

The Most Experienced and  
Respected Name in Geothermal.

**GEO**SMART  
ENERGY



The Smartest Way to  
Heat and Cool Your Home.

G E O T H E R M A L H E A T I N G & C O O L I N G

At GeoSmart Energy, we lead by example. As one of the largest non-manufacturing based distributors of geothermal only products in North America, we're constantly pushing the envelope when it comes to exceeding industry standards for service, products and training excellence.

That's because we care about delivering the best possible geothermal experience to our dealers and customers across Canada and the United States.

Our products are customer-friendly and leading-edge. Our best practice approach to service, installation and maintenance is second to none. And our GeoSmart Energy Academy is considered an industry best for geothermal training and education.

## About GeoSmart Energy Inc.

GeoSmart Energy draws on the passion, knowledge and experience of a seasoned team of geothermal experts that together offer more than 200 combined years of experience working in all aspects of the geothermal industry from manufacturing and distribution to training and installation.

Established in 2005 by Chad Brezynskie and the Marco family, GeoSmart Energy has catapulted to the top of the Canadian geothermal market in just a few short years. We have done so by combining innovative and people-friendly practices with

premium, cost-effective, energy efficient and environmentally friendly geothermal heating and cooling solutions for home and business.

The company's formula for success is deeply rooted in our belief that we're not just selling a geothermal product, but rather a 'system' that is supported by a customer-first mentality, a comprehensive education and training program, a savvy and knowledgeable network of dealers, and a highly trained team of installers.



### Mission

To be the leading geothermal heat pump brand in the HVAC market

### Core Values

Customer-first mentality  
Unquestionable integrity  
Respect  
Excellence in all aspects of business

# THE GEOSMART ADVANTAGE

At GeoSmart, our philosophy is simple. Channel over two centuries of combined geothermal experience into the design of geothermal systems that condition a home or business on the most extreme days of the year. Customers seeking energy-efficient alternatives for heating and cooling their homes and businesses want clean, simple, no-hassle solutions that not only work, but also 'perform'. GeoSmart is synonymous with performance and provides consumers with a way to save money and enjoy worry-free reliable comfort.

We know from experience that system design and sizing coupled with effective training and quality products equals unrivaled customer and contractor satisfaction. There is no smarter way to build, sell and install geothermal systems than the GeoSmart Energy way.

## Our Products

Our geothermal product line offers everything from top-of-the-line green geothermal pipe and intelligent thermostats to environmentally friendly forced air and hydronic heating and cooling systems and hot water tanks. Our systems are available in a number of models, configurations and sizes to meet every home or business need.

The GeoSmart Energy system uses the Earth's natural thermal properties in conjunction with electricity to provide whole home/office space conditioning with unprecedented efficiency. Unlike many of today's conventional heating and cooling systems, geothermal distributes air conditioning evenly throughout the entire home or office during the summer months, while applying the same principle to provide ultimate heating comfort during the winter months.

We excel at product innovation by constantly exploring opportunities to further improve existing geothermal technology. We want our products to be the best they can be for the dealers who sell them, the contractors who install them and for the customers who invest in them. That means paying special attention to details like making sure controls are easy to use, and that the pipe used in our ground loop systems are exceedingly durable.

GeoSmart Energy draws on the passion, knowledge and experience of a seasoned team of geothermal experts.



GeoSmart Energy establishes another geothermal industry first by introducing "green" pipe manufactured with PE 100 virgin high density polyethylene materials – the world's highest performance rated resins.

We passionately believe that a customer's investment in a GeoSmart Energy geothermal heating and cooling system should be worry-free from the point-of-purchase to installation through to year-round operation and service. Every product that carries the GeoSmart Energy brand is a guarantee of the highest of standards in quality and workmanship. Every Geothermal Specialist who sells a GeoSmart Energy product has been educated to be as knowledgeable about the products as we are. And every installer contracted to install a GeoSmart Energy system has been trained to install it the right way so that it leads to years of maximum comfort and maintenance-free enjoyment.



## Our Dealers

GeoSmart Energy's network of Geothermal Specialists throughout Canada and the United States share one thing in common. A commitment to exceptional customer service.

The GeoSmart Energy experience starts from the moment a customer walks into a dealer's showroom. That's why every dealer and contractor who sells and installs GeoSmart Energy products receives intensive training through the GeoSmart Energy Academy. Led by some of Canada's most experienced geothermal instructors, the Academy teaches them everything there is to know about our products from helping customers

to select the right system to how to install them properly. We believe this in-depth knowledge leads to improved processes, well-installed systems and ultimately, to satisfied dealers and customers.

As valued partners, our Geothermal Specialists can reach the GeoSmart Energy team 24 hours a day, seven days a week, because we know that excellent customer service doesn't have a schedule. We're here to do everything possible to help them succeed.



## The GeoSmart Energy Academy

When it comes to excelling at customer service, nowhere is there a better foundation for achieving success than through the GeoSmart Energy Academy. Courses offered through this state-of-the-art training facility welcome over 500 North American geothermal dealers, contractors and customers each year.

Boasting some of the country's leading Geothermal Specialists, the GeoSmart Energy Academy offers practical training in geothermal system design, installation and service and is a large purveyor of the Canadian GeoExchange Coalition's National Training Program.

Our goal is to provide attendees with a quick return on investment through increased sales, profitability and customer satisfaction. We provide everything dealers and contractors need to get started in the industry or take their business to the next level. And we embrace the attendance of customers who simply wish to learn more about geothermal as a viable energy alternative.

As lead instructor, Stan Marco has elevated geothermal training in North America to unprecedented levels. The course content he and other instructors deliver through the Academy is so thorough and leading edge, it has become a recognized standard within the geothermal industry.

## Our Facilities

Located in Cambridge, Ontario, Canada, GeoSmart Energy's National Head Office, warehouse and training facility are housed in one of the largest geothermal distribution facilities in North America. With eighty-three percent of the almost 40,000 square foot complex dedicated as warehouse space for GeoSmart Energy products, we are able to consistently uphold our customer-first mentality by rapidly responding to orders for our products.

Homeowners and business owners can be confident that when they choose to install a geothermal heating and cooling system or hot water tank from GeoSmart Energy, they're investing in the most cost-effective, energy efficient and environmentally friendly geothermal technology available on the market today.



For more information about **GeoSmart Energy Geothermal Systems**, please visit our website at [www.geosmartenergy.com](http://www.geosmartenergy.com)

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