

FOR IMMEDIATE RELEASE

CONTACT: Susan Murphy

T: 248-584-0007

E: <mailto:smurphy@circleRbrands.com>

BE NOSEY: THAT NEW HOME SMELL COULD BE BAD FOR YOUR HEALTH

Clawson, Mich. (March, 2010) – Spring has sprung and people are beginning to return to the real estate market to sniff out those so-called "deals." When it comes to any significant investment, the best advice is always "buyer beware." According to Connie Morbach, nationally recognized Environmental Scientist and Indoor Air Quality expert of Sanit-Air, Incorporated, 1311 North Main Street, Clawson, Michigan: *"Buyers need to be armed and educated so they're not throwing good money after bad. Be noseey when purchasing any new or used home. That 'new home smell' - a simple coating of fresh paint – could be covering up possible water damage in both new construction and used homes that could cause a variety of health issues."*

Since 1994, Sanit-Air has been a respected leader in Indoor Air Quality and environmental health hazards, having inspected and evaluated over 6000 homes and institutions including the prestigious Sloan Kettering Hospital. *"Knowing as much as you can about a home before purchasing is vital,"* said Morbach. *Water-damaged and moldy homes are increasingly the subjects of lawsuits that involve non-disclosure, negligence and personal injury. Foreclosed homes, in particular, are often sold 'as is' which means the bank has no prior history of the home and has nothing to disclose. Hence, buyers have no idea what is waiting for them once they take possession. This makes it all the more imperative for buyers to do their due diligence in hiring unbiased, 'independent' professionals to alert them to any health risks or potential legal liabilities that may be lurking. In today's real estate market, knowledge is power and protection."*

In an effort to educate and help both homebuyers and sellers, Sanit-Air has created CleanliNEST™, a multi-discipline, scientific and holistic approach to whole house health to help safeguard those who want to be sure they're not buying into a money pit. Sanit-Air can perform a pre-emptive CleanliNEST™ Healthy HouseCall™ on the home prior to the sale, and an accurate assessment of the indoor air quality can be made yielding peace of mind for the owners and any occupants as well as preventing serious problems and significant expenses later on. The CleanliNEST™ Healthy HouseCall™ consists of a detailed physical inspection, assessment, prescription and scope for remediation if mold, lead, asbestos or other hazards are indicated. Further testing, sampling and thermal imaging can be performed on site if hidden water damage or microbiological contamination is suspected.

-More-

Hiring an experienced trained and certified professional to conduct a mold and moisture inspection can help to determine if the home is habitable or worthy of restoration. In homes built before 1978 it's worth checking for lead and asbestos as well. *"Without the proper climate controls and maintenance, water damage from high relative humidity and water leaks that are neglected or undiscovered can create the ideal conditions for mold growth and proliferation in new homes as well as old,"* said Morbach. *"Not only does this pose a potential structural problem with the home, compromising the integrity of the home's walls and foundation, but it could also pose significant health risks, potentially toxic, for occupants. Many times the mold contamination can go unnoticed until someone moves in since it doesn't always produce an odor and that's when the real trouble begins, trouble that can take the form of serious health and/or legal issues."*

Morbach also notes that it's important to understand that while a qualified independent home inspector will likely recommend further investigation if they suspect mold or other contaminants, most home inspectors are not trained to analyze mold hazards, correct serious problems and prevent future mold build-up. Unscrupulous or uninformed service providers performing mold tests may not carry insurance for any such testing or assessments, leaving a homebuyer exposed and vulnerable to legal action. To be sure that you're working with a qualified and experienced indoor air quality professional it is wise to find out how the person was trained, what degrees or certifications he or she has and how many years the person has been working in the field, because the quality and usefulness of the information you receive can impact your health and investment. *"When it comes to mold, there's the good, the bad and the ugly. Good mold produces great beer, cheese and penicillin. Bad mold can lead to serious health issues. Ugly mold can be just that - ugly - and something that's relatively easy to clean up on your own,"* said Morbach. *"Knowing one from the other is key."*

###

As compassionate individuals, parents, and grandparents who have witnessed illnesses and devastation caused by misinformation, Connie and Tom Morbach have made mold education, detection and remediation their life's work. Connie Morbach, M.S., CHMM, CIE, has published numerous scientific papers, served on statewide asthma and healthy air coalitions, contributed to locally produced indoor air quality stories and has been a regular on NBC's The Today Show assisting in many indoor air quality investigative segments, appeared on The Rachael Ray Show, and the CleanliNEST™ by Sanit-Air team has lent their expertise to ABC's popular Extreme Home Makeover series. Connie Morbach is currently working on her first book in a series of CleanliNEST™ Healthy Home consumer enlightening books.

CleanliNEST™ by Sanit-Air's team of IAQ experts, mold investigators, microbiologists, air quality scientists, building professionals and healthcare personnel incorporate state-of-the-art procedures, equipment, and materials assuring their clients that their project is performed to the highest standards. They specialize in and are trained and insured specifically for Mold inspection and remediation. Sanit-Air's scientific approach and focus is to educate each client prior to any action. Contact CleanliNEST™ by Sanit-Air at 248-435-2088 or on the web at <http://www.cleanlinest.com>.

For more information or interview requests, contact Susan Murphy at 248-584-0007.