

Making a Geothermal Subdivision a Reality

Reducing Installation Costs

- ✓ Pre-installed loop grid completed during utility phase of project

Allows for “mass installation” of the loops which reduces the per lot cost

- ✓ Volume discount for equipment (20% Discount)

By committing to an “all-geothermal” development an exclusive pricing deal was reached with ClimateMaster and ThermLink

ThermLink designed and is supplying the all-geothermal subdivision in Kennewick, WA. At 400 lots SouthCliffe will be the largest all-geothermal development in America.

Background

The developers of SouthCliffe had a vision to provide the most energy efficient and cost effective heating and cooling system possible – geothermal. Knowing that the operating costs for geothermal would be the lowest possible the focus turned to reducing the installation costs.



As the SouthCliffe development team investigated geothermal they realized that a geothermal project of this magnitude – over 400 lots – would require design expertise, product knowledge, and marketing assistance to make it a reality.

ThermLink learned of the project when the development team downloaded ClimateMaster’s GeoDesigner software. After making contact with Tyler Kafentzis from the development team, ThermLink was asked to assist with the design, supply, and marketing of the geothermal portion of the project.

Now the SouthCliffe team had a partner in ThermLink whose geothermal expertise would significantly reduce the risks of the project allowing them to realize their vision.

Design

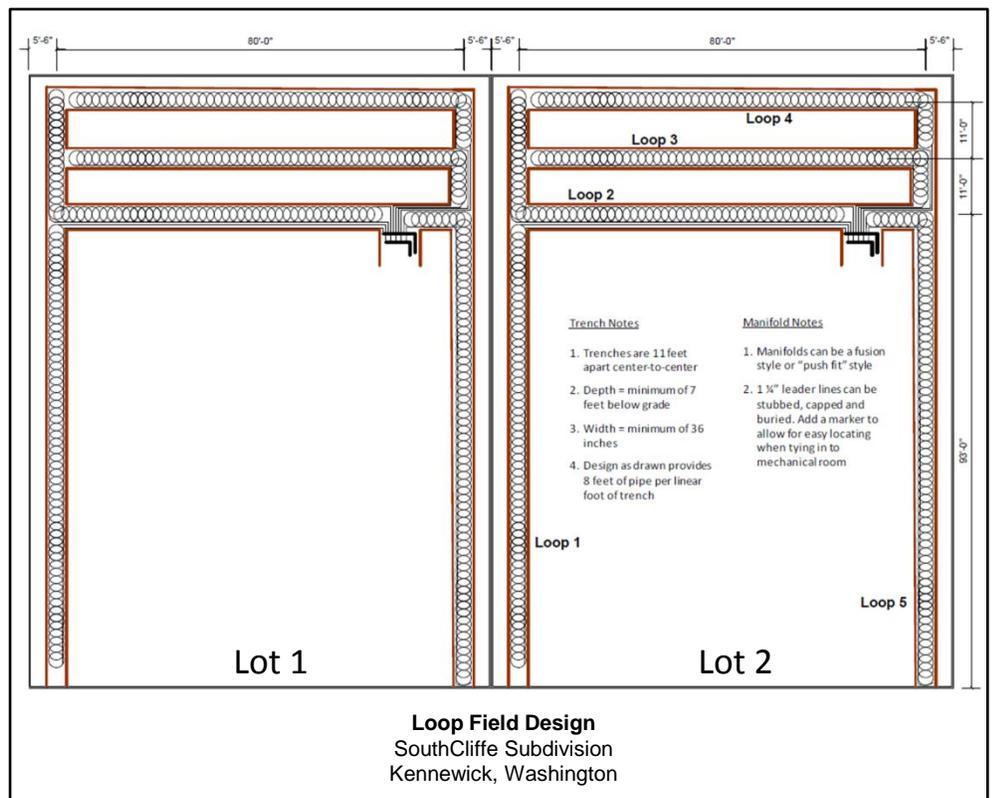
Each lot in the development will have a pre-installed loop field complete and ready to be connected in the mechanical room of the house. The loop field will be within the boundary of each lot so that there are no issues with ownership. Each loop field will have five trenches of approximately 100' in length utilizing a slinky loop that is 48" wide with a 24" pitch. This loop field design provides five tons of capacity.

Since the home size and heat loss/gain was not known before installing the ground loop, the decision was made to make each loop field be five tons. When the lot is sold and a house plan is chosen, ThermLink then completes a Manual J calculation to ensure that the loop field is adequate for the house.

ThermLink & ClimateMaster Partnership

A strong partnership has combined the industry-leading products, knowledge, and experience of ClimateMaster with the design and marketing capabilities of ThermLink.

This partnership has brought the missing pieces to the SouthCliffe team allowing the development to become a reality by minimizing the risk of poor design or installation while reducing the costs through exclusive pricing.



Installation

Due to the scope of the project there will be over ten homebuilders and five HVAC contractors. The HVAC contractors were specifically chosen because of their knowledge of geothermal and, to ensure quality installations, ThermLink coordinated installer training utilizing a corporate trainer from ClimateMaster.

Each HVAC contractor will send the house plans to ThermLink to have the Manual J completed and to receive an equipment quote. Once the house is under construction ThermLink will ship the product package and provide technical assistance as needed during installation.

“We had a great groundbreaking yesterday! All the local TV stations and about 75 people – very well received. Thank you for all the help!”

Terri Hash

SouthCliffe Development Lead

Marketing & Sales

The SouthCliffe developers wanted to make geothermal the centerpiece of their marketing and sales effort and they knew that the success of the project depended on how well this was done. Since they had limited experience marketing geothermal they turned to ThermLink for help. ThermLink created a summary of benefits, a ROI calculation for a representative house in SouthCliffe, and an estimate of the increase in value because of geothermal.

Media Coverage

Once the geothermal plan was in place the SouthCliffe developers held a groundbreaking ceremony which was very successful. Coverage of the event included the local newspaper and television stations. The Tri-City Herald made SouthCliffe geothermal the front page article on August 2nd, 2013.

This coverage boosted the awareness of SouthCliffe and geothermal significantly and the developers were immediately fielding numerous inquiries from interested parties including an overseas company that may locate a US headquarters near the development.



Realtor and Appraiser Training

ThermLink and ClimateMaster provided a comprehensive training session for over 60 realtors, appraisers, and lenders that are involved with SouthCliffe. Since many of them were unfamiliar with geothermal the feedback was very positive once they understood the benefits. Most realtors are making geothermal the centerpiece of their marketing.