

Dissecting the Cost-to-Performance of a Geothermal System

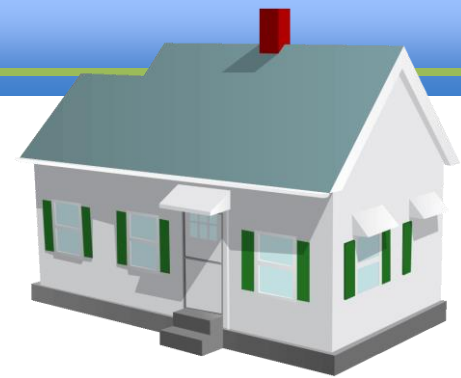
Steve Smith – *President, Enertech Global*

**Why is the install cost of
geothermal so high?
(Or is it?)**

The Situation

Ontario Home

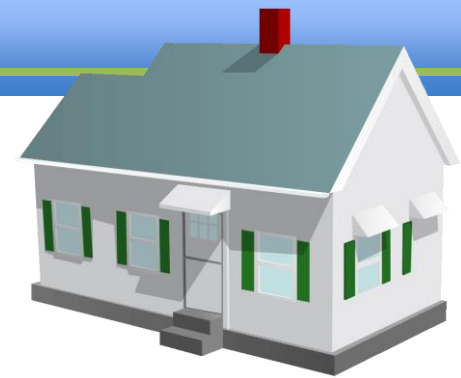
London Weather



Heat Loss = 56,000 (*70° setpoint @ -10° design*)

