



The  
Common  
Stead

ecostella  
Redefining Home Efficiency

# Becoming Brilliant at the Basics

ECOSTELLA PLAYBOOK



# Becoming Brilliant at the Basics

EcoStella in Partnership With The Commonstead Playbook

## SECTION 1: EcoStella

### 1. What EcoStella Is

EcoStella is a home energy company that helps homeowners use less energy and pay lower utility bills.

EcoStella helps homes eliminate the energy waste that occurs in every HVAC system, without replacing equipment or changing the way people live.

Every EcoStella product is built around one idea: your HVAC system is already wasting energy every time it runs. Stop paying for that waste.

### 2. Why EcoStella Exists

Heating and cooling makes up 40–60% of a home's energy bill. Most of that waste happens not because the equipment is broken, but because the equipment runs longer than it needs to, works harder than it has to, and degrades faster than it should.

EcoStella fixes those problems with solutions that are easy to install, pay for themselves, and carry a lifetime warranty.

### 3. EcoStella's Products

EcoStella has 3 products:

- **Stella Prime** — 24V HVAC Optimization Controller: saves energy by controlling fan timing and compressor runtime
- **Stella APC** — Adaptive Fan Speed Controller: saves energy through soft-start technology and machine-learning fan control
- **SynCat360** — Bio-Lubricant for HVAC Compressors: saves energy by cleaning up the compressor and helping it run like it should

Each product can stand alone. Together, they can cut monthly HVAC energy consumption by 20–30%.

#### **4. Who EcoStella Serves**

EcoStella's solutions work for:

- Single-family homeowners
- Residential property owners and landlords
- Building owners with multiple residential units
- Any home with central HVAC equipment

#### **5. How to Think About the Conversation**

You are not selling hardware.

You are offering the opportunity to stop paying for energy waste that is built into every HVAC system from the day it was installed. The conversation should always return to one idea: our clients are spending money they don't have to spend. EcoStella gives them a way to take that money back.

Always lead with outcomes. Always stay simple.

# SECTION 2: Stella Prime

## 1. What Stella Prime Is

Stella Prime is a 24V HVAC Optimization Controller that installs directly on the home's HVAC system and improves efficiency in 2 ways: it adjusts how long the fan runs after each cycle, and it shuts off the compressor when it's no longer needed.

Stella Prime makes the HVAC system capture every bit of energy it produces and stop the compressor the moment it is no longer needed, reducing runtime and energy use without affecting comfort.

## 2. What Stella Prime Does

Every time a home's HVAC system hits the target temperature, it shuts off, and a lot of energy remains trapped in the coil, unused. Stella Prime addresses this in 2 ways:

### Fan Timing

After the system hits the target temperature, Stella Prime extends the fan runtime to capture the energy remaining in the coil and deliver it into the home. This energy is already paid for. Without Stella Prime, it's wasted.

### Compressor Cycling

During longer cooling cycles, when the coil is fully charged, Stella Prime shuts off the compressor and runs the fan only. Since the compressor uses 8–15 times more energy than the fan, eliminating unnecessary compressor runtime cuts costs right away.

Together these 2 functions help:

- Reduce overall HVAC runtime and energy draw
- Capture energy from the coil that would otherwise be wasted
- Eliminate unnecessary compressor operation
- Delay the next system cycle by maintaining temperature longer
- Extend equipment life by reducing unnecessary starts and stops
- Deliver approximately 10% increased efficiency

This is an always-on system. Once installed, it runs on its own. No input needed from the homeowner.

### **3. Where Stella Prime Is Installed**

Stella Prime is typically installed:

- Directly on the home's HVAC system at the air-handler
- On the low-voltage (24V) wiring that controls the system, no major electrical work required
- During a brief installation, typically under 2 hours
- Without disruption to the home's normal operation

### **4. Why Customers Care**

Customers are buying outcomes, not a controller:

- Lower monthly electricity bills without replacing equipment
- Energy they already paid for, delivered into the home
- Less wear and lower operating costs on HVAC equipment
- No lifestyle changes required
- A lifetime warranty on the device

Always remember: homeowners care about comfort, savings, and simplicity.

### **5. What Stella Prime Is Worth to a Homeowner**

The Stella Prime conversation should stay simple:

Stella Prime is a 24V HVAC optimization controller that installs on existing home equipment and captures wasted coil energy while eliminating unnecessary compressor runtime — delivering approximately 10% improved efficiency with no change to daily comfort and no ongoing maintenance required.

