



ecoStella
Redefining Home Efficiency

OPTIMIZE
Home
Performance

REDUCE
Energy
Expenses

EXTEND
System
Life

INCREASE
Home
Comfort



Redefining Home Efficiency

Ecostella is the only energy efficiency company serving homeowners coast-to-coast with complete solutions from consultation to installation. Founded in 2020 as a passion project and named for our CEO's daughter Stella, we've invested everything in delivering exceptional experiences for every family we serve.

Our Mission: Redefining home efficiency nationwide, one family at a time.

HVAC SYSTEM UPGRADES

SMART HOME

ENERGY MONITORING

AIR SEALING

INSULATION

SERVICE & REPLACEMENT

VIRTUAL SOLAR

CERTIFICATION





Proven Performance at Scale

Ecostella leverages unmatched industry expertise as a sister company to Madison Energy Group, founded in 2010. Madison has successfully completed 1,500+ commercial efficiency projects across 20,000+ sites, generating nearly \$1 billion in total energy savings.

With clients spanning from Wall Street to Main Street, our track record of performance and proven ability to deliver cutting-edge energy technology is unparalleled. Now we're bringing that same expertise directly to homeowners nationwide.

Free Assessment, Guaranteed Results

Your Ecostella Home Energy Advisor provides a comprehensive assessment of your home's efficiency potential at no cost. Based on these findings, we'll present curated efficiency bundles or build a custom solution that delivers four key benefits:

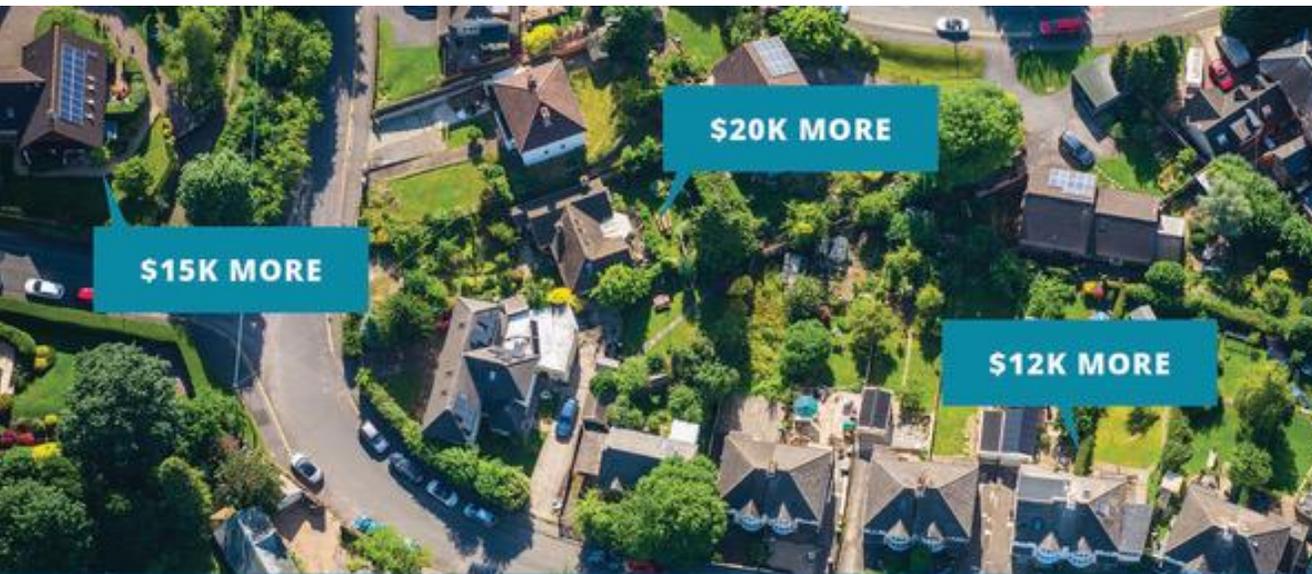
- ✓ **Lower energy bills** through proven efficiency improvements
- ✓ **Enhanced comfort** with consistent temperatures year-round
- ✓ **Extended HVAC lifespan** through optimized system performance
- ✓ **Increased home value** by an average of 5%

Every solution is tailored to your home's specific needs and designed to maximize your return on investment.





We make home value visible™

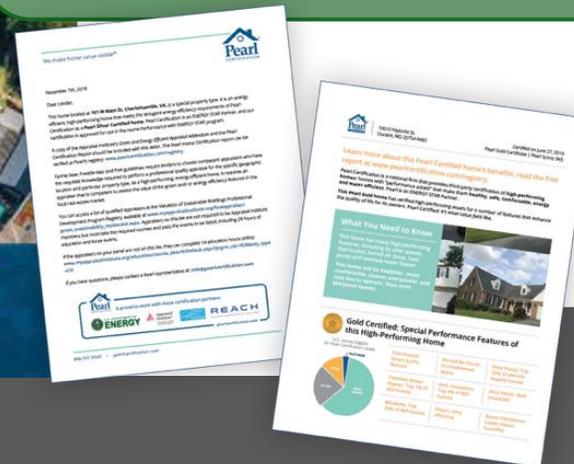


Congratulations! We just added value to your home!

Validate Your Home's Performance Investment

Pearl Certification makes your high-performance home improvements visible and valuable—today and for decades to come. This third-party validation documents your energy reductions and performance upgrades, increasing your home's market value by an average of 5%.

You're investing in your home's efficiency and comfort. Pearl Certification ensures you get full credit for those improvements, creating recognized value that benefits you whether you stay or sell.



Maximize Your Home's Energy Performance

HVAC systems consume 40-60% of your total energy budget—making them your biggest opportunity for savings. Our comprehensive optimization approach targets the inefficiencies driving up your bills: hidden air leaks, inadequate insulation, outdated equipment, and poor system controls.

