



# Automated Ceiling Registers, LLC

Case Study

## ACR Revolutionizes HVAC Zoning, Bringing New Level of Comfort and Energy Savings to Gold Crest Homes

A growing number of residents along Florida's Nature Coast are turning to Gold Crest Homes to build the home of their dreams. The reason is simple – quality and reliability. Unlike many homebuilders, the “we care” philosophy of the Gold Crest team is not constructed on empty promises. When Founder and President Greg Conard opened the doors of Gold Crest Homes in 1992, his business philosophy was, and still is, to complete projects as promised and on time for his customers.



### **MICROFLOW 2000 Provides Innovative Airflow Control System**

It is not only timely and professional service that sets Gold Crest Homes apart. “We’re always looking for new technologies that will benefit clients and differentiate us from other builders,” says Conard. At a home show in 2001, we found an innovative option for heating and air conditioning zoning. MICROFLOW 2000, an airflow control system by Automated Ceiling Registers (ACR), would soon become a standard feature in Gold Crest Homes.

MICROFLOW 2000 is made of high quality ABS plastic, molded into a pleasant aerodynamic shape that solves traditional problems associated with metal registers and eliminates those chilling drafts.

*“We’re always looking for new technologies that will benefit clients and differentiate us from other builders”*

*- Greg Conard*



### Company Profile

Name

Gold Crest Homes

Address

1590 North Meadowcrest Blvd  
Crystal River, FL 34429

Telephone

(800) 286-1551

Web Site Address

[www.goldcresthomes.com](http://www.goldcresthomes.com)

Function

Homebuilder

Founded

1992

Revenue

\$3-\$4 million new home  
sales per year

President and Owner

Greg Conard

ACR Airflow Control System

MICROFLOW 2000

---

The amount of airflow can be controlled, by the homeowner, on a room-by-room basis. This allows rooms to be heated or cooled faster and it eliminates wasted energy. The bottom line to the consumer is improved comfort and energy savings that rapidly pay for the initial investment.

A state certified building and air conditioning contractor, Conard understands HVAC systems. "In the last thirty years, I have never seen anything like MICROFLOW 2000," he says. "It is a fresh new idea that makes sense." Conard's confidence in the ACR product is so strong that he not only installs the system in all Gold Crest homes, but has become a distributor of MICROFLOW 2000.

According to Conard, ACR's ABS plastic ceiling registers far surpass the traditional metal registers in terms of performance, savings and aesthetics. "A metal register rattles no matter how you move the handle to try to open and close it to direct airflow," he explains. "An opposed blade damper actually shifts the air in the opposite direction and when squeezed closed, it whistles. The metal registers are never completely sealed, allowing 20-25% of the air through."

The advantages to MICROFLOW's circular grill, on the other hand, are numerous. The 360-degree airflow is parallel to the ceiling and spreads out more efficiently for better uniform coverage than a traditional system. A positive seal mechanism ensures that there is no air loss between the box flange and the ACR register. And in contrast to metal registers, the plastic dome doesn't rust, rattle or need any lubrication. For added convenience, it can simply be wiped clean.

*"Customers are drawn to the cleaner more attractive look and can expect significant energy savings in heating and cooling"*

- Greg Conard



### **Gold Crest Homes and its Clients Experience the ACR Difference**

Gold Crest Homes is now installing the MICROFLOW 2000 units in such a way that they are recessed to be flush with the ceiling, with only the dome exposed for a clean, contemporary image. The dome on manual ACR registers can be physically spun open or closed on a rotating screw mechanism to control and block off the airflow for comfort zoning. Adjustments can be easily made, from the floor, by using a pole with an attached suction cup. Gold Crest clients have the option of upgrading to an automated system, in which the various zones are controlled by a wall switch. Airflow can be adjusted as necessary and even programmed to open and close at different times of the day.

Conard's experience with ACR has been nothing but positive. "ACR has been excellent to work with in terms of their delivery service, responding to our needs and helping to train our local air conditioning contractor," he asserts.

Both Conard and Gold Crest clients are happy with the solution. "There is great appeal in MICROFLOW 2000," states Conard. "Customers are drawn to the cleaner more attractive look and can expect improved comfort and significant energy savings in heating and cooling. I fully expect the MICROFLOW 2000 to take over more and more of the industry." Indeed, in Conard's estimation, the **ACR technology is the wave of the future.**