



choosing  
the right  
**heat  
pump**





**Heat pumps are just the tip of the iceberg** when it comes to energy-efficient products consumers can install in their homes. LED bulbs can reduce lighting costs by up to 75 percent and Energy Star-certified appliances **reduce energy use without sacrificing performance.**

While these products do a lot to conserve energy, **the wave of the future is no doubt in smart home technology.** By using a smart phone or voice assistant, homeowners can control their thermostat based on days of the week and times of the day, turn their lights on and off with the touch of a button or a simple command, and even put their water heater on an energy-saving mode when they're on vacation. By using these **energy-saving products and services,** homeowners can save a significant amount in their home energy costs.

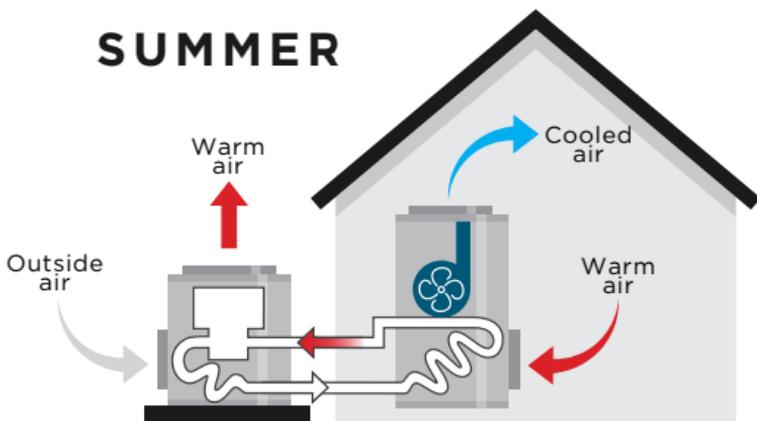
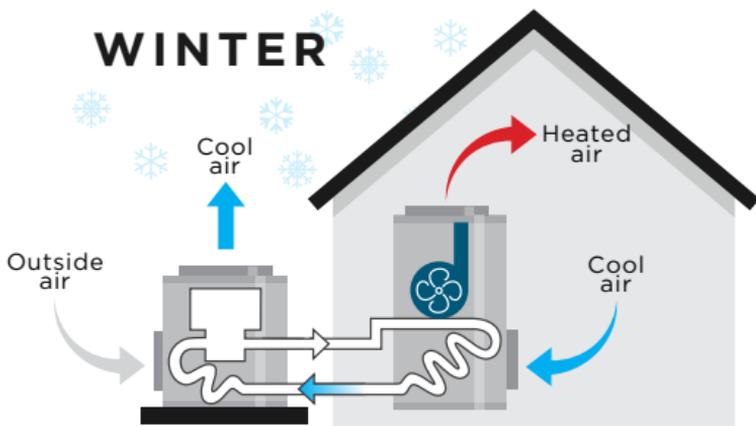
For more information about ways to **increase electric efficiency** in your home, contact your **local electric cooperative.**



# air-source HEAT PUMP

*Energy-efficient, cost-effective,  
and reliable year-round*

- **Pulls heat** indoors from the outdoor air in the winter and from indoor air in the summer
- When properly installed, requires **little maintenance** and delivers 1.5-3.5 times the energy it uses
- **Easy to convert** from propane or oil system
- More **efficient** than gas
- **Dehumidify better** than standard central air conditioners, resulting in **less energy usage** and more cooling in summer months