Our guarantee: 15-35% energy savings through proven optimization bundles that deliver measurable results—lower bills, better comfort, and longer-lasting equipment.



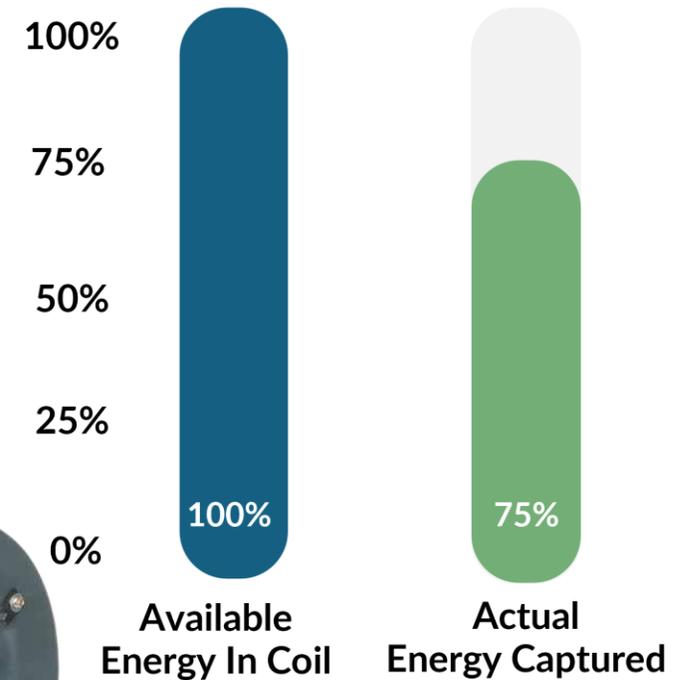
Point of Opportunity 1 – PoP1

The Static Fan Runtime Problem:

Research-Backed Inefficiency: Utility studies and energy efficiency research consistently identify static fan runtimes as a critical weakness in residential HVAC systems.

Energy Capture Failure: Static fan operation fails to capture and distribute the thermal energy your system has already produced.

Your HVAC system already produces the thermal energy needed for comfort, but 15 - 30% escapes unused due to inadequate circulation.



Compressor Run-Time vs Fan Run-Time

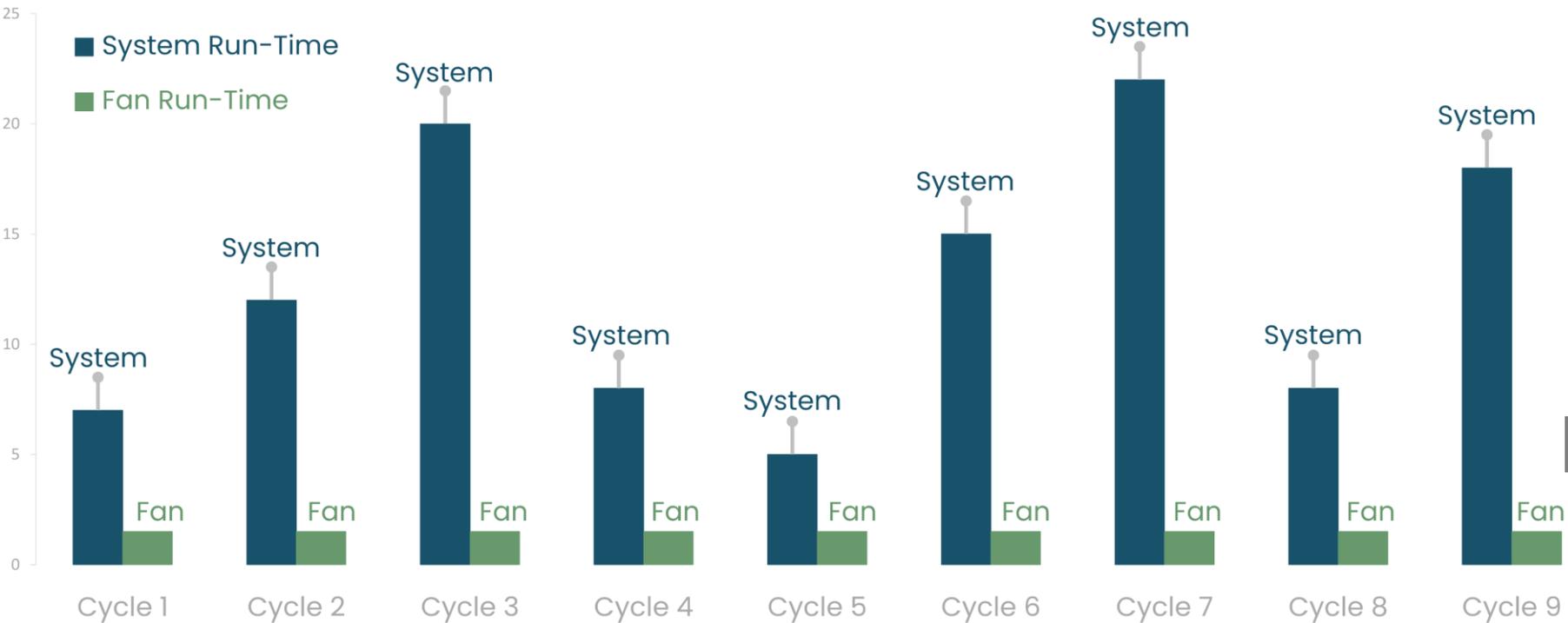


Figure 1 compares variable compressor operation with traditional static operation

Figure 2 shows the resulting energy capture versus energy loss.

