

# PERFORMANCE BUILDER

[MitsubishiPro.com/BuildBetter](http://MitsubishiPro.com/BuildBetter)



FOR HIGH PERFORMANCE HOMES  
**BUILD BETTER**

# BETTER HOMES HAPPIER HOMEOWNERS MORE PROFITS



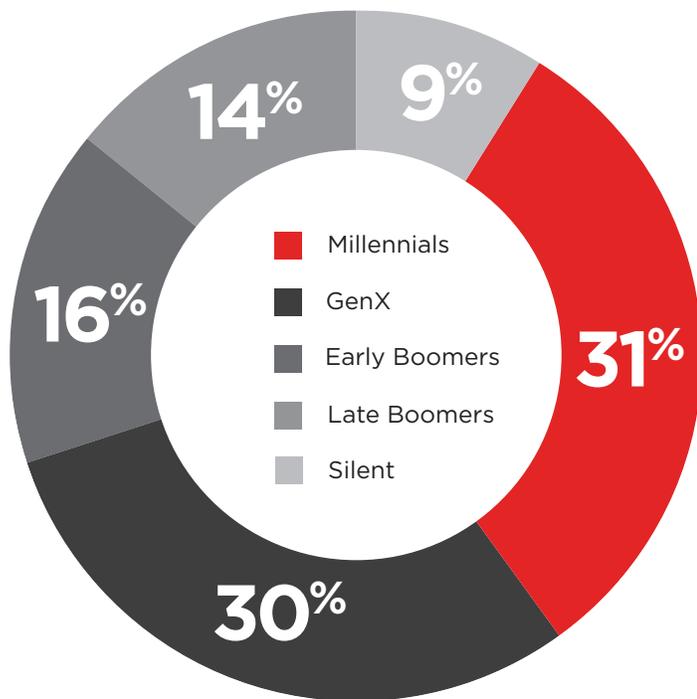
A modern home should provide a higher degree of comfort and convenience, better air quality, and greater energy efficiency. Make Mitsubishi Electric Zoned Comfort Solutions™ an integral component of your modern, high-performance, healthy home. Our smart system technology ensures you are at the forefront of building innovation. Most importantly, you'll build homes that your buyers want with the brand they know and trust. Build better with Mitsubishi Electric.

Visit [MitsubishiPro.com/BuildBetter](https://MitsubishiPro.com/BuildBetter) to become a Mitsubishi Electric Performance Builder today.

## BUILD FOR THE CHANGING HOME BUYER

Today's home buyers are more educated and more discriminating than ever before. Access to the latest technology is not a desire, but a mandate, especially among the largest home-buying segment, the Millennial.

## GENERATIONS OF HOME BUYERS



Source: NAR Home Buyers and Sellers 2014

According to Kevin Hofmann, chief marketing officer at The Home Depot, Millennials are more inclined to invest in smart or energy-efficient homes.<sup>1</sup> Mitsubishi Electric Zoned Comfort Solutions™ offer the connectivity, energy efficiency, and comfort that these homeowners seek.

## WHAT MILLENNIALS CRAVE



**COMFORT**



**ENERGY  
EFFICIENCY**



**HEALTH**



**DESIGN**



**CONNECTIVITY**

Learn more about how Mitsubishi Electric Zoned Comfort Solutions will help you appeal to this new generation of home buyers.