### **6. Questions to Ask First**

Before you say much, ask these questions first:

- What is your average monthly electricity bill?
- How old is the existing HVAC system in the home?
- Do you currently have any smart thermostat or programmable control in place?
- How many HVAC units or zones does the home have?
- Who makes decisions about home energy upgrades?
- Would you be open to reviewing a simple savings analysis?

## 7. What You Need to Gather

At minimum, we want:

- A recent electricity bill
- Approximate square footage of the home
- Number of HVAC units or zones
- Approximate age of existing HVAC equipment
- Homeowner contact information

Good information creates good proposals.

## 8. How to Talk About Savings

Be professional and measured.

Use language like:

- "Up to"
- "Results vary by home"
- "Depends on system size, age, and usage patterns"
- "We evaluate the opportunity based on actual billing data"

A strong, safe way to say it:

"Most homes see approximately 10% improvement in HVAC efficiency after installing Stella Prime, and because HVAC is 40–60% of the total energy bill, that adds up to a monthly reduction homeowners notice on the very next bill."

## 9. What Not to Do

Do not overcomplicate the message.

Do not lead with technical specifications the homeowner didn't ask for.

Do not argue.

Do not guess at savings numbers.

Do not oversell.

Never forget: being clear with customers builds trust. Simplicity closes deals.

## **10. The Best Close**

Use a low-pressure next step:

"If you can share a recent electricity bill and give me a sense of your current HVAC setup, I can help determine whether Stella Prime looks like a strong fit for your home."

## **11. Common Questions Homeowners Ask**

### **Will it affect comfort in my home?**

No. Stella Prime delivers more of the energy your system already produced into the home. It doesn't reduce cooling or heating capacity. Most homeowners report more consistent temperatures.

### **Does it work with my existing thermostat?**

Yes, including smart thermostats. Stella Prime works with your existing thermostat and makes it more effective by improving what happens inside the system after the thermostat sends its signal.

### **Does it need ongoing maintenance?**

No. Once installed, Stella Prime runs on its own. It carries a lifetime warranty and requires no maintenance from the homeowner.

### **How long before I see savings?**

Most homeowners see the difference on their utility bill within the first full billing cycle after installation.

# SECTION 3: Stella APC

## 1. What Stella APC Is

Stella APC is an Adaptive HVAC Fan Speed Controller that installs on the home's air-handler fan motor and improves efficiency through built-in soft-start technology and machine-learning fan speed control.

Stella APC controls the fan motor better than the manufacturer's factory settings allow, protecting the motor, using less energy, and continuously learning to improve performance for the specific home it's installed in.

## 2. What Stella APC Does

Most residential HVAC fan motors start at full power every single cycle, which is hard on the motor and wastes energy. Stella APC addresses this in 2 ways:

**How It Starts the Motor:** Instead of forcing the motor from zero to full speed instantly, Stella APC ramps the motor up gradually. This eliminates the electrical surge that occurs at every startup, reduces wear on the motor, and cuts the energy spike that normally happens at startup.

**How It Learns Over Time:** Stella APC continuously reads how the system is running and adjusts the fan to work better for that specific home over time.

Together these functions help:

- Cut the energy used at fan startup across every cycle
- Eliminate the electrical surge at startup that stresses the motor
- Extend fan motor life by reducing wear on the motor
- Adjust fan speed to match what the system actually needs
- Deliver approximately 10% increased efficiency

## 3. Where Stella APC Is Installed

Stella APC is typically installed:

- At the air-handler fan motor
- Without changing anything on the HVAC equipment
- During a brief installation, typically under 2 hours
- Without disruption to the home's normal operation

## **4. Why Customers Care**

Customers are buying outcomes, not a fan controller:

- Lower monthly electricity costs without replacing equipment
- Extended life on existing fan motors
- A way to start saving on energy without any disruption
- Savings that pay back what it costs
- A lifetime warranty on the device

## **5. What Stella APC Is Worth to a Homeowner**

The Stella APC conversation should stay simple:

Stella APC is an adaptive fan speed controller that installs on the existing home HVAC fan motor, using soft-start technology and machine-learning to reduce energy draw, protect the motor, and deliver approximately 10% improved efficiency — without any changes to daily comfort or routine.

## **6. Questions to Ask First**

Before you say much, ask these questions first:

- What is your average monthly electricity bill?
- How many HVAC units does the home have, and how old are they?
- Do you notice your electricity bill spiking during heavy HVAC use seasons?
- Who handles home maintenance and equipment decisions?
- Would you be open to reviewing what the savings opportunity looks like?

