

It's Not Too Late

Have your furnace, air conditioner, or heat pump serviced for year-round savings and comfort. Our highly-trained service technicians will tune your system for peak efficiency, and inspect it for potential problems, so you can stay comfortable, and save money, all year long.

**\$10 Off
Precision Tune-up**



May not be combined with any other offer. Expires 3/31/11.

Ask how you can receive up to \$1,500 in tax credits!

Refer A Friend

Our best advertising comes from word of mouth referrals from happy customers. For 25 years, we have built our business on these referrals. Our owner, Don Millard, loves to hear stories from our team when we put in new comfort systems for the children of people he installed systems for over the past two decades. Thanks to your loyalty, we have grown into one of the largest independent residential heating and cooling companies in the state.

We welcome referrals from you. As a token of our appreciation, we will send you a **\$100 gift certificate for dinner at any Anthony's Restaurant** when anyone you refer buys a new comfort system from us. Just be sure to have them let us know you sent them. We'll treat them right, and we'll treat you to dinner!



50% Recycled paper, 30% Post-consumer waste, using soy based inks

10733 47th Place W.
Mukilteo, WA 98275



HOT Stuff

Your Local Energy Services Newsletter courtesy of Bel-Red Energy Solutions

New Tools and Techniques: Improving Comfort, Safety, Health and Energy Savings

We all know that technology is changing at a rapid pace. Just look at computers, medicine, home electronics, communications and the changes they go through. The cell phones of just a few years ago today are multipurpose devices that allow us to keep up with email, contacts, calendars, the internet, and even video chat anywhere in the world!

Due to advances in building science, the home is now being viewed as a "system" where each component is influenced by others. For example, the benefits of properly sizing and installing a heating system (where we have excelled for years), can be negated by construction flaws that allow air to enter your home through crawl spaces or

attics, by breaks in your home's thermal barrier or insulation, or even by seemingly small leaks in your existing duct system.

As a result of these advances, Bel Red recently adopted new air infiltration testing, duct testing and thermal imaging technologies. We spent tens of thousands of dollars on equipment, tools and training, becoming one of the first Heating and Air Conditioning companies in Western Washington with the ability to assist you to further improve your health, safety and comfort in your home while saving energy.

We are excited by the potential these tools and techniques offer to you, our customers. Using scientific methods, we can now

SPRING 2011



Highly Trained and Certified

Page 2



Utility Rebates

Page 2



ENVI Home Energy Monitor

Page 3

identify and quantify problems with your home's duct system, insulation and construction that can significantly affect your comfort, health and energy use. Problems we weren't even aware of before can now be identified, and solutions proposed.

Bel Red now offers Home Energy and Safety Assessments, duct testing, and home performance contracting services such as insulation, and attic and crawlspace renovation, to ensure your home "system" provides you with a safe, healthy, comfortable and efficient environment! And rest assured that as future changes occur, we will continue to bring them to you.



(800) 352-1818
www.belred.com

PRSRRT STD
US POSTAGE
PAID
Seattle, WA
PERMIT NO. 6921

Knowledge is Power: Save Money, Be Comfortable, Live Better

It's more important than ever to protect your home, budget, and family. Yet independent research shows that over 90% of homes have hidden problems, causing:

- High utility or repair bills
- Hot or cold rooms
- Excessive dust
- Dirt lines at carpet edges
- Dry or humid air
- Lingering odors

A Home Energy and Safety Assessment from Bel Red Energy Solutions takes the guesswork out of solving these problems in your home. Our certified staff will inspect and scientifically test your home. We will provide you with the facts about what is causing these problems, and identify permanent solutions to make your indoor living environment clean, safe, and comfortable, with the lowest possible utility bills.

System Replacement

If you have, or are planning to replace your heating or cooling system, you want to get what you paid for. But according to the US Department of Energy, "The typical duct system loses 25% to 40% of the energy put out by the furnace, heat pump or air conditioner." Utility studies have also found as many as 2/3 of all heating and cooling systems are mis-sized.

Don't rely on a guess when it comes to your comfort and energy efficiency. Bel Red's Home Energy and Safety Assessment helps ensure that you will get what you paid for from your new system.

Three-stage Assessment Process:

1. Test & Identify: Our highly trained and certified staff performs thorough and objective testing and assessments of your whole home. This process takes a complete look at the key components of your home and identifies areas where safety, health, energy efficiency and comfort can be improved.

2. Prioritize: We prioritize home energy improvements for you, outlining benefits and estimated costs. You'll know what steps to take first and what's most important to improve your home's energy efficiency, health and safety.

3. Educate: You receive objective, unbiased results and recommendations in a thorough report that we review with you in person. We clearly explain what issues exist and how to best solve them. We take the time to answer your questions and address any concerns you may have.

Call Bel Red today for more information on this valuable service, and to schedule your Home Energy and Safety Assessment.