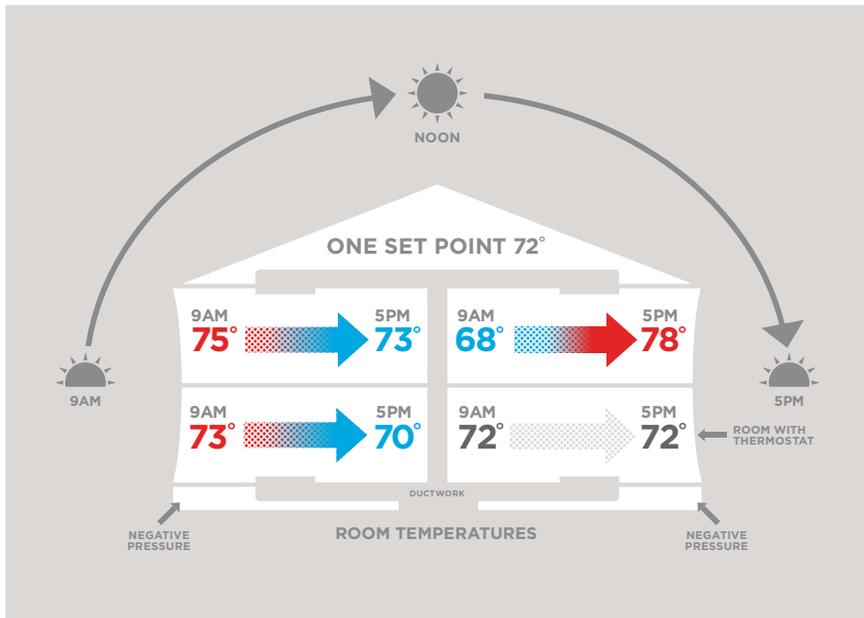
1. When Millennials Buy Homes, They Invest In Them Differently. CNBC.com. Krystina Gustafson. August 2, 2016.

# HOW HOUSES ARE CHANGING WITH THE TIMES



The modern home is changing and so is the way you build. There is less bulky ductwork required, and smaller systems are increasingly preferred. The HVAC system is contained within the thermal envelope and helps to ensure a tighter home. Mitsubishi Electric Zoned Comfort Solutions™ are an integral part of the modern home.

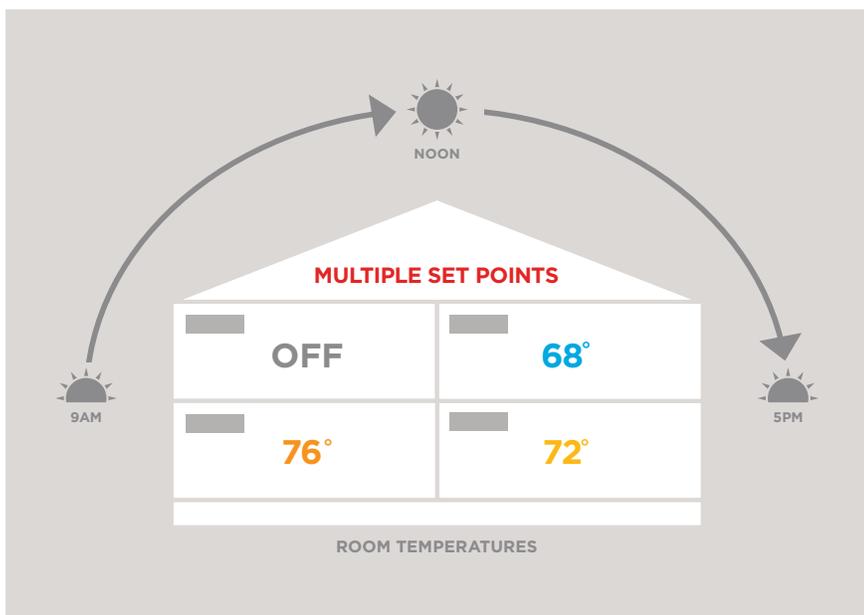
## OLDER HOMES WITH CENTRAL AIR SYSTEMS | HERS RATING 140 - 150



### Issues with TRADITIONAL CENTRAL SYSTEMS

- ▶ Ductwork often runs through unhealthy, unconditioned attics and crawl spaces
- ▶ Inadequate ductwork can cost homeowners 40 cents of every dollar
- ▶ Indoor air quality is two to five times worse than outdoor air quality
- ▶ Traditional central systems are often oversized and have issues with moisture control
- ▶ High-static traditional systems use large amounts of energy and can suck in contaminants from outside
- ▶ Traditional, non-connected thermostat, and one set temperature for entire home