## **7. What You Need to Gather**

At minimum, we want:

- A recent electricity bill
- Number and approximate age of HVAC units in the home
- Homeowner contact information

Good information creates good proposals.

## 8. How to Speak About Savings

Be professional and measured. Use language like:

- "Up to"
- "Varies by system size and age"
- "We evaluate the opportunity based on your actual equipment and billing"
- "The savings improve over time as the machine-learning adjusts to your specific system"

A strong, safe way to say it:

"Most homes see savings right away from the soft-start technology alone, and the system keeps learning and getting better over time the longer Stella APC is installed."

## 9. What Not to Do

- Do not get into detailed electrical or motor engineering explanations unprompted.
- Do not guess at savings.
- Do not argue about whether the home needs it. Let the numbers speak.
- Do not oversell.
- Keep the conversation on outcomes, not mechanisms.

## 10. The Best Close

Use a low-pressure next step:

"If you share a recent utility bill and let me know what kind of HVAC equipment you're running, I can put together a quick analysis that shows whether Stella APC is a strong fit for your home."

## 11. Common Questions Homeowners Ask

### Will it affect how my HVAC system operates?

The system operates the same. It just starts the fan more smoothly and adjusts the speed better. Comfort is maintained or improved.

### **What is soft-start technology?**

Instead of the motor lurching from zero to full speed at every startup, Stella APC ramps it up gradually. This reduces wear and eliminates the electrical surge that happens at every start, which is where a lot of wasted energy occurs.

### **Does it require maintenance?**

No. Stella APC carries a lifetime warranty and requires no maintenance once installed.

## **SECTION 4: SynCat360**

### **1. What SynCat360 Is**

**SynCat360** is a professional-grade bio-lubricant made specifically for residential HVAC compressors. It is injected into the compressor to eliminate oil fouling, restore efficiency, and protect the compressor over the long term.

Over time, oil fouling builds up inside every HVAC compressor and makes it work harder than it needs to. SynCat360 eliminates that fouling, helps the system reach the right temperature faster, and delivers approximately 10% improved efficiency from the day it is applied.

### **2. What SynCat360 Does**

HVAC compressor oil breaks down and fouls internal components over time, increasing friction, reducing heat transfer, and forcing the compressor to work harder and run longer to get the same result. SynCat360 addresses this at the source:

#### **Eliminates Oil Fouling**

SynCat360 clears fouling from compressor components, restoring the clean surfaces the system needs to move heat properly.

#### **HVAC Systems Reach the Right Temperature Faster**

With fouling eliminated and friction reduced, the compressor runs more efficiently, reaching the temperature the homeowner set faster and with less energy.

## **Extends Equipment Life**

Less friction and better lubrication significantly reduce wear on the compressor, helping the system last longer.

Together these functions help:

- Bring back the efficiency the compressor lost to oil fouling
- Reduce the energy needed to reach the right temperature
- Shorten system runtime per cycle
- Extend compressor and overall system life
- Deliver approximately 10% increased efficiency
- Protect the investment with a lifetime warranty

## **3. How SynCat360 Is Applied**

SynCat360 is:

- Injected into the existing HVAC compressor by a qualified technician
- Applied without removing or replacing any equipment
- Completed during a brief service appointment
- Takes effect right away

## **4. Why Customers Care**

Customers are buying outcomes, not a lubricant:

- Lower monthly electricity bills as the compressor runs more efficiently
- Faster system response, the home reaches comfort temperature sooner
- Extended life on existing HVAC equipment
- Protection of a major investment in their home
- A lifetime warranty on the treatment

## **5. What SynCat360 Is Worth to a Homeowner**

The SynCat360 conversation should stay simple:

SynCat360 is a bio-lubricant for HVAC compressors that eliminates the oil fouling every system accumulates over time, restoring efficiency, reducing runtime, extending equipment life, and delivering approximately 10% improved performance from the day it is applied.

## 6. Questions to Ask First

Before you say much, ask:

- How old is the home's HVAC system?
- Has the system ever had a compressor lubricant treatment?
- Do you notice it taking longer than it used to for your home to reach the right temperature?
- What is your average monthly electricity bill?
- Who makes decisions about home maintenance and equipment?
- Would you be open to reviewing a simple savings analysis?

## 7. What You Need to Gather

At minimum, we want:

- A recent electricity bill
- Age and type of existing HVAC equipment
- Number of HVAC units
- Homeowner contact information

Good information creates good proposals.

