

Green Irene Guide to Return on Investment (ROI)

What Green Home Improvements You Should Do First



When you look at all the green things you can do, how do you prioritize what should be done first? Sometimes you may have preferences (I really want to save water since I live in California and there is a drought emergency) or maybe you have something you do not want to change (I have a huge Bay window that I do not want to cover or replace). Many people want to know what will earn them back the most on their investment.

This guide is all about showing what your return on investment will be in each year. These changes will continue to give you the savings year after year. We have calculated what percent of your investment you get back in the first year (ROI). If you buy a LED Nightlight for \$5, and save \$11 in the first year, your first year ROI is 220%. Any ROI over 100% means that you make all your money back within the first year, which most of us will agree is a excellent return, especially when you consider the environmental and health benefits.

This guide divides options into different price ranges and sorts them based on their ROI.

Free (ROI is “infinite” since there is no cost)

(Your local Eco Consultant will point out many “free” ideas as part of the \$99 Green Home Makeover service)

Product/Action	Spend Now	Annual ROI
Turn down water heater temperature	\$0	∞
Lease solar panels (with no down payment at cost less than monthly electric bill)	\$0	∞
Change the power settings on your computer	\$0	∞



Reusable sponge cloths—each single sheet replaces 17 rolls of paper towels

Invest Under \$100

Product/Action	Spend Now	SAVE each year	Annual ROI
* Reusable Sponge Cloths	\$4.50	\$51	1,133%
* LED Night Light	\$5	\$11	220%
* Rechargeable Battery Kit ¹	\$69	\$135	195%
Hot Water Heater Blanket	\$30	\$36	120%
* Energy-Saving Smart Power Strip	\$50	\$50	100%



Smart power strip to zap phantom power

* These products are available from your local Green Irene Eco-Consultant.

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Invest \$101–\$500

Product/Action	Spend Now	SAVE each year	Annual ROI
* Water Conservation Kit	\$133	\$1172	881%
Programmable Thermostat	\$110	\$125	114%
* Soda Maker ^{II}	\$237	\$260	110%
* Premium CFL Whole House Lighting Replacement	\$450	\$460	102%
Seal Duct Leaks	\$470	\$320	68%
Install a Ceiling Fan	\$320	\$65	20%
Rain Water Collection	\$135	\$20	15%

Invest Over \$500 ^{III}

Product/Action	Spend Now	SAVE each year	Annual ROI
Air Seal Attic	\$600	\$300	50%
Insulated Basement Walls	\$700	\$150	21%
Heat Pumps	\$1,100	\$180	16%
Reflective Roofs	\$2100	\$325	15.5%
Replace Furnace	\$2,000	\$200	10%
Geo-thermal	\$30,000	\$3,000	10%

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I Assumes that each of the 18 batteries is reused 15 times in a year.

II Assumes that a family drinks 5L of soda water per week and 1L of soda costs \$1.

III These calculations will vary greatly depending on the climate your house is in. Heating changes will save more in colder climates and less in warmer climates. These are loosely based on a Washington DC climate.



CFL bulbs in every shape

Go Green Save Green



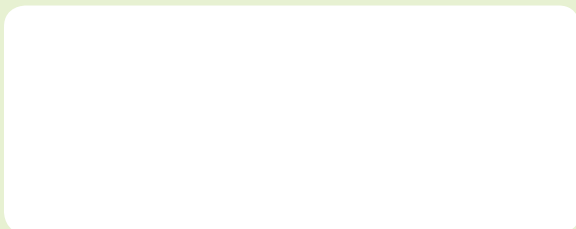
New generation rechargeable batteries

About Green Irene

Green Irene will lead your co-workers and family to a healthier, safer and more sustainable lifestyle and save you money, energy, and water with our consulting services and green home and green office products.

• **Green Home Makeovers** • **Green Office Makeovers** • **GO GREEN Workshops** • **“Ask Green Irene” Research Services**

Your Local Green Irene Eco-Consultant



Green Irene eco-consulting services and Green Irene-recommended green office products are provided by independent authorized Green Irene Eco-Consultants

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