## MODERN HOMES WITH ZONED COMFORT SOLUTIONS™ | HERS RATING 70 - 0



### Benefits of ZONED COMFORT SOLUTIONS

- ▶ Better insulated
- ▶ Minimal or no air leakage
- ▶ Lower heating and cooling loads, which lead to smaller, more efficient HVAC systems
- ▶ Need for compact duct systems or no ductwork at all
- ▶ Better and more personalized comfort with built-in zoning
- ▶ Improved air quality through multiple points of filtration and fresh air
- ▶ Advanced, connected controls at your fingertips

# WE CAN HELP YOU BUILD IT BETTER



**37%**  
OF THE US WORKFORCE  
HAS TELECOMMUTED<sup>1</sup>

1. In U.S., Telecommuting for Work Climbs to 37%. Gallup. Jeffery M. Jones. August 2015.

## THE COMFORT HOMEOWNERS CRAVE

Today's homeowners expect more from their new homes. Comfort can be the most important issue for many. As they spend more time at home, either working from home, entertaining or even home-schooling, homeowners are searching for effective ways to address the different needs of their home. With Mitsubishi Electric, homeowners can create personalized comfort zones like never before. There are no more hot and cold spots. Mitsubishi Electric offers the pinnacle of zoned comfort technology.



**↓ 67°**

**optimal sleeping  
temperature is  
below 67 degrees**

## CONSTANT COMFORT

Mitsubishi Electric Zoned Comfort Solutions™, including our deluxe wall-mounted models, use advanced features like i-see Sensor™ 3D to monitor occupancy in individual zones and adjust the temperature so homeowners are always comfortable.



## ENERGY-EFFICIENT HOMES FOR THE 21ST CENTURY

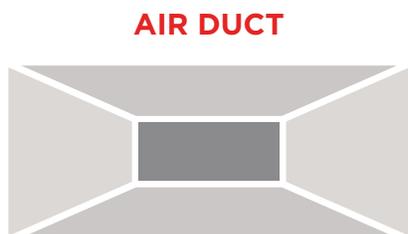
The zoning capabilities of Mitsubishi Electric Zoned Comfort Solutions™ allow you to meet the comfort demands of home buyers and, just as importantly, help them save on their energy bill.

HERS ratings are becoming the standard to grade a home's energy efficiency. Today over 30% of homes are HERS rated, and that number will continue to grow rapidly. Mitsubishi Electric Zoned Comfort Solutions will help you lower HERS ratings on the homes you build, creating one more point of differentiation between you and your competitors. By using just one Mitsubishi Electric product in conjunction with a traditional central system, your homeowners could save up to 35%.<sup>1</sup> Considering that 48% of home energy costs are spent on HVAC<sup>2</sup>, the savings you could offer with multi-zone or whole-home solutions by Mitsubishi Electric are sure to pique homeowner interest.

- ▶ SEER ratings up to 33.1 and many ENERGY STAR®-rated models
- ▶ If you have a true zoned system, you can turn off zones that are not in use. For every degree you turn your thermostat down, you save anywhere from 3-7% on your energy bill
- ▶ According to the 2013 NAHB home buyer survey, energy efficiency ranked first in importance. Homeowners are willing to spend more for high-quality, high-efficiency HVAC solutions

## EFFICIENT ENERGY TRANSFER

Zoned systems utilize refrigerant lines to distribute capacity throughout a home more efficiently and effectively than bulky central ductwork, and they also take up less space.



Air=0.48 Btu/h per LB

**WATER PIPE**



Water=8.88 Btu/h per LB

**REFRIGERATION PIPE**



Refrigerant=85.38 Btu/h per LB

# HEALTHIER HOMES

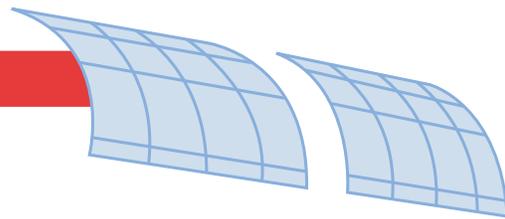


Over 90% of our time is spent indoors,<sup>1</sup> more time is spent at home, and yet indoor air quality with traditional HVAC solutions fails to meet the needs of the modern-day home buyer. They seek solutions that will make their homes healthier.

