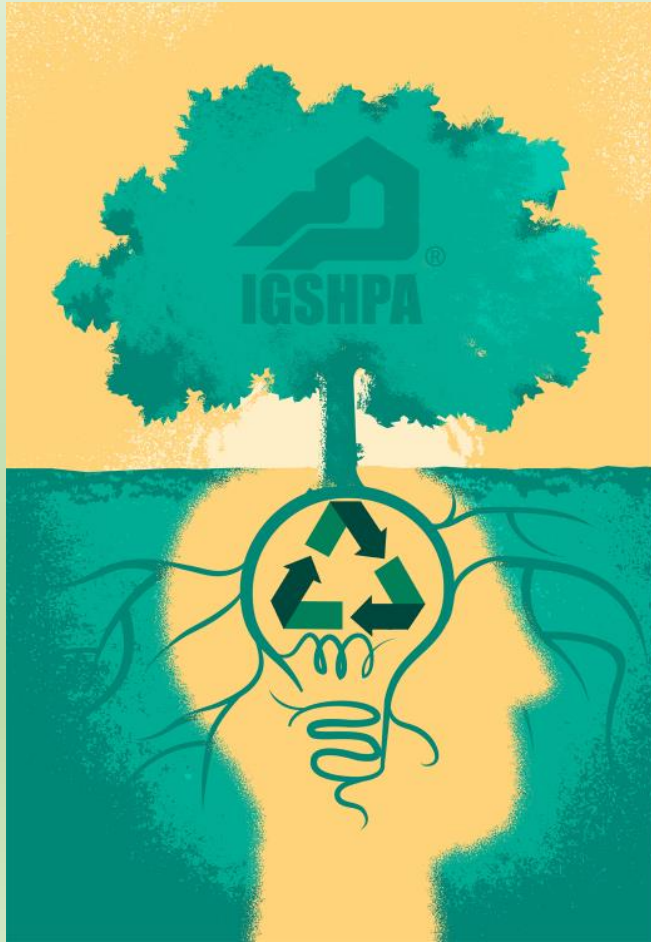


Selling the C-Suite

Zachary Fink

ZBF Geothermal Consulting



Geothermal: The Genius Renewable

Live at Groundwater
Week in partnership
with NGWA

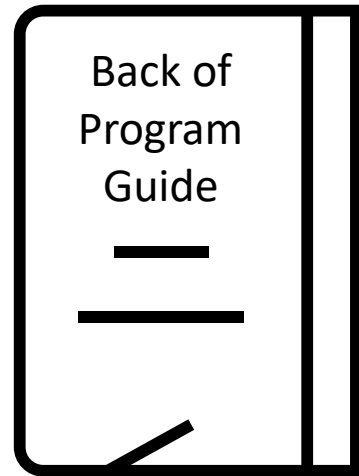


Las Vegas, NV

December 5-7, 2023

CEUs for this workshop

Be sure to scan the QR for Tuesday, Wednesday, and Thursday workshops to get points towards your IGSHPA certification CEUs



Important Places to Check Out!

2023 Conference Survey

We would like to get your feedback on future conferences. Please use the QR code to the right (for your laptop/desktop, go to <https://igshpa.org/2022conferencesurvey>) to complete a survey to let us know your preferences and suggestions. *Thank you for helping us build the Groundwork for Sustainability!!*



Get CEUs for Your Certification Renewals

Tuesday's Sessions

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Wednesday's Sessions

Scan the QR code to the right. For your laptop/desktop, go to: <https://igshpa.org/2023-conference-CEUs-WE>



Thursday's Sessions

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 **2023 Conference & Expo**
Las Vegas, Nevada



Identifying Client Goals

- What is driving the project (aging infrastructure, decarbonization efforts, demand reduction efforts, ROI)
 - Importance of first cost versus operational cost
 - What level of knowledge does the client have related to its electrification options?
 - What ESG commitments are important to investors?
 - Is there desire to be seen as a market leader

Aspects of a Successful Project (Financial)

- Does the project make financial sense in relationship to the client's goals
- Availability of incentives
- Availability of utility rebates
- Operational cost savings align with capex costs
- Financial penalties for use of fossil fuels

Identifying the aspects of a successful project (Opportunities)

- The project aligns with the client's goals
 - ESG Reporting and Investor Interests
 - PR wins and opportunity to be seen as a leader in energy transition
 - Marketability for tenants, students, investors

Identifying the aspects of a successful project (Construability)

- Impact on design/construction schedule
- Integrating new works with the CM/GC
- Availability of subcontractors and long lead equipment
- System resilience and redundancy

Identifying the aspects of a successful project (Operation and Maintenance)

- Can the existing workforce maintain the system?
- How complex of a system is designed to in relation to the client's typical projects?
- Does the system require more access to controlled access spaces to maintain (in apartment heat pumps, in tenant units, etc)
- Has an attic stock program been developed?
- Is there a control system to allow for remote access and diagnostics

Identifying the aspects of a successful project (Addressing Additional Risk)

- First of its kind and ability to obtain financing
- Subject matter experts
- Workforce availability and sophistication

Project Champion

- Understanding project drivers
- Visibility of available incentives
- Addressing client risk throughout project development
- Under promise, over deliver

Questions?

Annual Conference, December 5 - 7, 2023 – Las Vegas, NV

