

Around the House  
HVAC #18 – Geothermal Heat Pumps

Headline

Geothermal Heat Pump: A “*Well-Grounded*”  
Alternative with *Surprising Benefits!*

**Text**

Geothermal heat pumps (GHPs), in use since the late 1940s, **use the constant temperature of the earth as the exchange medium** instead of outside air. This allows the system to reach high rates of efficiency even on the coldest of winter nights, especially compared to air-source heat pumps on cool days.

And because the heat is derived well below ground level, **GHPs are effective and reliable alternatives in most parts of the country.** In fact, even just a few feet below ground level, the temperature ranges between 45°F (7°C) to 75°F (21°C) throughout the year. Like a cave, **this ground temperature is warmer than the air above it during the winter and cooler than the air in the summer.** The GHP takes advantage of this by exchanging heat with the earth through a ground heat exchanger.

As with any heat pump, geothermal and water-source heat pumps are able to heat, cool, and, with certain units, even supply your home with hot water. **Relative to air-source heat pumps, GHPs are quieter, last longer, need little maintenance, and do not depend on the temperature of the outside air.**

Even though these systems cost more than your typical boiler or furnace-based system, **you’ll make up the difference in just 5 or more years thanks to truly incredible energy savings.** Plus, **GHPs have extensive lifespans:** 25 years for the inside components and 50+ years for the ground loop. No furnace or boiler even comes close.

## Major System Benefits

GHPs use a whopping **25%–50% less electricity** than conventional heating or cooling systems. **GHPs also improve humidity control** by maintaining about 50% relative indoor humidity, making GHPs where humid conditions prevail.

In addition:

- GHPs can be installed in new homes or to replace your current system, no matter what type it might be;
- They **consume less indoor space**, too, freeing up more room for storage or expanded living areas;
- GHP systems also provide **excellent "zone" space conditioning**, allowing areas within your home to be heated or cooled to different temperatures.
- A two-speed GHP system is **so quiet indoors that you'll barely know it's operating**: there are no tell-tale blasts of cold or hot air.

There's a lot to like about geo-thermal heat pump system. And at your invitation, (company name) welcomes the opportunity to prepare a **custom proposal and cost estimate** for your careful review. And should you decide to purchase a system, **you'll save \$300 with the coupon below.**

(company name). Doing our part to make life a little more comfortable...*Around the House.*

### Main Coupon

#### Geo-Thermal Heat Pump

Save \$300...

...on a fully-installed geo-thermal heat pump system. This offer may not be combined with any other discount or promotion.

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**Teaser Copy**

Inside this Issue of “Around the House...”

What’s so quiet you can’t hear it indoors, saves you a ton of money, and you can have it when you want it?! Now, take a look at a relatively new type of heating system with wide-ranging benefits.

Plus, 3 coupons you can use now!