owner”



BONUS TIP

If it sounds like something you’d say in real life, it’s good enough.

DAY 3

Start the Conversations



GOAL

Open real conversations with people in your network



FOCUS

Think about:

- A friend who owns a business
- A restaurant, gym, or office you frequent
- Someone you already know in operations, maintenance, or ownership



ACTION STEP

Reach out to 3 people. Lead with a visual:

- Send a before/after photo
Keep it simple:
- “Quick question— do you know when the rooftop units at your place were last checked for corrosion or heat damage?” *(let them respond)*
- Post one short update or story showing a before/after image.
(See text examples for inspiration)



REMEMBER

Photos give you permission to ask questions.

DAY 4

Get Out of the House & Look at Real Buildings



GOAL

Build confidence by seeing how common the problem is.



FOCUS

Dress business casual

- Drive to 3 commercial buildings nearby:
- Strip malls
- Restaurants
- Warehouses
- Medical or office buildings



ACTION STEP

From the parking lot, look at rooftops and notice:

- Rust
- Faded or chalky cabinets
- Full sun exposure
- Walk in and ask who handles facilities or maintenance. Leave with contact information.



BONUS TIP

Once you see it in the wild, you'll never not see it.

DAY 5

Book Site Visits & Plug Into Support



GOAL

Turn conversations into scheduled inspections.



FOCUS

Follow up with:

- People you messaged earlier in the week
- Anyone who engaged with your post



ACTION STEP

Use a two-option close (no pressure):

"Our team will be in your area either late this week or Wednesday next week. Which works better for us to stop by and inspect your equipment?"

- Aim to book at least one site visit
- Share your progress inside the Commonstead community.



REMEMBER

You're offering a professional look, not asking for a decision.

By the end of your first 5 days, you should:

- ✓ Know what CoilSafe® and ThermalBlock™ protect
- ✓ Be able to spot corrosion and heat damage visually
- ✓ Have proof photos saved on your phone
- ✓ Start real conversations with business owners
- ✓ Visit 3 commercial sites in person
- ✓ Book (or be close to booking) your first inspection

You're now officially "Brilliant at the Basics."

Commercial growth comes from:

- ✓ Seeing the problem
- ✓ Showing proof
- ✓ Starting honest conversations
- ✓ Following up professionally

No fluff.

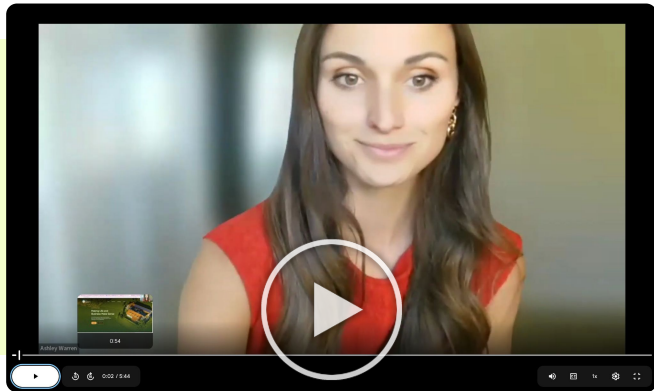
No hard sell.

Just real protection for real equipment.



SECTION 12

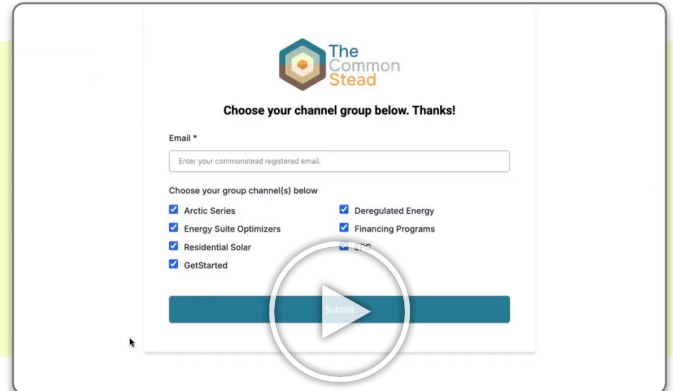
Quick Start Tours



[5-Minute Resource Tour](#)

Get a quick walkthrough of where to find your links, community, and how to utilize them

[Watch Here](#)



[Community Tour](#)

Learn how to navigate, post, and connect inside community.thecommonstead.com

[Watch Here](#)

Keep Your Momentum

- ✓ Bookmark your Source of Truth Folder for the latest updates and assets.
- ✓ Re-watch Stuart Graham trainings inside the community & show up weekly to the his live trainings.
- ✓ Share your progress; every success story helps another teammate grow.

REMEMBER

Brilliance doesn't happen alone.

Stay connected. Keep learning. Keep helping families and businesses build cooler, smarter, more efficient spaces, one attic at a time.

The Best Is Ahead,

 THE COMMONSTEAD TEAM

SECTION 13

Resources & Support

Your Support Hub: Stay Plugged In

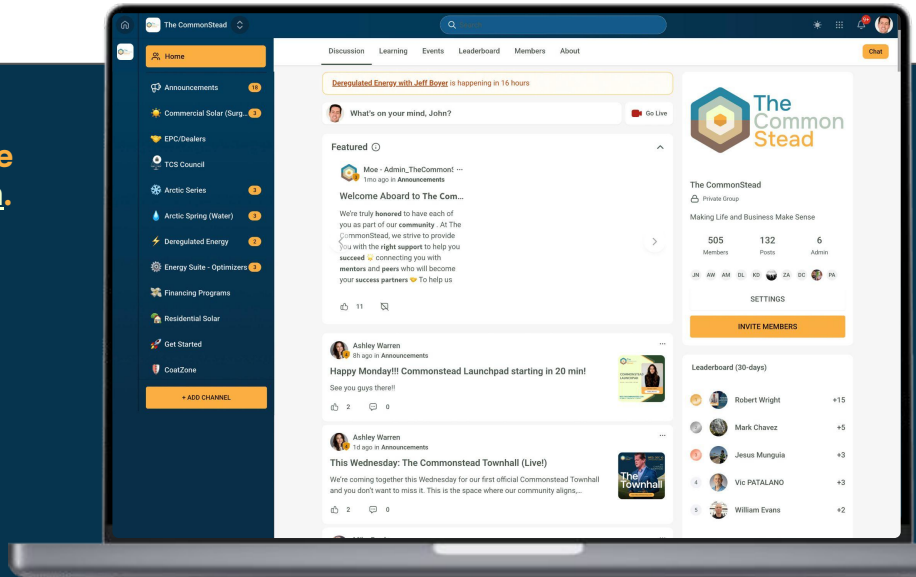
Your journey doesn't end with the playbook. It starts here. Save it, print it, review it.

The real growth happens when you stay connected, keep learning, and surround yourself with people who are doing the same.

Join our thriving community inside community.thecommonstead.com.

Resellers, installers, trainers, and leaders swap ideas, share wins, post before-and-afters, and help each other improve every week.

- Ask questions
- Share your installs
- Learn from real experience
- This is your space to grow



Get access to our assets

[Source of Truth](#)

[Sales & Marketing](#)



Stuart Graham

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