Highly Trained and Certified

Bel Red Energy Solutions always invests in the training of our staff to ensure that we provide you with the expert service you expect. In addition to our typical technical training, we recently invested tens of thousands of dollars and hundred of hours to acquire the knowledge and skills required to provide high quality testing and analysis of your home through Energy Audits.

Bel Red is a member of Comfort Institute, an international indoor comfort research, training, and consumer protection organization dedicated to helping homeowners achieve a safe, healthy, clean, comfortable and affordable indoor living environment. Comfort Institute has trained and certified all of our staff who will be conducting audits in your home.



Russ Hall
BPI & CI Certified Analyst
NATE Certified Technician

We have taken the further step of having staff certified by the Building Performance Institute (BPI), a leading developer of technical standards for home performance and weatherization retrofit work recognized across North America. Bel Red is in the process of seeking Company Accreditation by BPI, just one more way we're demonstrating our commitment to excellence.



Utility Rebates Help You Conserve and Save

Local utility companies know that the best way to meet long-term energy needs in the region is to save as much energy as they can. That is why all local utility companies provide rebates on energy saving measures in your home, including installation of high-efficiency space and water heating systems, and weatherization services, including home insulation, duct sealing, and more.

Bel-Red is a registered heating and weatherization contractor for PSE, PUD and other utilities and can help you receive hundreds or thousands of dollars in rebates when we provide these services for you. Examples of some rebates for qualified installations include:

- \$200 to \$1,200 for heat pumps
- \$800 for ductless heat pumps
- \$100 for high efficiency furnaces
- \$1,500 to \$2,000 for geothermal heat pumps
- \$200 to \$1,800 for crawl space insulation
- \$200 to \$1,200 for attic insulation
- \$400 for duct sealing and insulating

Rebates vary by utility provider, and there are strict requirements for eligibility. Contact Bel Red today to learn more about these programs, and to see how much you can save on these improvements and on your monthly energy bill!

The GREEN Scene

Bel-Red is committed to doing our part to help conserve and protect the environment. In addition to the steps we are taking through our product lines, vehicle fleet management, and recycling programs, our newsletter will feature information on notable products and services, along with some simple things that we can all do that can make a difference in our homes, our neighborhoods, and in the world.

New Products

ENVI Home Energy Monitor

The Current Cost ENVI helps users to understand their energy usage and more importantly where they are wasting energy. Empowering individuals with real time information, the ENVI can influence changes in energy awareness and habits, reducing energy bills. With the ENVI, you can:

- See real time energy usage
- View whole of house usage
- Monitor individual appliances (IAM plug required)
- Identify those energy hungry appliances
- Change your energy habits and save money
- Cut your carbon emissions and contribute to a more sustainable future



The ENVI connects to your PC through a USB cable or Ethernet bridge, and with the Current Cost software, or Google Power Meter, you can track changes, and analyze and compare energy consumption, and even access your information online from anywhere you have an internet connection.

By turning loads on and off, or unplugging specific appliances, you can track how it changes your energy consumption, and make informed decisions about how you use power. You can finally see just

how much power leaving your computer on, or leaving power strips with home theatre equipment plugged in, actually uses. In the case of the EVNI, knowledge let's you save power.

Let Bel Red install the ENVI at your electric panel, and empower you to save wasted energy in your home. Call today for more information, or to schedule your installation.



Find us on Facebook for helpful information and internet only discounts

Quick Tips

Everyone wants to save money. Here are a few simple things you can do to save money and and the earth.

Start at Home

Most of the 25 tons of CO2 emissions each American is responsible for each year come from their home. Here are some easy ways to get that number down in a hurry without rebuilding. Adjust the thermostat a couple of degrees higher in the summer and lower in the winter. Caulk and weather strip all your doors and windows. Insulate your walls and ceilings. Use the dishwasher only when it's full. Install low-flow showerheads. Wash your clothes in warm or cold water instead of hot. Turn down the thermostat on the water heater. At the end of the year, don't be surprised if your house feels lighter. It just lost 4,000 lbs. of carbon dioxide.

Buy Energy Star

You wouldn't buy a car without knowing its gas mileage. Why not do the same when choosing energy-efficient oven, dishwasher, or furnace? Energy Star, a rating system by the Environmental Protection Agency, will help you find them. Approved products can be pricier, but they cost less to power. By using Energy Star appliances at home, consumers can reduce their utility bill as much as 30%

Shut off Your Computer

A screen saver is not an energy saver. According to the U.S. Department of Energy, 75% of all the electricity consumed in the home is standby power used to keep electronics running when those TVs, DVRs, computers, monitors and stereos are "off." The average desktop computer, not including the monitor, consumes from 60 to 250 watts a day. Compared with a machine left on 24/7, a computer that is in use four hours a day and turned off the rest of the time would save you about \$70 a year. The carbon impact would be even greater. Shutting it off would reduce the machine's CO2 emissions 83%, to just 63 kg a year.

Adapted from Time Magazine, "The Global Warming Survival Guide"