

THE COMPLETE CEILING FAN BUYER'S GUIDE

FIND THE PERFECT FAN FOR EVERY SPACE

3 CEILING HEIGHT & MOUNTING OPTIONS

Proper mounting improves both performance and safety.

IDEAL BLADE HEIGHT
Fan blades should sit 8-10 feet above the floor.
Minimal blade clearance: 7 feet.

FLUSH MOUNT
Best for ceilings 8 feet or lower. Maximizes headroom and provides a clean, low-profile appearance.

STANDARD MOUNT
Best for ceilings 9-10 feet. The most common installation type.

DOWNROD MOUNT
Recommended for ceilings 10 feet and higher.

CEILING HEIGHT	SUGGESTED DOWNRODS
8 FT	SELECT A FLUSH MOUNT FAN
9 FT	4.5" OR 6" ARE INCLUDED
10 FT	12"
12 FT	24"
> 12 FT	ADD 12" OF LENGTH FOR EACH FOOT OF CEILING HEIGHT - UP TO 72"

SLOPED CEILINGS
Many premium fans accommodate angled ceiling with compatible adapters.

1 HOW TO CHOOSE THE RIGHT FAN SIZE

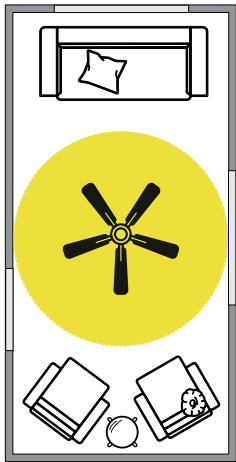
Selecting the correct fan size is the most important factor in achieving optimal comfort.

RECOMMENDED FAN SIZES

ROOM SIZE	FAN SIZE
UP TO 75 SQ. FT.	36" - 44"
75 to 144 SQ. FT.	44" - 52"
145 to 224 SQ. FT.	52" - 60"
225 to 400 SQ. FT.	60" - 72"
OVER 400 SQ. FT.	MULTIPLE FANS OR >72"

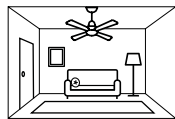


PRO TIP
For long or open-concept spaces, two appropriately sized fans often outperform one oversized fan.



2 INDOOR VS. OUTDOOR

Not all fans are built for the same environment.

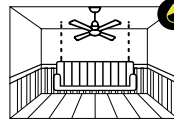


DRY-RATED FANS

Designed exclusively for interior spaces

- Bedrooms
- Living Rooms
- Dining Rooms
- Offices

AVOID EXPOSURE TO:
Moisture, humidity, direct weather



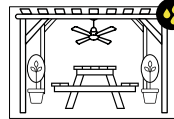
DAMP-RATED FANS

Ideal for covered outdoor spaces

- Covered Porches
- Screened Patios
- Sunrooms
- Covered Lanais

SUITABLE FOR:
Humidity

AVOID EXPOSURE TO:
Direct Rain
Snow



WET-RATED FANS

Built to withstand direct exposure to the elements

- Open Patios
- Pergolas
- Gazebos
- Poolside Areas

SUITABLE FOR:
Rain
Snow
Salt Air
Direct Weather Exposure

4 UNDERSTANDING AIRFLOW

Cubic Feet per Minute (CFM) is a standard measurement for airflow, how much air a fan moves.

TYPICAL PERFORMANCE LEVELS

AIRFLOW RATING (CFM)	PERFORMANCE
UNDER 4000 CFM	SMALL ROOMS
4000 - 6000 CFM	AVERAGE ROOMS
6000 - 8000 CFM	LARGE ROOMS
> 8000 CFM	GREAT ROOMS & OUTDOOR SPACES

AIRFLOW ISN'T EVERYTHING

Performance is also influenced by:



BLADE DESIGN



BLADE PITCH



MOTOR EFFICIENCY



MOUNTING HEIGHT

5 DC VS. AC MOTORS

Today's premium fans typically feature either AC or DC motor technology.

AC MOTORS

BENEFITS

- Proven reliability
- Lower upfront cost
- Widely available

BEST FOR

- Traditional applications
- Budget-conscious projects

DC MOTORS

BENEFITS

- Up to 70% more energy efficient
- Extremely quiet operation
- More speed options
- Reverse function from remote
- Lower operating costs

BEST FOR

- Bedrooms
- Quiet Living areas
- Luxury applications
- Energy-conscious homeowners

6 FAN STYLES & DESIGN TRENDS

A ceiling fan should compliment your home's architecture and personal style.