Figure 1



Figure 2

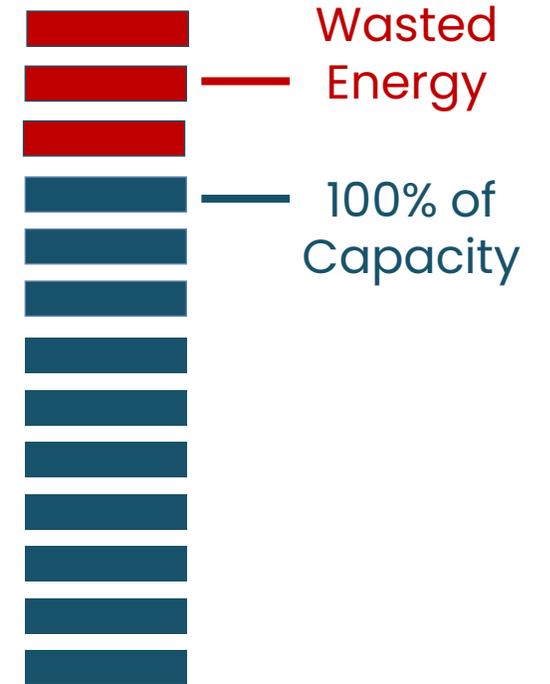
Point of Opportunity 2 – PoP2

The Thermal Capacity Problem:

Finite System Limits: Every HVAC system has a maximum amount of heating or cooling energy it can effectively store and utilize at any given moment. Think of your system like a fuel tank—once it's full, additional energy input provides no benefit

Peak Demand Reality: During high-demand periods, your system reaches its thermal capacity ceiling, but thermostats don't recognize this limitation and command the compressor to keep running despite the system being at capacity

Wasted Operation: The compressor continues consuming energy even though your system has already absorbed all the thermal energy it can effectively process



HVAC Compressor Run-Time



Stella Prime: Ecostella's 2-in-1 Solution

Stella Prime is Ecostella's breakthrough patented technology that eliminates both major sources of HVAC energy waste through intelligent dual-processor control. This advanced 2-in-1 system combines variable fan timing with smart compressor management to ensure your HVAC system captures all the energy it generates

- ✓ Reduce Total Home Energy 10%
- ✓ \$600 - \$1,200 Annual Savings
- ✓ Works All Year Long

Your HVAC system is already producing the thermal energy you need for comfort. The question is whether you're capturing and using all of it, or allowing 15-30% to escape as waste.