Mitsubishi Electric Zoned Comfort Solutions™ require less ductwork and offer more points of filtration, which provides home buyers improved indoor air quality versus central systems with a single filter for the entire home.

## NANO PLATINUM FILTER

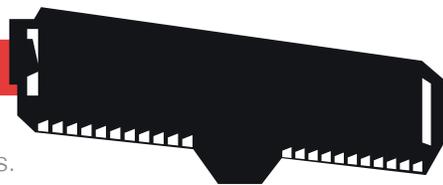
Ceramic and platinum nanoparticles are incorporated into the filter material to provide antibacterial and deodorizing characteristics to improve air quality.



## DEODORIZING FILTER

Available on select systems, Platinum Deodorizing filters use nanotechnology to absorb odors to neutralize the worst smells.

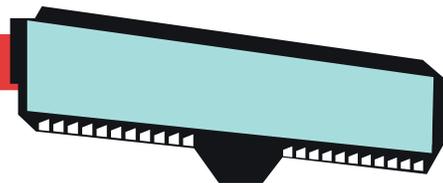
- Periodic cleaning, following the recommended procedures, will maintain filter effectiveness.



## ELECTROSTATIC ANTI-ALLERGY ENZYME FILTER

AVAILABLE ON MSZ-FH09/12/15NA

- Reduces germs, bacteria, and viruses
- Helps trap dust, pollens, mites, and other particles
- Utilizes an enzyme catalyst to help break down the sulfur atom bonds in allergen proteins, transforming them into non-allergen proteins, and, effectively cleaning the air (filter should be cleaned regularly to maintain effectiveness)



## PRODUCTS TO MEET YOUR EVERY NEED

Mitsubishi Electric offers a full range of products to meet your construction challenges. Our M-Series systems are perfectly suited for single-zone up to whole-home applications. Our P-Series and CITY MULTI® systems are intended for light-commercial or larger commercial projects, such as multi-family building applications.

<b>DUCTLESS</b>	<i>For maximizing interior space</i>	<b>DUCTED</b>	<i>For discreet applications</i>
<i>Wall-mounted</i>	Sleek units provide accurate temperature control and filtration	Horizontal-ducted	Low-profile, hidden units for smaller zones
<i>Floor-mounted</i>	Unobtrusive units can be recessed for lower profile	Multi-position	Multi-position, hidden units for larger zones, entire floor or whole home
<i>Ceiling-recessed</i>	Discreet units provide superior airflow from four vanes		

## COMFORT CONTROLLED

With the kumo cloud™ app, homeowners get the control they crave. Such control means better efficiency and comfort.

- ▶ **Anytime, Anywhere:** Whether they're out for the day or the month, looking to cool down or warm up, kumo cloud gives homeowners control from any smartphone, tablet or web browser.
- ▶ **Program and Schedules:** kumo cloud walks you through a five-step process to easily schedule the mode, set temperature and fan speed, for an individual zone or for several zones at once.
- ▶ **Easily Zoned:** Once the Wireless Interface is installed on the indoor unit by a trained HVAC professional, the indoor unit will discover the app. Name indoor units, create groups, and organize multiple properties from one user-friendly app.
- ▶ **Check Filter Status:** Homeowners can monitor the filter status to ensure that indoor air quality is at peak levels.

Visit [MitsubishiPro.com/controls](http://MitsubishiPro.com/controls) to see the full line of Mitsubishi Electric controls.



# BUILD WITH AN EDGE

## ZONED COMFORT SOLUTIONS™

Mitsubishi Electric is the leader in Zoned Comfort Solutions and has been for over 30 years. Offer the industry's most trusted brand of high-performance cooling and heating systems, supported by the broadest network of trained Diamond Contractors™. Build with us and get an edge on the competition.

## OUTPACING THE INDUSTRY

Align yourself with the fastest-growing sector of the HVAC industry.

## PERFORMANCE BUILDING EXPERTISE

Mitsubishi Electric has a dedicated team of building science experts who are ready to help you build better. Learn how you can build better with Mitsubishi Electric by attending one of our Performance Builder classes.

