

FOCUS ON GEOTHERMAL



Heating & Cooling Your Home With Geothermal

Ground source heat pumps take advantage of the sun's energy stored in the ground to heat and cool your home—making it one of the most energy-efficient space heating and cooling options for your home.

Homeowner Benefits

Energy-Efficient: Geothermal is three times more efficient at heating your home than a furnace and 25 to 50% more efficient than an air source heat pump.*

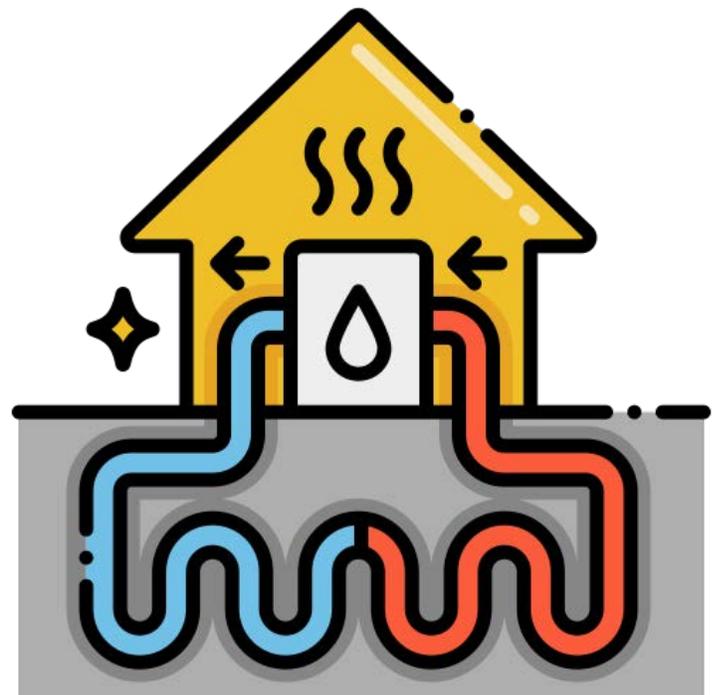
Long Equipment Life: You can expect your heat pump to last at least 20 years before it will need to be replaced.

Cost Savings: Geothermal can save you 30 to 60% on your heating and 20 to 50% on your cooling costs compared to conventional heating and cooling systems.

Investment Payback: Systems generally pay for themselves in 7 to 12 years through energy savings.**

Reduced Carbon Footprint: Geothermal uses the earth's natural energy with no on-site combustion eliminating emissions of carbon dioxide, carbon monoxide, and other greenhouse gases.

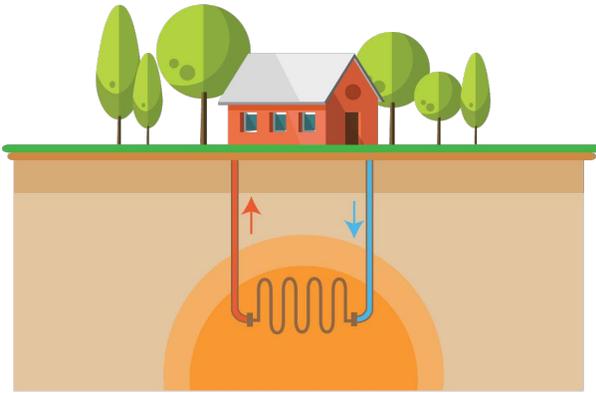
(The pump unit does use electricity, which may be generated using fossil fuels.)



*U.S. Department of Energy

**Wisconsin Geothermal Association

How Do Ground Source Heat Pumps Work?



Ground source heat pumps remove natural heat from the ground and transfer it to the home for cooling during summer and heating during winter. Because the ground holds consistent temperatures all year long, ground source heat pumps are a great option to maximize energy savings when building a new home.

Is Geothermal Right For You?

The ideal time to choose a geothermal system is when building a new home because rolling costs into your mortgage can help you start saving on day one.

Here are some other considerations when deciding if geothermal is right for you:

- Plan to stay in your new home for at least four to seven years.
- Live on a large lot or have a pond or well. This would allow you to use one of the less expensive underground systems.
- Would otherwise use propane, oil, or electricity for heating your home which are more expensive fuel sources.



Get started today!

To find a builder or learn more visit: focusonenergy.com/new-home

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