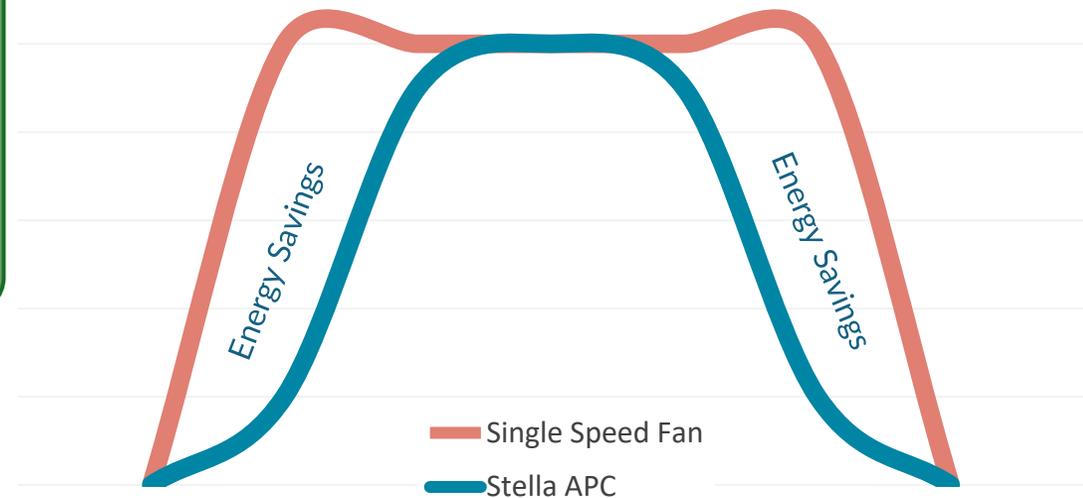
Point of Opportunity 3 – PoP3

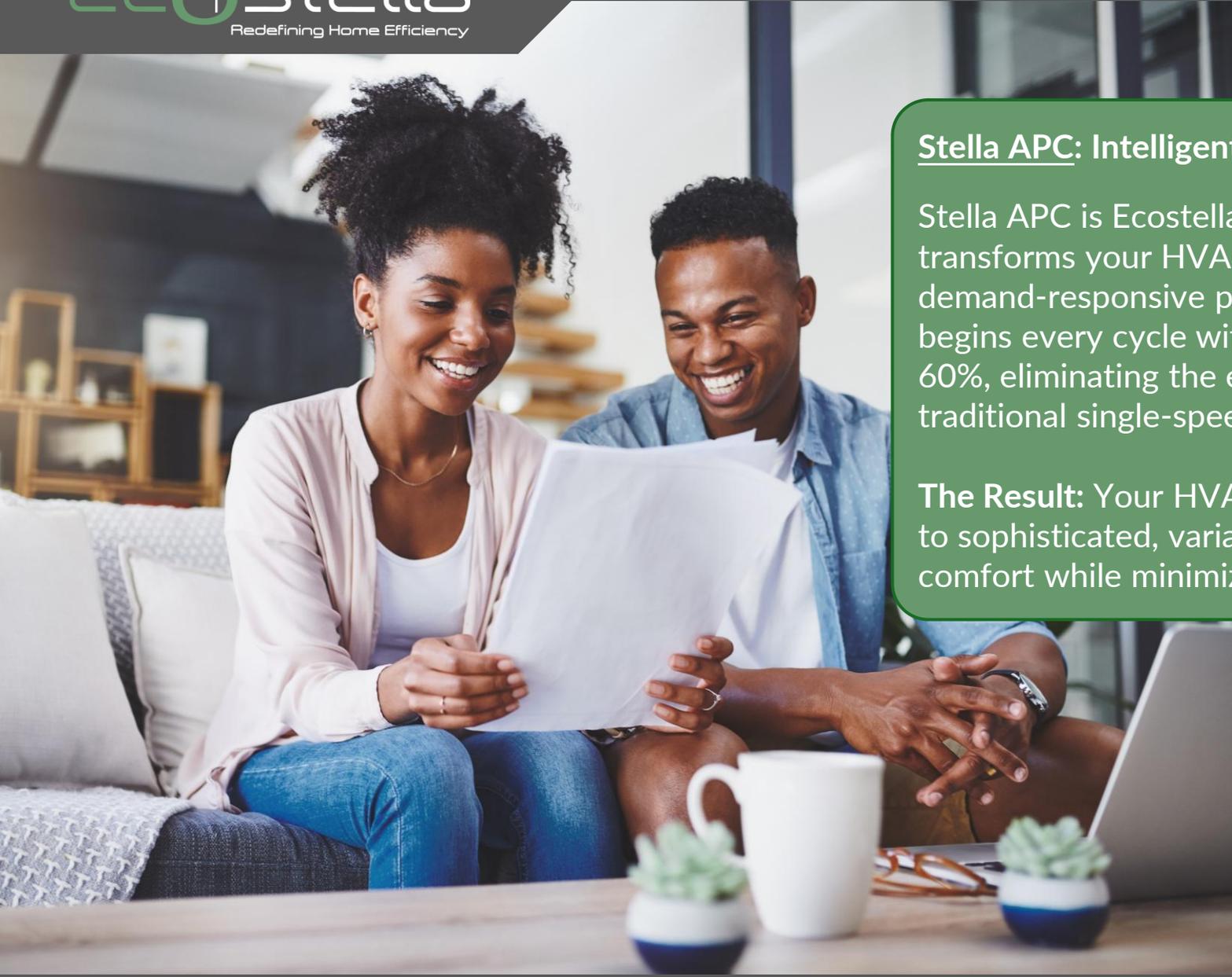
The Single-Speed Problem: Your HVAC System Runs Like a Race Car

Every time your thermostat calls for heating or cooling, your single-speed blower motor instantly rockets to 100% capacity and stays there for the entire cycle, regardless of actual demand. It's like driving a car with only two settings: off or full throttle. Whether you need gentle temperature adjustment or aggressive cooling, you get the same jarring, maximum-speed operation that wastes energy, creates uncomfortable temperature swings, and accelerates equipment wear.



Single Speed Fan vs Stella APC





Stella APC: Intelligent Variable Speed Control with Adaptive Learning

Stella APC is Ecostella's patented variable fan speed solution that transforms your HVAC system from binary operation to intelligent, demand-responsive performance. This breakthrough technology begins every cycle with a soft start that reduces initial amp draw by 60%, eliminating the electrical surge and mechanical stress of traditional single-speed motors.

The Result: Your HVAC system evolves from crude on/off operation to sophisticated, variable-speed performance that delivers precise comfort while minimizing energy consumption.

