



Hudson Valley Builder Features GeoExchange



Standing on high ground

Charles Rose of RBG, Inc., is a firm believer in GeoExchange heating and cooling technology. So much so that he enters every building project his company undertakes with a recommendation for GeoExchange, and gets customers so enthused that a GeoExchange system is installed in most. "I've seen customers' eyes light up when I talk about GeoExchange!" he exclaims.

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Thriving on GeoExchange

Six years ago when RBG, Inc. started promoting GeoExchange in the Hudson Valley, the area had been devastated by a pullout from computer technology giant IBM. Charles Rose firmly believes that the knowledge of GeoExchange technology and the inclusion of such systems in his business's designs has set them apart from other builders and helped the company survive the crisis and actually thrive. As a builder of primarily high-end

homes, the company recognized its potential customers were looking for efficiency as well as comfort in their heating and cooling systems.

Key Features

Square Footage: Average 7,000

System Type: Vertical and Horizontal Closed Loops

Number of Units: Average 2

Total Capacity(HVAC Tons): Average 6 Tons

"The best equipment around"

"It is wonderful to work with a builder (like Charles) who truly believes in GeoExchange and the benefits it brings to his customers," comments WaterFurnace Territory Manager Garth Gibson. "He is dedicated to GeoExchange as a technology."

Customers appreciate their GeoExchange choice for comfort and for "the convenience of no fuel deliveries, fewer service calls and home health factors of not burning fossil fuels," according to Rose.

A recently built 5,200 square-foot home has a unique 5-zone system. The body of the house operates with three Premier™2 water-to-air units, but the adjacent pool room features a unique setup: a Premier2 unit for the room and an air exchanger and a water-to-water unit for the pool itself. The construction of two exclusively GeoExchange subdivisions are currently underway.

A “golden opportunity” for builders/architectural allies

Charles Rose considers himself lucky to have found an ally promoting GeoExchange through the architectural skills of Charles Smith of New Energy Works, Cold Spring, New York. Rose feels that more builders and architects need to be educated about the technology and would even like to help develop a program to reach them. “GeoExchange is a golden opportunity which leaves you (the builder and architect) in a good position.”

Words of advice from a true professional

Charles Rose is more than happy to offer the keys to his success in building with GeoExchange. “First of all, become very familiar with the technology. Have a good working knowledge of GeoExchange and take time to understand the principles. There’s a lot of misinformation out there, and you must be able to explain basics to homeowners. For instance, many people don’t understand how you can raise the 50EF ground temperature enough to heat a house.”

“Most people understand that if you put a lot of energy in a small space, the temperature goes up,” Rose continues. “I also use their refrigerator as an example. The air inside is cold, but the air coming out the back is hot. At the end of the first visit, I leave a copy of the WaterFurnace videotape. If nothing else, that promotes more contact with the potential customer.”

Secondly, Charles Rose feels that the salesperson or builder should have two selling techniques prepared for the GeoExchange educated customer as well as those not familiar with the technology. The third tip he offers to his fellow builders is, “Be prepared with rules of thumb—have good data available. Customers want to know how much they will save. I use this example: a home of 3,000 square feet will cost \$6,000 more on the mortgage but will soon pay for itself with utility bills averaging only \$150-200 a month (maintaining 72EF on the summer and 75EF in the winter). The mortgage increase is less than the owner’s energy savings; the net out-of-pocket expenditure will be less.”

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“As money may not play as important a role with higher-end home owners, I make it simple. The system is quieter and it’s a ‘healthy house concept’ which is loved by architects. In our region it complements the NYSTAR (New York’s energy savings program) system.”

Above all, Charles Rose’s overall outlook on the technology is the main element in his success as a GeoExchange builder. “Don’t see GeoExchange as just another product. Use GeoExchange as a lever—as a sales tool itself.”

Case Study courtesy of WaterFurnace International.