## 8. How to Talk About Savings

Be professional and measured.

Use language like:

- "up to"
- "varies by system age and condition"
- "systems with more accumulated fouling typically see the greatest improvement"
- "we evaluate the opportunity based on your actual equipment"

A strong, safe way to say it:

“Older systems typically show the biggest improvement because they have had more time to accumulate fouling. Those are also the systems where every percentage point of restored efficiency adds up to the most noticeable monthly savings.”

## **9. What Not to Do**

Do not get into detailed chemistry or lubrication science unless the homeowner asks.

Do not oversell how much improvement to expect without knowing the system's condition.

Do not guess at savings without knowing the system's age and current efficiency.

Do not oversell.

## **10. The Best Close**

Use a low-pressure next step:

"If you can share a recent utility bill and let me know how old your HVAC system is, I can put together a quick analysis of what SynCat360 is likely to deliver for your home."

## **11. Common Questions Homeowners Ask**

### **Is it safe for my HVAC system?**

Yes. SynCat360 is a professional-grade bio-lubricant made specifically for residential HVAC compressors. It is applied by a qualified technician and carries a lifetime warranty.

### **How long does it take to work?**

Immediately. Most homeowners notice the system reaching the right temperature more quickly within the first few cycles after application.

### **Does my system have oil fouling?**

Every HVAC compressor accumulates oil fouling over time. It is a normal result of operation, not a sign that maintenance was neglected. The older the system, the more fouling is typically present and the greater the benefit from SynCat360.

### **Does it need to be reapplied?**

No. SynCat360 carries a lifetime warranty. One professional application is all it takes.

# SECTION 5: The Combined EcoStella Solution

## 1. The Full Picture

When Stella Prime, Stella APC, and SynCat360 are used together, they address 3 layers of HVAC energy waste in the home:

- Stella Prime eliminates waste in how the system cycles, capturing coil energy and cutting unnecessary compressor runtime
- Stella APC eliminates waste in how the fan motor starts and runs, cutting the electrical surge at startup and continuously improving fan speed
- SynCat360 eliminates waste inside the compressor itself, bringing back the efficiency lost to oil fouling and reducing the energy needed to reach the right temperature

Each product delivers approximately 10% in energy savings on its own. Together, the savings stack on top of each other. EcoStella's bundles are built to deliver 20–30% reductions in monthly HVAC energy costs.

## 2. Why the Combined Solution Matters

Most homes are losing energy at every level of the HVAC system simultaneously.

A homeowner who installs Stella Prime captures wasted coil energy and reduces compressor runtime. One who adds Stella APC stops paying for the electrical surge and excess energy at every fan startup. One who adds SynCat360 restores the compressor to near-original efficiency and shortens every cycle.

The combined solution is about solving the full problem.

## 3. How to Position the Combined Solution

Start with the single product that opens the conversation most naturally for that homeowner.

Close that first. Then ask the natural follow-up:

"While we're looking at your home's energy picture... When was the last time your compressor had a lubricant treatment? And how old is the fan motor on your air-handler?"

Let the conversation expand naturally. You're being thorough on behalf of the homeowner.

## **4. What the Combined Solution Is Worth to a Homeowner**

When presenting all 3 together:

### **EcoStella offers a complete HVAC efficiency program:**

1. Improving how the system cycles through Stella Prime
2. Protecting and improving the fan motor through Stella APC, and
3. Restoring compressor efficiency through SynCat360.

Together, these 3 solutions address every layer of energy waste in the home's HVAC system through one professional installation.

## **5. Qualifying the Full Opportunity**

When you think a combined solution makes sense, ask these questions:

- What is your total monthly electricity bill?
- How old is the home's HVAC system?
- Has the system ever had a compressor lubricant treatment?
- How many units or zones does the home have?

One good conversation can open a much bigger opportunity.

## **6. What You Need to Gather for a Combined Proposal**

For a full-home analysis, gather:

- A recent electricity bill
- Home square footage
- A list of HVAC equipment — number of units, age, and what controls they have
- Any history of prior efficiency treatments or upgrades
- Homeowner contact information

The more complete the picture, the stronger and more accurate the combined proposal.

## **7. How to Talk About Combined Savings**

Keep the same professional, measured approach, but let the scope of the opportunity speak:

Homeowners who address all 3 layers of HVAC efficiency (how the system cycles, how the fan motor runs, and how well the compressor works) typically see 20–30% reductions in monthly HVAC energy costs. We evaluate each component separately so the numbers hold up.