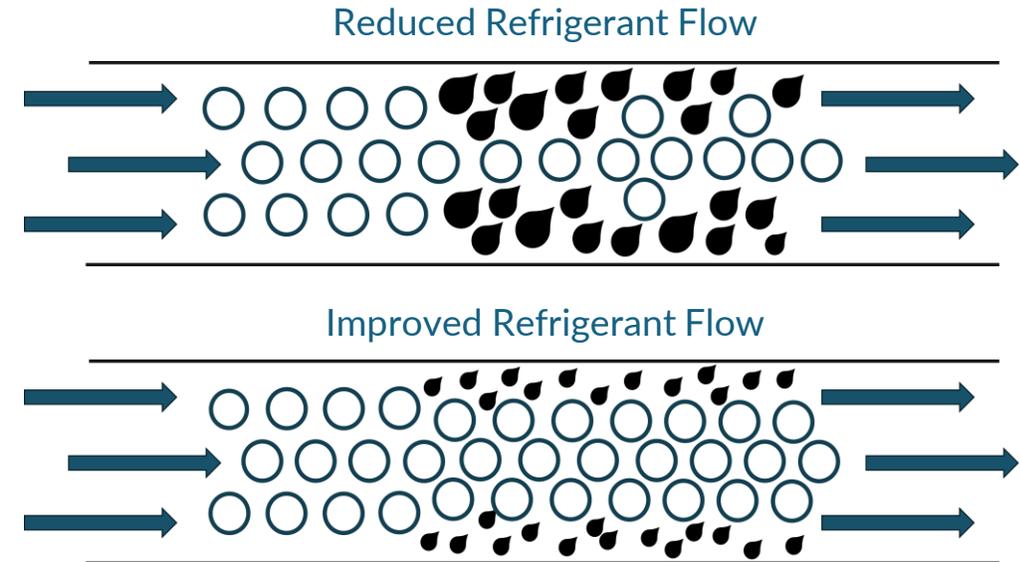


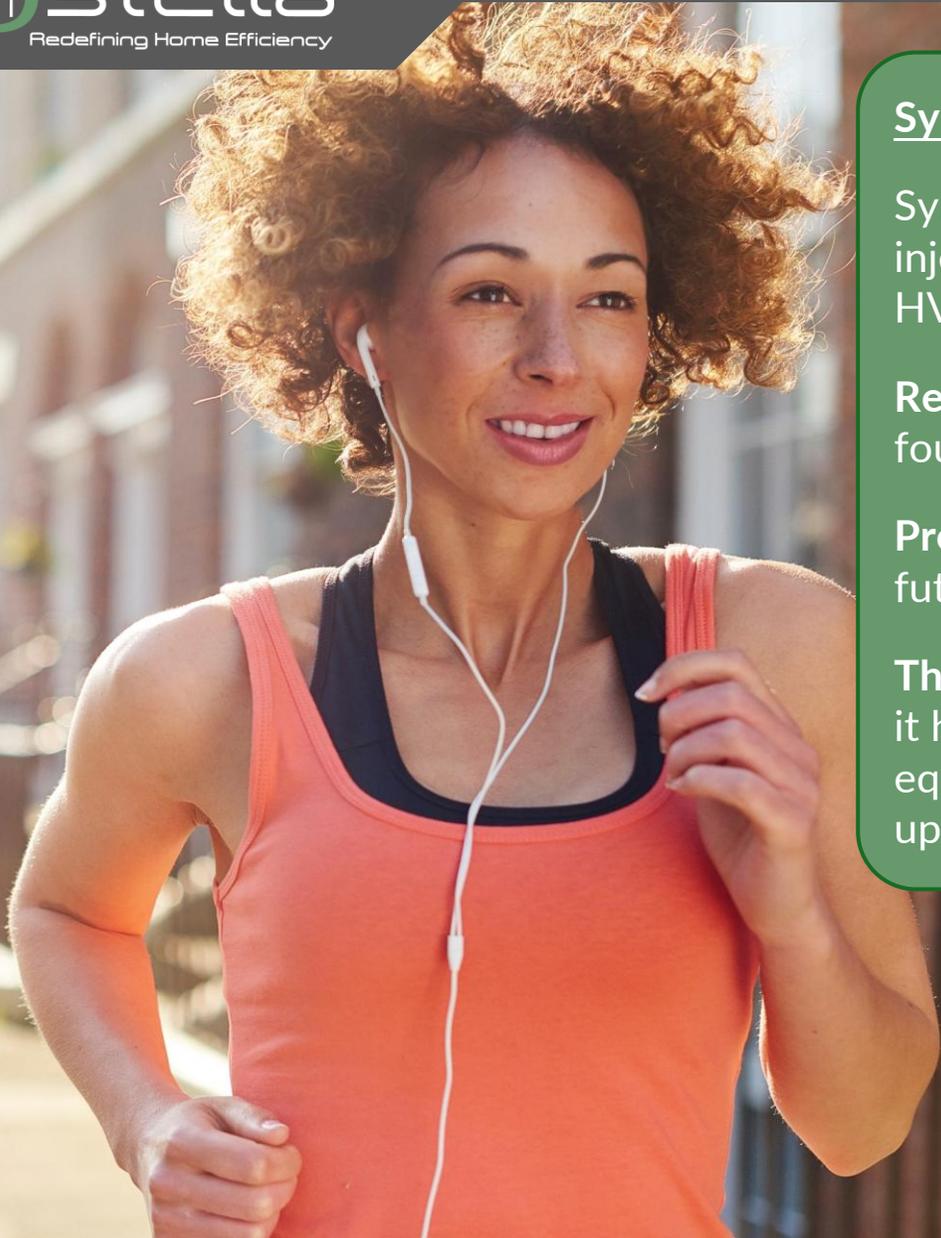
Point of Opportunity 3 – PoP3

Oil Fouling: The Hidden Efficiency Killer

Oil fouling is a serious but often overlooked problem that gradually degrades HVAC system performance. When lubricating oil from the compressor circulates through your system, it inevitably accumulates on the internal surfaces of heat exchanger coils—both evaporator and condenser coils. Over time, this oil forms an insulating film that acts as a thermal barrier between the refrigerant and the air or water being heated or cooled.

This oil coating significantly impedes heat transfer, the fundamental process that makes your HVAC system work. Even a thin layer—as little as 0.1mm—can reduce heat transfer efficiency by 20-30%.





SynCat360: Revive and Protect; Ecostella's Solution to Oil Fouling

SynCat-360 is Ecostella's breakthrough dual synthetic catalyst injection system that solves the hidden efficiency killer plaguing HVAC systems worldwide—oil fouling.

Revive: Powerful cleaning agents remove years of accumulated oil fouling from heat exchanger surfaces

Protect: Synthetic catalysts create a molecular barrier that prevents future oil adhesion and buildup

The Result: Your HVAC system regains the heat transfer efficiency it had when new, while staying that way for the life of the equipment—like giving your system a permanent performance upgrade that compounds savings year after year.