MODERN

Clean designs with dramatic details that create a bold statement.



TRANSITIONAL

Merges the best of traditional and modern design elements with a sophisticated look.



COASTAL

Crisp, minimal design with elegant details that make a fresh, modern impact.



INDUSTRIAL

Simple with angular lines, bold finishes, and sturdy details for a robust but pared-down design.



TRADITIONAL

Classic design elements, elegant silhouettes, and timeless details.

7 FAN FEATURES & CONTROLS

Modern ceiling fans offer convenience and customization.



REMOTE CONTROLS

Adjust speeds and lighting from anywhere in the room.



WALL CONTROLS

Clean, permanent control solution.



SMART HOME INTEGRATION

Compatible with Amazon Alexa, Google Home and Apple smart home ecosystems.



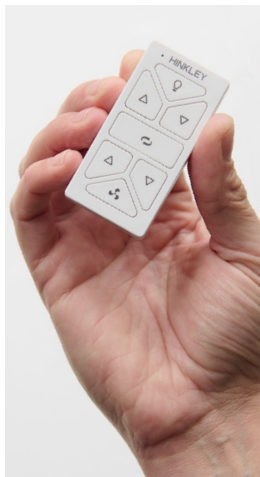
REVERSIBLE MOTOR

Creates a cooling downdraft in Summer and circulates warm air trapped near the ceiling in winter.



MULTIPLE SPEED SETTINGS

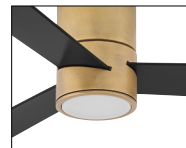
Provides precise comfort control.



8 FANS WITH LIGHTS VS. WITHOUT LIGHTS

Choosing between a fan with or without integrated lighting depends on your room and lighting plan.

FANS WITH LIGHTS



BENEFITS

- Saves ceiling space
- Combines two functions
- Simplifies room design

BEST FOR

- Bedrooms
- Living Rooms
- Dining Rooms

FANS WITHOUT LIGHTS



BENEFITS

- Cleaner appearance
- Strong architectural statement

BEST FOR

- Rooms with layered lighting
- Design-focused spaces
- Great rooms

FANS WITH UPLIGHTS



An often overlooked luxury feature

BENEFITS

- Creates ambience & warmth
- Highlights ceiling architecture
- Enhances layered lighting design

BEST FOR

- Spaces needing layered lighting
- High or Vaulted Ceilings
- Rooms with limited lighting

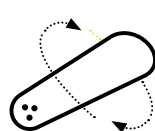
9 WHAT CREATES POWERFUL AIRFLOW

While blade pitch contributes to performance, airflow is ultimately determined by a combination of blade design, motor technology, and overall engineering.

BLADE DESIGN

MOTOR PERFORMANCE

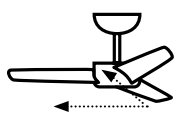
BLADE PITCH



Advanced blade shapes are engineered to capture and move air more efficiently.



Efficient motors provide the power and consistency needed for exceptional airflow.



Blade angle helps direct airflow, but works best as part of a complete system.

Today's best ceiling fans rely on advanced blade engineering and motor technology — not blade pitch alone — to deliver powerful, efficient airflow.

10 WHY INSTALLATION QUALITY MATTERS

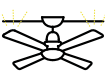
Even the best fan can underperform if installed improperly.

PROFESSIONAL INSTALLATION HELPS ENSURE:

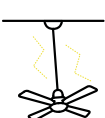
- Proper balancing
- Quiet operation
- Secure mounting
- Optimal airflow
- Correct electrical connections



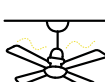
COMMON INSTALLATION MISTAKES



Fan mounted too high



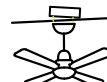
Incorrect downrod length



Improper balancing



Loose mounting hardware



Incorrect ceiling box support

Lasting *comfort*.
Beautifully designed.
Expertly *engineered*.

The right ceiling fan delivers more than airflow — it enhances comfort, improves energy efficiency, and becomes an integral part of your home's design. By considering size, location, mounting requirements, performance, and style, you'll select a fan that looks beautiful and performs for years to come.