



New Homeowners in Oklahoma Benefit from Top-of-the-Line Amenities Including Safer, Cleaner Air

CASE STUDY



Background

Since 1981, Oklahoma City-based homebuilder, Home Creations, has dedicated itself to building new homes in Oklahoma that offer the latest in amenities, design and location at an unbeatable value. And in May 2020, just as the pandemic rocked the world, they took the initiative to begin installing Plasma Air 600 Series units in every new home built. Home Creations continues their promise to offer homeowners the best in safety standards, including cleaner and safer indoor air. Learn more about how this promise is paying dividends for the company, from our interview with Home Creations, COO, MJ Farzaneh.

Serving the Oklahoma City metro area, the Tulsa metro area and Chickasha, Home Creations has helped make the dream of homeownership a reality for thousands of Oklahomans. Not only was it important for Farzaneh to keep his staff safe during the pandemic, but his future homeowners, too.



“When COVID hit, we immediately started looking for ways to protect our staff. First, we tried chemical sprayers, which quickly failed as a viable solution. Then, our Tulsa division partner told us about how the Plasma Air product could neutralize viruses,” said Farzaneh.

From there, Home Creations took the next steps to install Plasma Air 600 units in their offices and model homes and before long, buyers were wondering how they could get one for their own home.

“This offered peace of mind in a scary time,” said Farzaneh. “Our staff and customers understand we’ve built success on the principle that we choose the best products for our homes in the best interest of the homeowners. And we did just that.”

An Innovative Approach

Home Creations has differentiated itself by offering unique safety, energy efficient, and smart home features in every home they build. “It’s hard to beat 99.99% reduction against certain viruses and bacteria,” said COO MJ Farzaneh.

Safety is what’s most important to Farzaneh and his team at Home Creations. “We install Fireguard 45 sheet rock in every home that

Residential Market Trends

According to the National Association of Home Builders, “Today’s consumers are prioritizing health and wellness at all price points in both new builds and remodels, with the wellness real estate market nearly doubling from 2017-2020 (\$148 billion to \$275 billion).”

A healthy home study, by The Farnsworth Group, found that of homeowners and renters who expressed concern about the health risks posed by their homes, indoor air quality was the top concern. And among this group, “75% of households expressed that dust, pet dander, and cooking-related air pollution were the most concerning factors.”

Plasma Air 3rd Party Test Results on SARS-CoV-2*



*MODEL TESTED/APPLICABLE MODEL 662/600 Series - data on file wellairsolutions.com/bpi-research

offers extra protection against fires. We were the first to standardize tornado straps to keep roofs more secure, even before it became code in some municipalities,” said Farzaneh.

Why not continue the tradition of quality and safety with indoor air? That’s where the Plasma Air 600 series comes into play.

Reduce and Neutralize Harmful Pollutants, Viruses and Bacteria



PlasmaPURE 600 Series

The Plasma Air HVAC products fit seamlessly into a home’s existing or new HVAC system for continuous whole-home air purification. From small to large residences, there is a solution to fit your needs. The Plasma Air 600 Series provides safe and continuous air purification to the entire indoor environment using patented brush-style bipolar ionization technology. The units are inconspicuous and require little maintenance. “The cost effectiveness was the key to putting one in every home,”

said Farzaneh. “To achieve the same level of air purification with filters would be very costly, and they would need to be replaced several times per year. We are proud to tell our homebuyers how much the Plasma Air products save them in the long run, while providing cleaner and safer air.”

Additionally, the entire Plasma Air line of products is **UL 2998 validated for zero ozone emissions** (the highest standard for electronic air cleaners), do not produce any other



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VALIDATED

• ZERO OZONE EMISSIONS – MEASURED OZONE EMISSIONS FROM PLASMAPURE 600 SERIES DURING USE PHASE DOES NOT EXCEED 0.005 PPM, AS TESTED BY UL 867

UL.COM/ECV



harmful byproducts, and are safe for continuous use around your family and pets to neutralize and inactivate viruses, bacteria, mold, pollen, dust, volatile organic compounds (VOCs) and odors. "The best part is that the Plasma Air does all this without the homeowner having to lift a finger," said Farzaneh. "These products help us offer our homebuyers a great value and ultimately give them peace of mind knowing their homes and families are protected."

Proven Efficacy Against Viruses and Other Pollutants

WellAir takes a scientific approach to its air cleaning solutions. That includes rigorous testing by third party laboratories as well as in-field evaluations to be certain we're delivering on our promise to offer cleaner, safer indoor air. Our research and testing is made available to all on our website, which includes the most recent test in which the Plasma Air solution was found to reduce the live Omicron variant by 99.9% in 90 minutes.*



The Results Speak for Themselves

Working together with the WellAir distributor, Ferguson, Farzaneh and his team have been able to offer their homeowners a safer indoor environment with a tested and proven solution that differentiates them in the marketplace.

"COVID isn't just a hot topic anymore; it's a lifestyle," said Farzaneh. "It doesn't matter that the homebuilder market is booming right now. It will always be about the value we can offer homeowners and on top of it, build homes with products that can actually help improve their indoor environments, in the place they call home."

Home Creations plans to continue installing Plasma Air products in their homes for years to come.

Today, indoor air quality has become more important than ever with so many more homeowners working from home; it has shifted from a nice-to-have to a must-have.



Having children with allergies and knowing the air we breathe in our new home is being cleaned gives us peace of mind. We appreciate that Home Creations focuses not only on the homes, but also the lives within the homes."

- Home Creations homeowner