Point of Opportunity 4 – PoP4

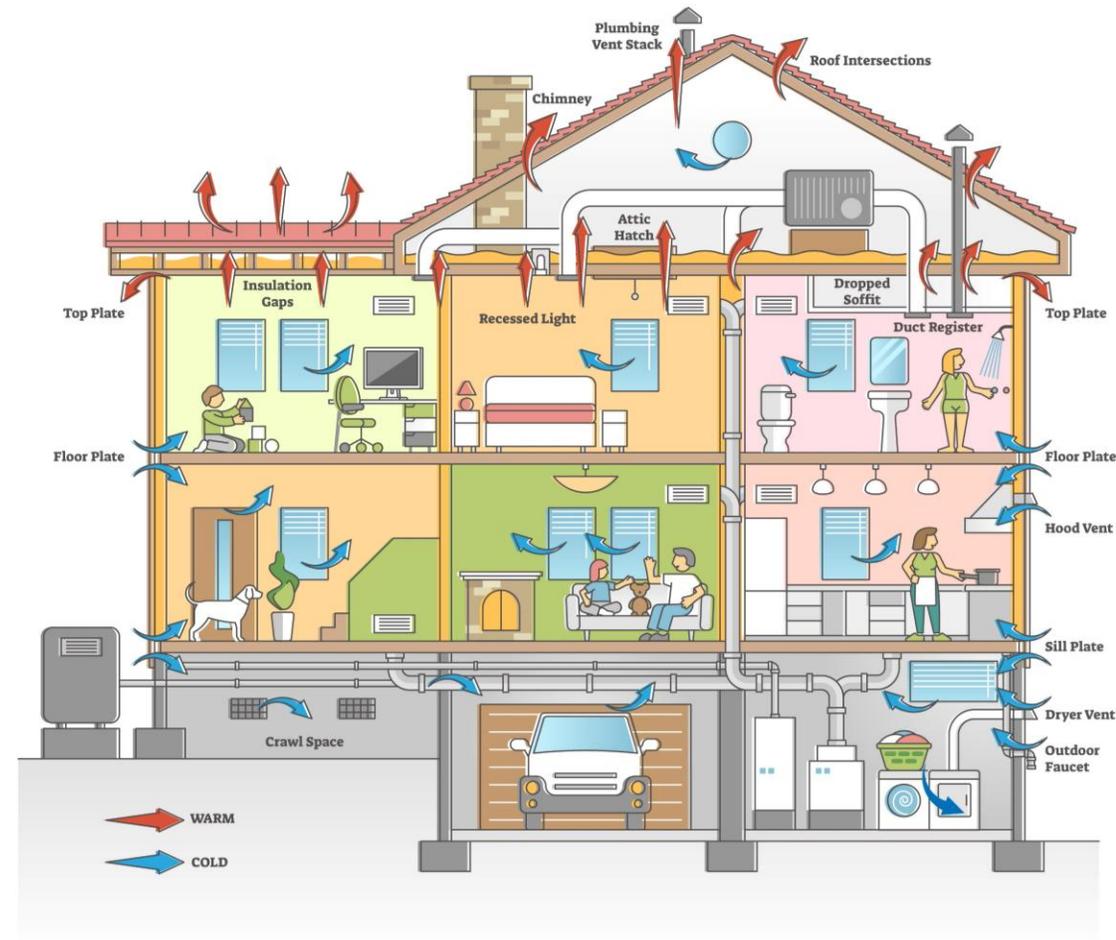
The Air Leakage Efficiency Loss:

Energy Escape Mechanism: Leaks in your ductwork allow conditioned air from your heating or cooling system to escape through holes and gaps in the ducts. Instead of heating or cooling your living spaces, this expensive conditioned air ends up wasted in unconditioned areas like attics, basements, and crawl spaces.

Reverse Contamination: These same leaks pull in dust, allergens, and contaminated air from unconditioned spaces, degrading your indoor air quality.

The Hidden Cost: You're essentially paying to condition spaces you don't live in while compromising the air quality in spaces you do. Leaky ducts force your HVAC system to work harder and run longer to compensate for the lost conditioned air.

Common Air Leaks





Aeroseal: Protect Your Energy Investment with Professional Air Sealing

Your ductwork is likely wasting 20-40% of your energy costs through hidden leaks that send expensive conditioned air into attics and crawl spaces instead of your living spaces. Ecostella uses advanced sealing technologies, including cutting-edge Aeroseal systems, to find and seal every leak in your ductwork and building envelope. Professional air sealing can recover 15-30% of your system's lost efficiency while dramatically improving comfort and air quality—getting back the energy you've been paying for but never receiving.



Point of Opportunity 5 – PoP5

Your Insulation Is Settling For Less

Even the best insulation loses effectiveness over time through settling, compression, and moisture absorption. Blown-in materials compact, batts shift and sag, and gaps develop around pipes and fixtures.

Most homes lose 20-40% of their insulation's R-value within the first 5 years due to natural degradation and environmental factors. This translates directly to higher energy bills, uneven temperatures, and reduced comfort.

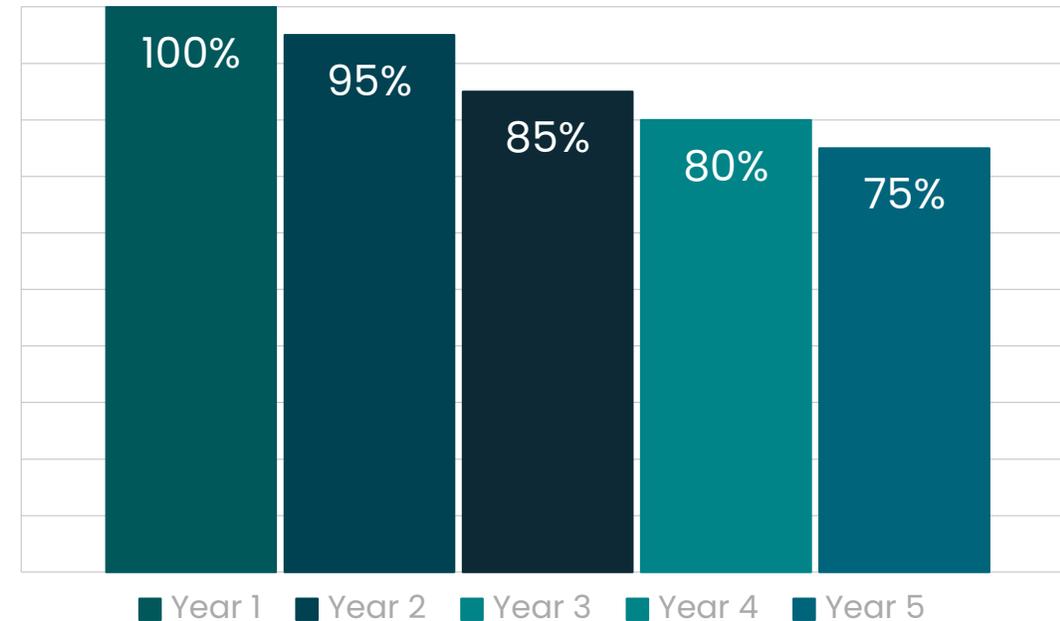


Figure 1

Home Insulation: Wrap Your Home in Comfort

Topping off existing insulation restores your thermal barrier and often improves performance beyond the original installation by filling previously inaccessible gaps around pipes, electrical boxes, and irregular framing. Modern high-performance materials like advanced blown-in cellulose or fiberglass can achieve higher R-values per inch than older insulation, while professional installation techniques ensure complete coverage that eliminates thermal bridges and air leakage paths.

