

# *Breaking the Barrier: unpacking* consumer understanding of vapor encapsulation versus radon mitigation

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# Vapor Encapsulation “Standards”

- No agreed upon standard in the strictest sense of the word
- Encapsulation: Closed, Conditioned, Controlled
- Code sets minimum - Industry sets best practice
- Code work built encapsulation industry
- Moisture driven damage = customer awareness
- Best practice = proactive business

# “Vapor Encapsulation” versus “radon mitigation”

- Encapsulate = trap
- Mitigate = remove
- People *know* that water can destroy the biggest investment (home) of their lives. Radon feels far away, decades away
- Pitch against water, not radon

# What's your market price?

**Labor:**

Professional contractors typically handle encapsulation, and labor costs can vary. 

**Permits:**

Some areas require permits for crawl space work, which can add to the cost. 

**Cost Ranges:****Basic Encapsulation:**

A basic encapsulation (sealing vents, installing a vapor barrier) can cost \$1,500 to \$4,000. 

**Full Encapsulation:**

A more comprehensive encapsulation, including addressing moisture and potential structural issues, can range from \$5,500 to \$15,000. 

**Square Foot Costs:**

Basic encapsulation can cost \$3 to \$7 per square foot, but can go up to \$10 per square foot for more problematic crawl spaces. 

**Labor Costs:**

Labor can account for 50% to 70% of the total cost, potentially reaching \$21,000 if extensive prep work (repairs, mold remediation) is needed. 

**The Real Seal:**

[One Chicago-based company, The Real Seal](#), claims to offer competitive pricing and customer service for crawl space encapsulation, including vapor barrier installation and sump pump systems. 

# What's your market price?

## Additional Considerations:

### **Moisture Control:**

Encapsulation is often paired with waterproofing and foundation repairs to address existing moisture issues. [↗](#)

### **Energy Efficiency:**

Encapsulation can improve a home's energy efficiency by reducing air leaks and moisture problems. [↗](#)

### **Mold and Pest Control:**

Encapsulation can help prevent mold growth and pest infestations, which can be costly to remediate. [↗](#)

### **Resale Value:**

Encapsulation can increase a home's resale value and make it more attractive to buyers. [↗](#)

To get a more accurate estimate for your specific situation, it's best to get quotes from local Chicago contractors specializing in crawl space encapsulation. [↗](#)

# What's your market price?



radon mitigation chicago il cost

Radon mitigation systems ranging between \$1,000 and \$2,500. Factors like the size of the house, foundation type, and the severity of the radon problem influence the final cost. Professional radon testing is recommended and can cost between \$100 and \$300. 

Here's a more detailed breakdown:

#### General Range:

The most common price range for radon mitigation systems in Chicago is between \$1,500 and \$2,500. 

#### Factors Affecting Cost:

- **House Size and Foundation Type:** Larger homes or those with complex foundation types may require more extensive mitigation systems and therefore cost more. 
- **Radon Level:** Higher levels of radon gas may necessitate a more powerful fan and a more robust system, increasing the price. 
- **Mitigation Method:** Different techniques, like active or passive suction systems, can affect costs. 

#### Professional Testing:

Radon testing is crucial before mitigation. Professional testing can cost between \$100 and \$300, while DIY test kits can be found at home improvement stores for \$35-\$65. 

#### Licensing:

In Illinois, radon measurement and mitigation professionals are licensed by [the Illinois Emergency Management Agency \(IEMA\)](#). 

# Let's talk

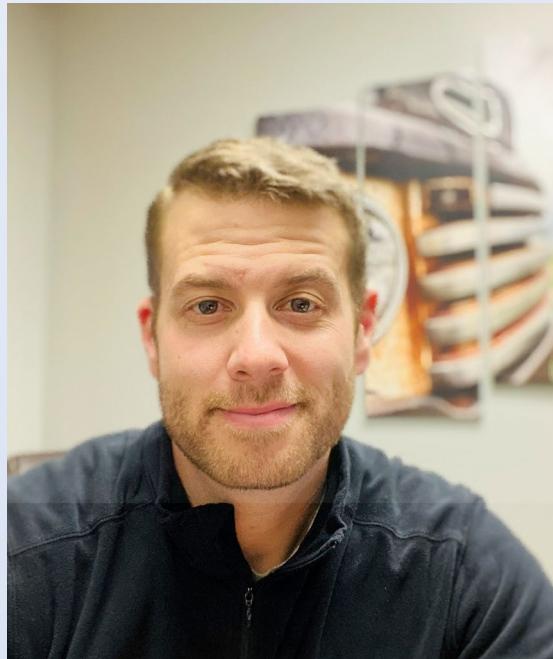
- What is the real difference between these two?
  1. Consumer perception
  2. Salesmanship
- Pitch against water first, radon second

“what great *value* you’re getting for your **home** and health”

# Thanks for listening and sharing



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