## **8. The Combined Close**

**Use the same low-pressure approach:**

"If you can share your utility bills and give me a quick overview of your HVAC system, or just let me take a look at the equipment for twenty minutes — I can put together a full analysis that shows what each solution delivers and what the combined picture looks like."

# **SECTION 6: How to Do This Well**

## **1. The Standard of Excellence**

A strong EcoStella representative does these things well:

- Explains each product simply and accurately
- Leads with outcomes, not technical details
- Asks good qualifying questions before presenting solutions
- Gathers the right documents and site information
- Stays honest about what savings are realistic
- Follows up consistently and makes the next step easy
- Looks for the full opportunity without pressuring the homeowner

Being brilliant at the basics means doing the simple things well, every time.

## 2. The Language That Protects You and the Homeowner

Always use measured language:

- "Up to"
- "Results vary by home and equipment"
- "We calculate the opportunity from your billing and equipment data"
- "We evaluate each home individually before making a savings projection"

Never guess at numbers. Never promise specific results without finishing the analysis first. Being honest about what we can show is what sets EcoStella apart.

## 3. Sentences to Know by Heart

For the core products, master one clear sentence for each:

### **Stella Prime**

Stella Prime is a 24V HVAC optimization controller that captures wasted coil energy and eliminates unnecessary compressor runtime — delivering approximately 10% improved efficiency installed directly on your existing equipment with no disruption and no ongoing maintenance.

### **Stella APC**

Stella APC is an adaptive fan speed controller that uses soft-start technology and machine-learning to reduce energy draw, protect the fan motor, and improve performance continuously — delivering approximately 10% improved efficiency through a simple installation on the existing air-handler.

### **SynCat360**

SynCat360 is a professional bio-lubricant for HVAC compressors that eliminates oil fouling, restores efficiency, and extends equipment life — delivering approximately 10% improved performance from the day of application, backed by a lifetime warranty.

### **The Combined Solution**

EcoStella provides a complete HVAC efficiency program — improving how the system cycles through Stella Prime, protecting and improving the fan motor through Stella APC, and restoring compressor efficiency through SynCat360 — addressing every layer of energy waste in the home's HVAC system through one professional installation.

## **SECTION 7: EcoStella's Add-On Products**

These products work alongside the core EcoStella system. Each one addresses a different part of the home energy picture.

### **Smart Thermostats**

A smart thermostat gives homeowners more control over when and how their HVAC system runs. It learns the household's schedule over time and adjusts automatically, so the system isn't running when no one is home or when it isn't needed. Most homeowners see a noticeable drop in their energy bill after installation, and they can make adjustments from their phone at any time.

### **Stella Aire — Indoor Air Quality**

The Stella Aire is an 18-inch UVC LED light bar that installs inside the HVAC system. It uses 265nm UVC light to kill bacteria, viruses, and other pathogens as air moves through the system. Within a few hours of activation, it has significantly reduced the harmful particles circulating through the home. It requires no maintenance and runs continuously alongside the rest of the system.

### **Air Sealing — AeroSeal**

Most homes lose a significant amount of energy through small holes, cracks, and leaks in the ductwork. AeroSeal addresses this by vaporizing a safe adhesive and blowing it through the ducts. The adhesive bonds to the edges of any opening it finds and seals it from the inside out. All registers are temporarily closed during the process so the pressure forces the adhesive exactly where it needs to go. Homeowners typically see 15–20% reductions in overall home energy use after an AeroSeal treatment.

### **eLEDs — Emergency LED Bulbs**

eLEDs are standard LED light bulbs with a built-in lithium-ion battery. They work like any other bulb under normal conditions, but the moment power goes out, they switch to battery automatically. Each bulb delivers 7 watts of light and has a lifespan of approximately 20,000 hours. No special wiring or installation is required — they screw into any standard socket.

## **Emporia Vue — Home Energy Monitor**

The Emporia Vue installs at the home's electrical panel and tracks energy use in real time, down to individual appliances and circuits. Homeowners can see exactly where their energy is going through a simple app on their phone. This makes it easy to spot what's costing the most and where there's room to cut back. It's a straightforward tool for anyone who wants a clear picture of their home's energy use.

## **One Last Thing**

You are not “selling” products.

You're helping homeowners stop paying for energy waste that is built into every HVAC system.

Being clear with customers is what builds their trust in you. Trust closes deals, and deals that deliver genuine savings create clients for life.