**Energy cost = \$0.21 KwH*

Geothermal System #1



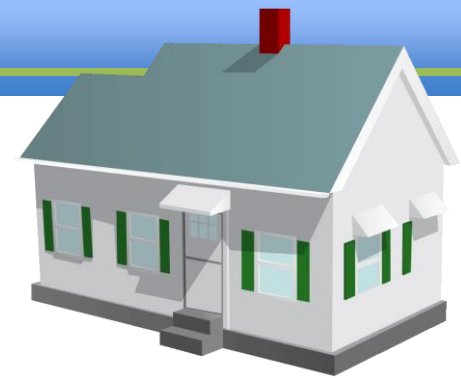
Annual Heating Cost

\$1,447

Installed Cost

\$19,875

Geothermal System #2



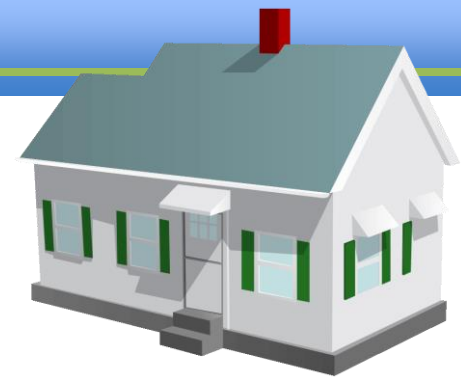
Annual Heating Cost

\$1,480

Installed Cost

\$24,343

Geothermal System #3



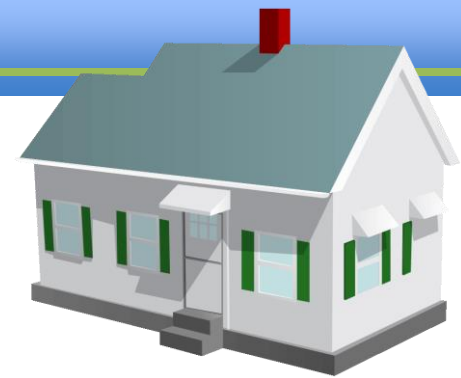
Annual Heating Cost

\$1,261

Installed Cost

\$28,750

Geothermal System #4*



Annual Heating Cost

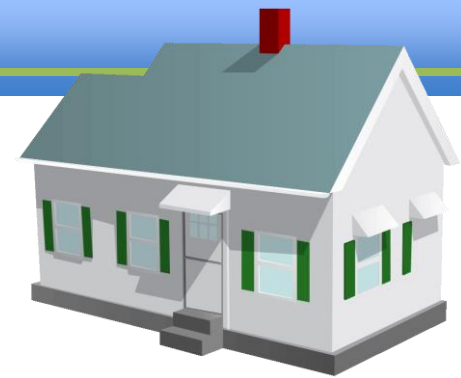
\$649

Installed Cost

\$22,875

***Same House with Modifications**

Summary



System #1

Heating Cost
\$1,447

Installed Cost
\$19,875

System #2

Heating Cost
\$1,480

Installed Cost
\$24,343

System #3

Heating Cost
\$1,261

Installed Cost
\$28,750

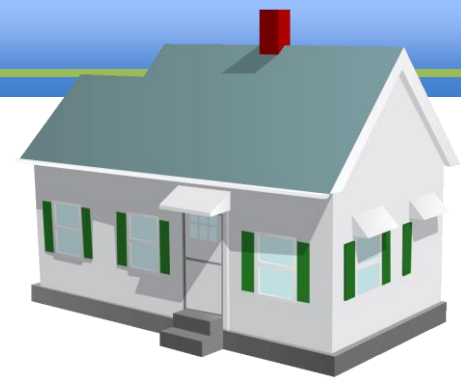
System #4*

Heating Cost
\$649

Installed Cost
\$22,875

Which one will you buy?

Summary



System #1

**3-ton
Single Speed
PSC
(10 year parts)**

System #2

**4-ton
2 Stage
Mid-Efficiency
ECM
(10 year P&L)**

System #3

**5-ton
2 Stage
High Efficiency
ECM
(10 year P&L)**

System #4*

**3-ton
2 Stage
High Efficiency
ECM
(10 year P&L)**

Which one does your customer choose?

System #3

System #2

System #1

System #4

**Your customers want a
strong warranty and high
efficiency.**

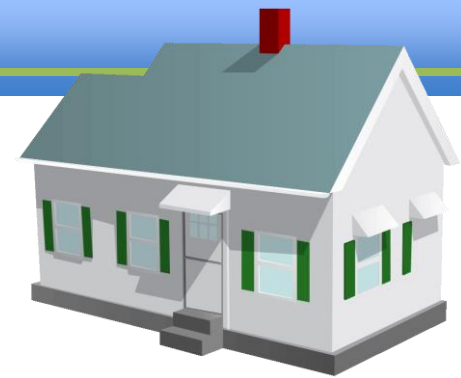
**Are they
right or wrong?**

**Are they aware of all four
geo options?**

What about split units?

Enter Gas and Propane Same Home

Natural Gas



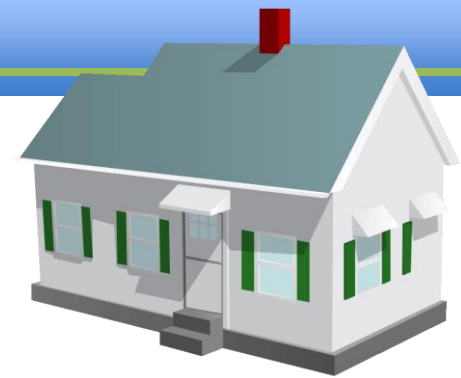
Annual Heating Cost

\$1,730

Installed Cost

\$8,855

Propane



Annual Heating Cost

\$4,658

Installed Cost

\$9,044

Gas vs Geo #4

Gas

Heating Cost

\$1,730

Installed Cost

\$8,855

System #4*

Heating Cost

\$649

Installed Cost

\$22,875

Which one would your customer choose now?

Gas vs Geo

<u>Gas</u>	
Heating Cost:	\$1,730
Additional Mortgage:	\$0
<hr/>	
Total:	\$1,730

<u>Geo</u>	
Heating Cost:	\$649
Additional Mortgage:	\$907.20
	(75.16/mo.)
<hr/>	
Total:	\$1,556.20

Now which one would they choose?

**Are your customers more
concerned about energy
savings or their peace of
mind and the environment?**

**Geothermal is a win-win
just about any way you
look at it.**

**Will an 8-cylinder Suburban
operate more efficiently and
better for the environment
than a Tesla?**

Today? In 2020? In 2025?



Discussion and Questions?

Thank You!