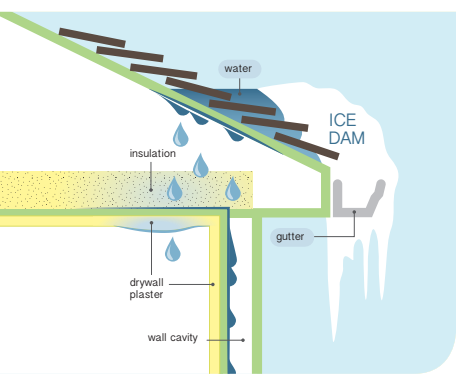




GOT ICE DAMS?

Icicles may be pretty, but when they form as ice dams it can mean structural damage and other costly problems for your home. One or two inches of snow accumulation, coupled with sub-freezing and above freezing temperatures, is all it takes for these harmful ridges of ice to build up on roof eaves.



WHAT CAUSES ICE DAMS?

- 1 Snow accumulates on the roof
- 2 Heat escaping through the attic melts the snow
- 3 The cold air refreezes the melted snow into solid ice

WHAT IT MEANS FOR YOUR HOME

As ice dams take shape, heat from inside the house travels through the attic, warms the roof and melts the snow outside. The melting snow runs down the roof until it reaches the cold roof edge where it refreezes. Ice dams can then force water to back up under the shingles and into the ceiling or walls of the house. If left untreated, this can lead to warped windows, buckling floors, and collapsing drywall or plaster.

SCHEDULE YOUR ASSESSMENT

For more information, visit focusonenergy.com/wholehome

715.420.0752

www.rvalueinsulators.com

PREVENTION

The best way to prevent ice dams is to stop them from forming in the first place, and to do that you need to identify where your home is leaking air and letting heat escape. Don't worry, Home Performance with ENERGY STAR has your back. Simply contact a certified Trade Ally contractor. They are ready to perform a home energy assessment and fix the problem areas.

Cash incentives are also available for eligible home improvements.

SAVING MONEY AND ENERGY FOR WISCONSIN

Incentives are subject to change and cannot exceed project costs. Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

