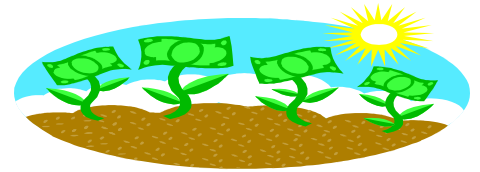


Do You Have Money To Burn?



If you were given the choice of burning money or saving money, which would you choose? The question may sound crazy, but actually it's what each homeowner faces when deciding whether or not to invest in a geothermal system.

Because a geothermal system tends to have a higher initial installation cost than most conventional systems, many homeowners view it as an expensive system. But, this is only half the picture.

As a homeowner, consider more than the initial investment when purchasing a new system: consider the monthly heating, cooling, hot water costs and the annual maintenance costs associated with each system. You may find that a fossil fuel furnace will cause you to burn money rather than save it and a conventional air conditioner will cause you to waste energy rather than conserve it.

When selecting a system always consider the pay back, cash flow, efficiency, operating costs and the system life span. System pay back, is how long it takes to recover the difference in costs between the two systems, using the energy savings. On the average, the initial cost of installing a geothermal system can be recovered within three to five years. And savings will continue long after this recovery is made, allowing you to enjoy extra cash in your pocket without any more work or any less comfort.

Because geothermal systems deliver three or four units of energy to the home from every unit of electrical energy consumed to power the system, they rank first in energy efficiency.

High efficiency is one of the reasons why geothermal systems are able to deliver long-term operational savings.

New homebuyers are especially good candidates for the geothermal system, since they are already making a long-term investment in new construction; the geothermal system is the most logical choice.

With new construction, the initial cost of the geothermal system can usually be tied into the monthly mortgage payment. The monthly savings from the system easily covers the additional amount tacked on to the mortgage payment. So in effect, your geothermal system puts money in your pocket---- right away, this is called positive cash flow and is common in new homes.

Another cost consideration is total operating costs from heating, cooling and domestic hot water needs. The geothermal system is the total comfort system with the lowest overall operating cost. With most conventional systems, overall operating costs are based upon the efficiency of more than one system----a fossil fuel furnace, central air conditioner and a water heater. With a geothermal system all operations are handled by one system, assuring efficiency and savings are achieved in all areas.

In addition, system maintenance and life span should not be overlooked. If you select a system based on it's lower initial cost, you may achieve a short-term cost break and lose all long-term savings. For instance, conventional systems frequently require regular maintenance for each unit -- the furnace, the air conditioner and the water heater. However, a geothermal system requires little or no maintenance beyond periodic checks and filter changes.

When faced with the purchase of a new heating, cooling and hot water system, you have one selection to make: either burn money with a conventional system or save it with a geothermal system. The choice is really that simple and the difference is really that clear. Now, which would you prefer?