The Result: is a more effective thermal envelope than your home may have ever had, combining the existing insulation base with superior modern materials and installation methods that weren't available when your home was built.



Discover the Essentials: Your Foundation for Home Efficiency.

Bundle Retail: \$2,997
Or As Low As \$39/Month



Elevate your home into a model of peak performance with Stella's Essentials—Ecostella's comprehensive efficiency package that delivers maximum energy savings and enhanced home value. This carefully curated bundle combines our most advanced technologies with professional optimization services to create a complete home transformation.



Stella Prime | 24V HVAC Optimization Controller

- ✓ Variable Fan Timing Mechanism
- ✓ Compressor Cycling Function
- ✓ 10% Increased Efficiency
- ✓ Lifetime Warranty



HVAC Tune-up | Full System Tune Up

- ✓ Improves Efficiency
- ✓ Consistent Indoor Temperature
- ✓ Enhances Air Quality
- ✓ Reduces Maintenance Issues
- ✓ Extends Equipment Life



Stella APC | Adaptive HVAC Fan Speed Controller

- ✓ Built-in Fan Motor Soft-Start Technology
- ✓ Machine Learning Capability
- ✓ 10% Increased Efficiency
- ✓ Lifetime Warranty



Pearl | Certify Your Investment

- ✓ Capture Your Home's High-Performing
- ✓ **Increase Home Value by up to 5%**
- ✓ Includes Appraisal Addendum



Stella Pro Efficiency: The Perfect Balance of Performance and Value

Bundle Retail: \$4,997
Or As Low As \$79/Month

The Stella Pro Efficiency package represents Ecostella's standout mid-level solution, precisely engineered to deliver substantial 20-25% monthly energy bill reductions through intelligent system optimization. This isn't just about immediate savings—it's about gaining complete insight into your home's energy performance while implementing the most impactful efficiency measures.



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- ✓ Compressor Cycling Function
- ✓ 10% Increased Efficiency
- ✓ Lifetime Warranty



Stella APC | Adaptive Fan Speed Controller

- ✓ Built-in Fan Motor Soft-Start Technology
- ✓ Machine Learning Capability
- ✓ 10% Increased Efficiency
- ✓ Lifetime Warranty



SynCat-360 | Bio-Lubricant for HVAC Compressors

- ✓ Eliminates Oil Fouling
- ✓ HVAC Systems Reach Setpoints Faster
- ✓ Extends Equipment Life
- ✓ 10% Increased Efficiency
- ✓ Lifetime Warranty



Stella Aire IAQ | UVC LED Lightbar

- ✓ Commercial Grade
- ✓ Destroys More Than 99.9% Of Airborne Bacteria And Viruses
- ✓ Lab Tested And CE / Rohs Certified
- ✓ Lifetime Warranty



HVAC Service Plan | Full System Tune Up Twice Annually

- ✓ Improves Efficiency
- ✓ Consistent Indoor Temperature
- ✓ Enhances Air Quality
- ✓ Reduces Maintenance Issues
- ✓ Extends Equipment Life



Pearl | Certify Your Investment

- ✓ Capture Your Home's High-Performing Features
- ✓ **Increase Home Value by 5%**
- ✓ Includes Appraisal Addendum and Access to Green Door App



Stella's Elite: Ultimate Efficiency Transformation

Bundle Retail: \$9,727
Or as low as \$139/Month

Stella's Elite represents the pinnacle of home efficiency technology—our most comprehensive and advanced bundle designed for homeowners who demand maximum performance, savings, and value. Building upon our proven Stella Pro foundation, Elite adds cutting-edge technologies that address every aspect of your home's energy ecosystem.



Stella Prime | 24V HVAC Optimization Controller

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- ✓ Compressor Cycling Function
- ✓ 10% Increased Efficiency
- ✓ Lifetime Warranty



Stella APC | Adaptive Fan Speed Controller

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- ✓ Machine Learning Capability
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HVAC Service Plan | Full System Tune Up Twice Annually

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Stella Aire IAQ | UVC LED Lightbar

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- ✓ Destroys More Than 99.9% Of Airborne Bacteria And Viruses
- ✓ Lab Tested And CE / Rohs Certified
- ✓ Lifetime Warranty



Emporia Vue | Whole Home Energy Monitoring

- ✓ Track Your Energy Usage
- ✓ Receive Energy Saving Notifications
- ✓ Make Your Home More Energy Efficient



Duct Sealing | Whole Home Duct Sealing

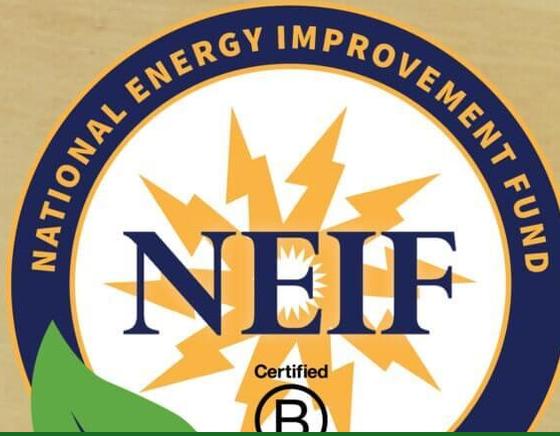
- ✓ Improve System Performance
- ✓ 95% Reduction in Leaks
- ✓ Reduce Dust in Your Home
- ✓ Overall Energy Reduction of 15%