## PRODUCT AVAILABILITY

A nationwide network of industry-leading distributors ensures that equipment will be available.

## CONTRACTOR BASE

According to a 2016 NAHB study, sub-contractor shortages are a growing problem. Forty-eight percent of single-home builders reported HVAC contractor shortages. With Mitsubishi Electric's base of Diamond Contractors, a professional installer is readily available.



## TRAINING

With dozens of training centers across the country, we are dedicated to ensuring that your staff and our contractors will have the latest product information.

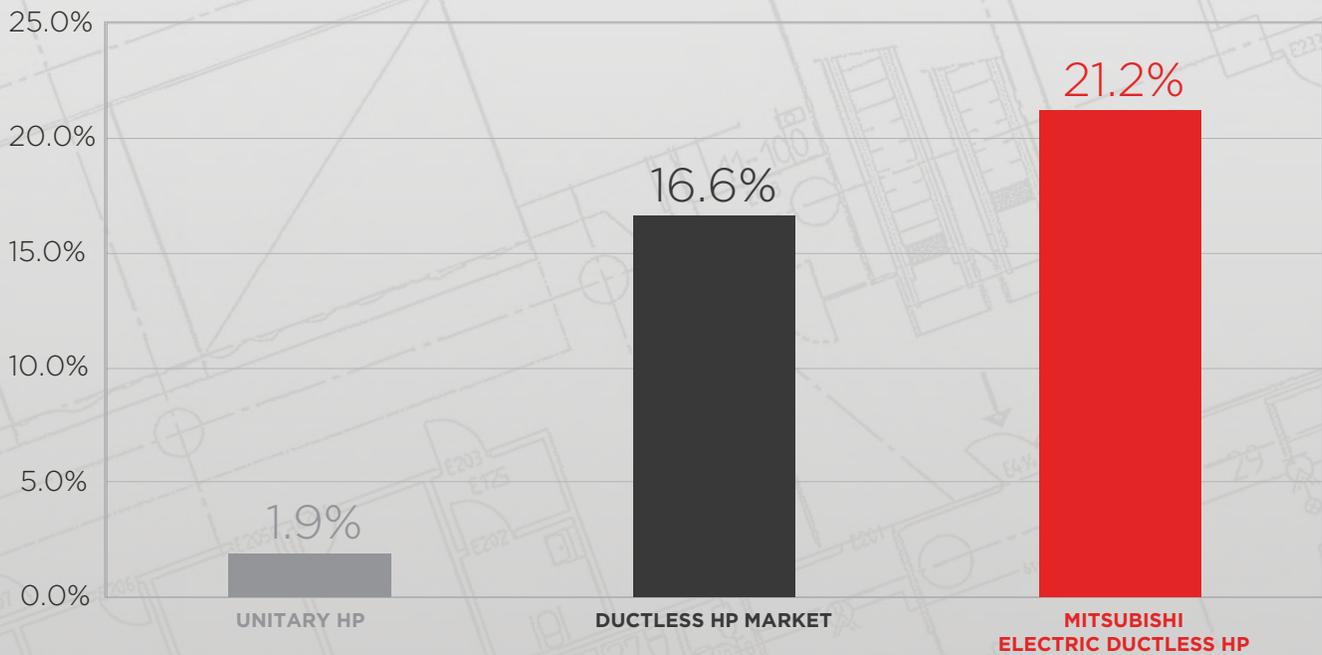
## MARKET INTELLIGENCE

We are plugged in to the market demands and what motivates home buyers to help you stay on top of the latest trends.

## MARKETING

We leverage our knowledge of the home buyer to help you promote and market your homes featuring Zoned Comfort Solutions.

## MITSUBISHI ELECTRIC ZONED COMFORT SOLUTIONS™



# GROWTH OUTPACING THE INDUSTRY\*

\*YTD 2016 (as of August)



Visit [MitsubishiPro.com/BuildBetter](https://www.mitsubishi-pro.com/buildbetter) to become a Mitsubishi Electric Performance Builder today.



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COMFORT  
*Personal*<sup>®</sup>

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