

## Educational Copywriting

Client: Gregory Drilling  
(through New Tech Web)

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# Geothermal Heating and Cooling Basics

## Take Advantage of Planet-Friendly Geothermal Heating and Cooling

Geothermal technology uses the natural temperature of the earth to heat and cool homes or commercial buildings. And you're already familiar with how it works.

### Dissipation Means Heat "Moves"

Ever notice how warm the air is in your bathroom after you take a shower? That's because heat dissipates.

In other words, if one item is warmer than another, the heat "moves" to the cooler item to even out the temperature.

Since your shower water is warmer than the air around it, the heat naturally "moves" from the warmer water to the cooler air, evening out the temperature of both.

### Using the Ground's Warmth to Heat Your Home or Building

Think of the shower example again: heat moves from the warmer water to the cooler air. Geothermal heating works the same way.

For example, imagine it's winter and your house doesn't have a heating system. The air in your home will be cool to cold, depending on where you live.

At the same time, the temperature of the ground around your house will be warmer in comparison at various depths, again, depending on where you live.

Of course, you're not going to heat your home by moving the warmer dirt from your yard into your cooler house. Instead, you can have a geothermal heating system installed.

### How Geothermal Heating Uses Natural Heat Dissipation

Geothermal heating systems have a series of underground pipes filled with liquid. The liquid acts as a go-between, moving the heat from the ground to your home or building.

Let's return to our example of heating your home in the winter:

1. The liquid moves through the underground pipes
2. The liquid gets warmed up by the heat in the ground
3. The warm liquid moves through the pipes into your home
4. A geothermal unit compresses the liquid's warmth to a higher temperature
5. The geothermal unit sends the heat to your home through air circulation

### How Geothermal Cooling Uses Natural Heat Dissipation

When it comes to cooling your home or building in the summer, the process is simply reversed. Think of how a refrigerator works:

1. Warmth in the fridge "moves" into liquid in circulating pipes
2. The liquid flows outside the fridge through the pipes

3. The warmth in the liquid dissipates outside the fridge
4. The room ends up warmer; the fridge ends up cooler

Let's use your home in the summer as another example:

1. The warmth in the air in your house "moves" into the geothermal heating system liquid
2. The liquid flows outside your house through the system's pipes
3. The warmth in the liquid dissipates into the relatively cool ground
4. The ground ends up warmer; your house ends up cooler

### **Natural, Efficient, and Endorsed**

Geothermal heating and cooling uses the natural process of heat dissipation as a planet-friendly heating and cooling solution.

At the same time, geothermal heating and cooling is highly efficient. A geothermal system costs less to operate than a natural gas or oil heating system, even in the winter. With savings of up to 60% compared to conventional systems, the initial cost of a geothermal system can be quickly regained.

Geothermal technology is also endorsed by the Department of Energy and the Environmental Protection Agency (EPA).

### **Special Licensing Requirements for Geothermal Drillers and Installers**

When getting a geothermal heating and cooling system installed for your home or building, be aware that special licensing is required for geothermal drilling and installation.

The Gregory Drilling Team is both experienced and specially licensed when it comes to drilling and installing geothermal heating and cooling systems. [Contact us today](#) to take advantage of our expertise and your own geothermal system.