

# 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 4/30/09.

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

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

## Refer A Friend

Our best advertising comes from word of mouth referrals from happy customers. Over the past 23 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



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

## Bel Red Goes Underground with Geothermal Heat Pumps

Geothermal heat pumps are the most efficient way to heat and cool your home, and they can even provide savings on water heating! Compared to installing a furnace or air-source heat pump, they reduce greenhouse gas emissions and US dependence on foreign oil and gas. As part of our commitment to providing the most energy efficient solutions to our customers, Bel Red is proud to offer Geothermal Heat Pumps from Florida Heat Pump (FHP) – part of the BOSCH Group.

Geothermal heat pumps use constant ground temperatures to heat and cool your home. While we may experience seasonal air-temperature extremes in the winter and summer, a few feet below the surface the

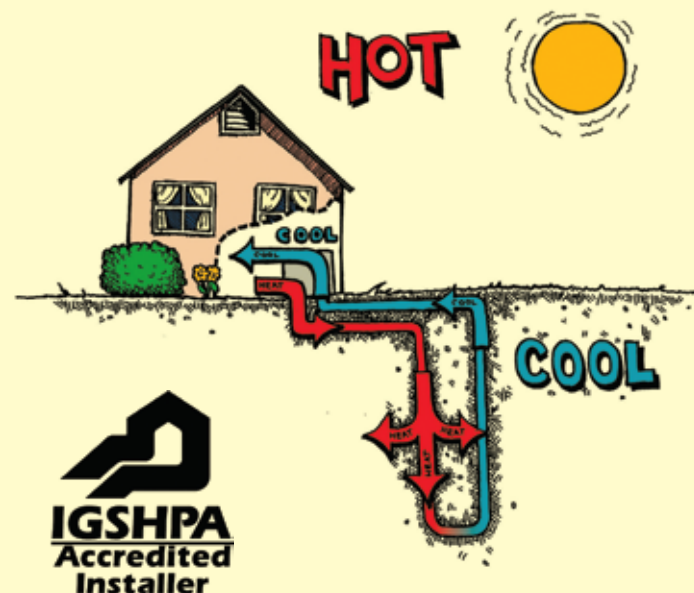
ground remains at a relatively stable temperature. This ground temperature is warmer than the air above it during the winter and cooler than the air in the summer. This is the key to geothermal efficiencies.

In the summer, these systems use the cool temperature below ground to air condition your home. In the winter, they extract warmth from the ground to heat your home. This allows them to reach incredible efficiencies of over 300% on even the coldest of winter nights, running on only a small amount of electricity.

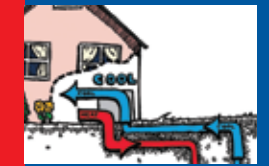
A leader in Geothermal Heat Pumps, FHP has been in business for almost 40 years.

Their AP Series heat pumps are rated as the most efficient on the market today, and feature state-of-the-art technology providing up to a 70% reduction in your utility bills.

All geothermal systems use a ground heat exchanger or "loop" buried beneath the earth in trenches or in wells. This loop is one of the keys to proper operation and efficiency of the geothermal system. Bel Red's staff is certified by



SPRING 2010



Geothermal Heat Pumps  
Page 1



Electric Heat Upgrades  
Page 2



Bel Red on Facebook  
Page 3

the International Ground Source Heat Pump Association (IGSHPA) to size and install these ground loops and geothermal systems. We work with the best excavating and drilling companies to ensure the job is done right, and that your loop will be problem-free.

While the installed price of a geothermal system can be several times that of an air-source system, the additional costs can be returned to you in energy savings in as little as 5–10 years. Coupled with current tax credits of 30% (with no cap), and utility rebate programs, there has never been a better time to invest in a geothermal heat pump.

*For more information on Geothermal Heat Pumps, contact Bel Red today for a no-obligation in-home consultation.*



**(800) 352-1818**  
www.belred.com

**Save \$1,500 or More with Energy Tax Credits**

# Local Utilities and the Government Help to Upgrade Your Electric Heat

Local utility companies and the Federal Government are offering up to \$2,700 in rebates and tax credits to help you upgrade your electric heating system to a new, high-efficiency ductless heat pump system.

These systems can save you up to 50% on your heating bills, provide you with efficient heating and air conditioning, are professionally installed (usually in one-day) without any expensive duct work, and are affordable with utility rebates, tax credits and no-interest financing available.

## What is a Ductless Heat Pump System?

A Ductless Heat Pump is a highly efficient heating and cooling system. It is easily installed as a new primary heat source for electrically heated homes. These systems heat and cool homes at a fraction of the cost of baseboards and wall heaters. Ductless Heat Pumps are much safer, quieter and heat rooms evenly (no more hot or cool spots!).

## More Comfortable.

Ductless systems provide even heating and cooling, and have an ultra-quiet fan that circulates air evenly throughout living areas, eliminating hot and cold spots.

## More Flexible.

In addition to lowering your heating bill, and providing air conditioning, adding a Ductless System increases the flexibility of your home's heating system. You can install a Ductless System in your main living area and keep your existing heating system in place to ensure your bedrooms and bathrooms remain at the desired temperature even on the coldest days.

