

Southwest Rural Electric Association

700 North Broadway • Tipton, OK 73570 • 1-800-256-7973

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Geothermal heat pumps operate efficiently

As a member-owned cooperative, Southwest Rural Electric always looks for products and services that serve the needs of members. We also look for ways to keep our rates low.

One product that is good for all our members and our co-op as a whole is the geothermal heat pump. When installed in a home, geothermal heat pumps provide 100% heating and cooling.

They save our members money in two ways: First, the individual member who installs one of these systems can save anywhere from 30-50% on energy bills; second, they ease the burden on Southwest Rural's electrical grid during peak times, which benefits every member by saving on demand charges.

A geothermal heat pump is a lot like the heat pumps that some SWRE members already have at their homes, but geothermal units are ground-source instead of air-source. They can be used on any size home and can replace any type of heating or cooling unit that a home may currently have.

The geothermal heat pump actually works by pairing the heating and cooling system with a series of ground loops that extend down into the earth. The earth has a nice, stable temperature and provides a way to keep the home comfortable throughout the year.

Geothermal heat pumps are the most cost effective, energy efficient way to heat and cool a home.

We at SWRE believe in geothermal, and want to help co-op members be

able to install them in their homes.

Geo-Energy Services

Southwest Rural Electric has a new partner to help our members who are interested in geothermal heating and cooling – Geo-Energy Services (GES).

GES can show you how, by replacing your heating and air conditioning system now, you can qualify for big tax credits, SWRE rebates and even a financing plan. If you are building a new home, or have an old heating or air conditioning system, we urge you to visit our updated webpage, call for information, and, when the time is right, replace your heating and air conditioning system with a geothermal heat pump.

Through our partnership with Geo-Energy Services, SWRE can now:

- Give you a **free, no obligation consultation** to find out if you are a candidate for geothermal
- Get you matched up with the **most experienced, best priced installer** in your area
- Pay you **new, increased geothermal rebates** (\$1,050/ton)
- Help qualify you for a **30% federal tax credit**
- Give you about **30-50% energy savings**

For more information, you can reach Geo-Energy Services by calling SWRE at **1-800-256-7973**, or you can e-mail GES at: **geothermal@swre.com**.