

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% |

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

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**

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