We're so confident that these systems can save you money that we guarantee your savings for the first year, so you have nothing to lose! Bel Red Energy Solutions will provide you with a written estimate of your projected energy savings with the new ductless system vs. your existing system at the time of our initial consultation. If your first year savings are less than we projected, we'll pay you the difference. Simply provide us with copies of your current and prior year's utility bills and the initial energy projection we provided to you, and we'll send you a refund for the 1st year's difference.

Call today to schedule a no-obligation consultation and see how we can provide guaranteed savings on your utility bills, while making your home more comfortable in the winter and summer.



Heating Fuel Type	Annual Heating Cost*
Fuel Oil	\$1,704
Propane	\$2,502
Wood	\$867
Resistance Electric Heat	\$984
Pellets (wood)	\$771
<b>Ductless Heat Pump system</b>	<b>\$328</b>

\*Cost estimates based on average insulated home. Fuel price estimates as of 2/2009

## Bel Red's Owner to Represent Pacific Northwest on National Board



Don Millard, owner and founder of Bel-Red Energy Solutions, has been elected by his peers to serve a 3-year term, representing the Pacific Northwest on the Board of Directors for the Air Conditioning Contractors of

America (ACCA). Setting many of the standards for the industry, ACCA is comprised of over 4,000 of the nation's top heating and air conditioning contractors, working together to improve the industry, promote good practices, and keep homes and buildings safe, clean and comfortable.

Don has been committed to improving the HVAC industry for years. A member of the Bellingham Technical College HVAC Advisory Board for the past 9 years, and the North Seattle Community College VocTech Advisory Board for the past 3 years, Don understands that the availability of a highly skilled workforce is one of the biggest threats facing our industry, and has worked hard to help solve this problem.

Recognizing the need for consistent quality standards and common-sense licensing requirements, Don has also been a member of the Washington State Taskforce on HVAC Licensing for the past 3 years. Don feels that ACCA has a role in shaping these standards nationally. According to Don, "Any efforts in this area should be designed to benefit our industry *and* our customers. They should encourage positive practices, not put roadblocks in the way of contractors who are already doing things the right way."

Don is looking forward to helping other contractors to achieve success and helping to navigate our industry through the issues that affect us. "I am excited to be able to help do this on a national level," said Don.

# 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.

## Tax Credits Save You Money Now and for Years to Come

The 2009 "Stimulus" Bill offers savings of up to 30% of the purchase price of many home efficiency improvements in the form of a tax credit. These improvements can save you money for years to come and can also reduce our dependence on fossil fuels, and lower carbon emissions.

Tax credits of up to \$1,500 or more are now available for high-efficiency products such as the Trane XV95 gas furnace, XL20i air conditioner or heat pump, Rinnai tankless water heater, FHP Geothermal System, or Veissmann Solar Water Heater. When you replace your existing heating, cooling, or hot water system with one of these qualifying systems, not only will you see the long-term savings that come with upgrading to a higher-efficiency system, you can also receive a tax credit of up to 30% of the purchase price!

Significant rebates on many of these high-efficiency products are also available from many local utilities. Combined with the available tax credits, there has never been a better time to invest in the efficiency of your home. These tax credits are scheduled to expire on December 31, 2010, and we are expecting a huge last-minute rush on these systems in the summer and fall. Act now to make sure you can take advantage of these never-before-seen savings.

For more information on these programs, and how you can take advantage of them, contact Bel Red today for a no-obligation in-home consultation.

## Quick Tips

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

### Support Your Local Farmer

Fruit, vegetables, meat and milk produced closer to home rack up fewer "petroleum miles" than products trucked cross-country to your table, or shipped from a foreign country. How do you find them? Search [www.localharvest.org](http://www.localharvest.org) by ZIP code for farmers' markets, greengrocers and food co-ops in your area. The website also identifies restaurants that specialize in regional and seasonal ingredients. It will take more than a few visits to the farm stand to reduce the carbon impact of the U.S. food supply. In the meantime, here's another reason to go local: the taste is great.

### Check Your Tires

So you own a plain-vanilla car and don't want (or can't wait for) a hybrid, clean diesel, or the hydrogen powered car of the future. You can still make a difference! Just giving your engine a tune-up can improve gas mileage 4% and often much more. Replacing a clogged air filter can boost efficiency 10%. And keeping tires properly inflated can improve gas mileage more than 3%. The bottom line: If you can boost your gas mileage from 20 to 24 m.p.g., your current vehicle will put 200 fewer pounds of CO2 into the atmosphere each year.

Information for this article was adapted from Time Magazine, "The Global Warming Survival Guide", April 9, 2007

## Save Money and Find Your Home Energy Solutions on Facebook



Bel Red has made the move into social media with a page on Facebook that features helpful information on home energy, comfort, and safety products and services, environmental issues, and company news.

For customers, we feature web specials that can't be found anywhere else, so you can save money on future service and home comfort needs. You can post reviews on

your experiences with us, and let us know how we're doing. We also plan to present information on up and coming "green" products, and to solicit feedback from you on them.

Help us serve you better; if you are already on Facebook, search for "Bel Red Energy Solutions" and become a fan of our page to keep up to date with what's going on and to receive notices of special offers.

If you're not on Facebook, what are you waiting for? Go join and become of fan of Bel Red's today!