Pearl | Certify Your Investment

- ✓ Capture Your Home's High-Performing Features
- ✓ **Increase Home Value by 5%**
- ✓ Includes Appraisal Addendum and Access to Green Door App





**Upgrade Your Home's Efficiency, Strength, Health And Comfort With Simple,
Transparent And Trusted Fixed Rate, Low Payment Financing**

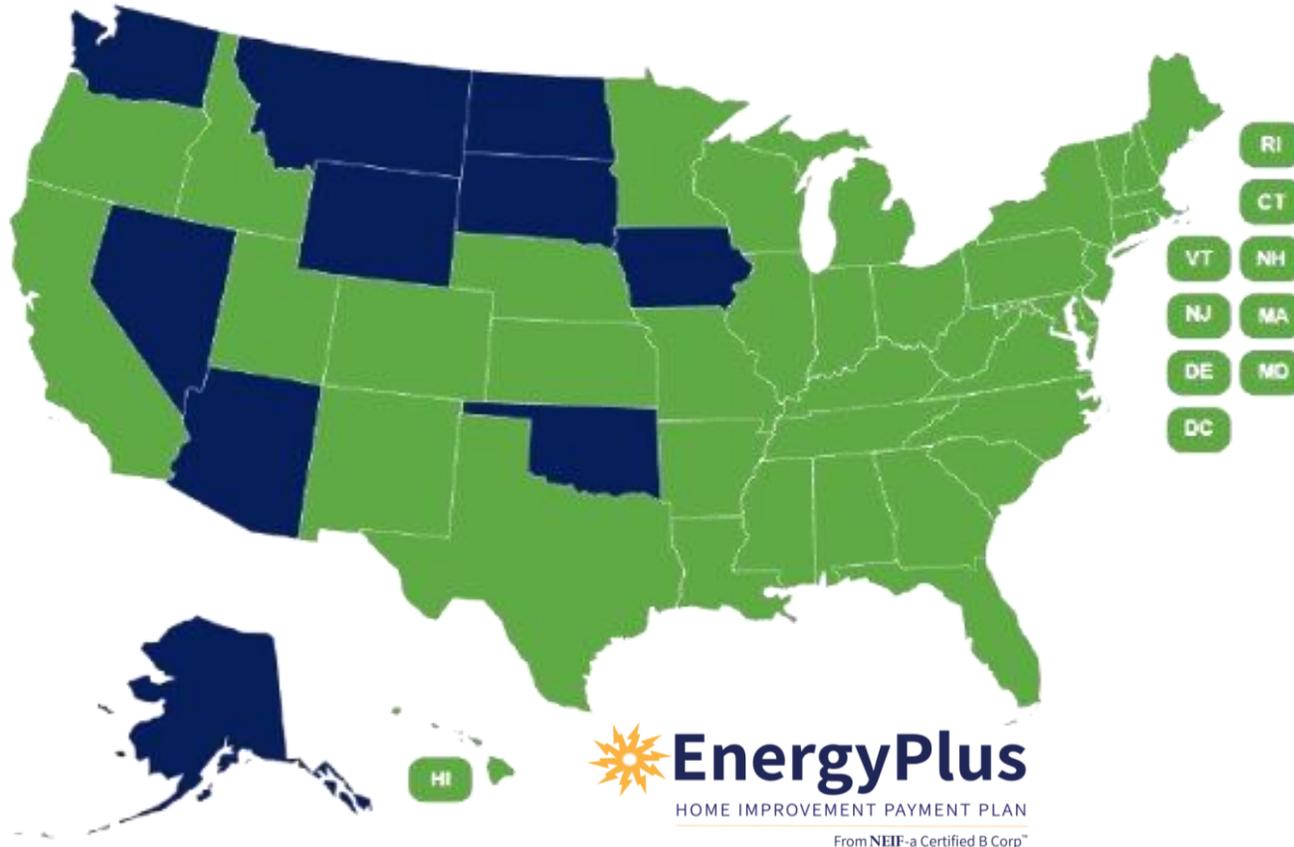
Special Financing with Low Guaranteed Monthly Payments

- ✓ 100% Financing of Project
- ✓ Up to \$35,000
- ✓ Simple Interest Unsecured Loan – No Lien On Property
- ✓ Low Guaranteed Fixed Monthly Payments – Not A Credit Card Or Teaser Rate
- ✓ Simple, Transparent, Expert, Trusted Financing From The Nation's Most Experienced B-Corp Energy Improvement Lender

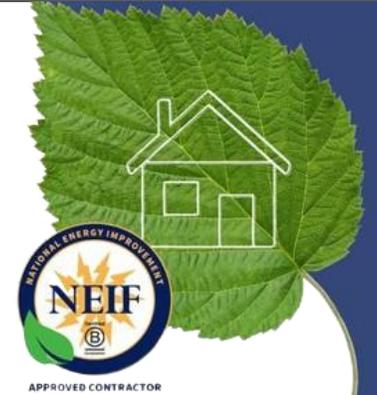
Go Greener. **Affordably.**



Through our partnership with the National Energy Improvement Fund, we offer convenient financing options to homeowners in 40 states and Puerto Rico.



Go Greener.
Affordably.



Getting Pre-Qualified is Simple!

Speak with your Ecostella Energy Advisor today!



Guaranteed Energy Savings

One Low Monthly Payment

Finance Your Ecostella Efficiency Package
and Start Saving Today!



www.ecostellahome.com

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