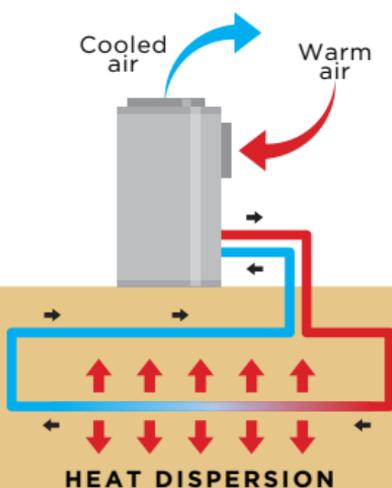


# ground-source HEAT PUMP

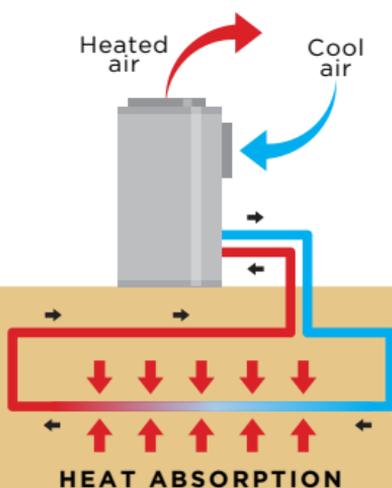
*New home construction*

- **One system** for heating, cooling, and water heating
- Uses the abundant, **natural energy** the earth stores beneath us
- **Highest efficiency**, documenting heating efficiencies of up to **500%**, meaning homeowners get \$5 of heating for every dollar they spend
- Excess heat energy can be routed to the water heater, **saving** homeowners **two-thirds** of their water heating costs year-round
- Higher installation costs than standard forced-air furnace and central air conditioner, but **shorter payback periods** because of increased operating efficiency

## SUMMER



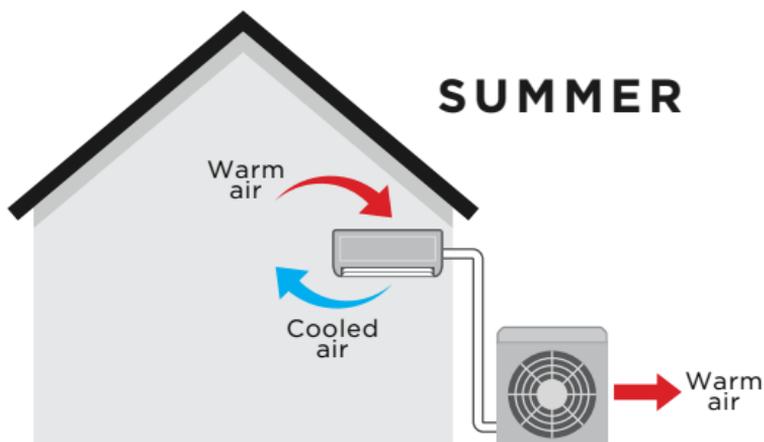
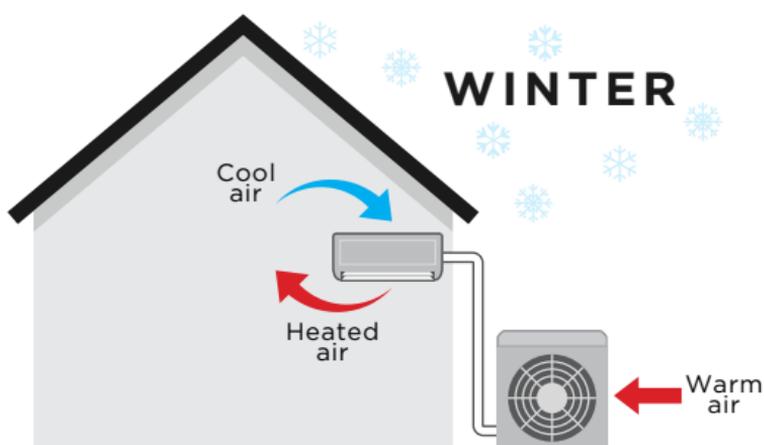
## WINTER



# mini-split/ductless HEAT PUMP

*Ideal for home renovation*

- Like an air-source heat pump, but **smaller**
- **Ductless**, so works on houses that don't have duct work
- **Cost effective** and **easy to install**
- Only runs when and as hard as it needs to, thus is **extremely energy efficient**
- Scalable so one outdoor compressor can **run multiple units** inside
- Ideal for those who want **air conditioning** in homes that don't currently have it





Touchstone Energy<sup>®</sup>  
Cooperatives

*The power of human connections<sup>®</sup>*



**LAKE REGION**

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