

Indoor Air Quality Solutions

Winter Comfort Starts With Cleaning Your Home's Air Ducts!

Along with your Furnace checkup appointment Schedule an Air Duct Cleaning



The cleaner your air ducts and air vents, the cleaner your air.

Dirty air ducts only re-circulate dirt, dust and allergens throughout your home – let our experienced pros make sure that doesn't happen in your home.

Our technicians use an efficient compressed-air technique to dislodge dirt and contaminants. Then a 99%-efficient, high-powered vacuum is used to remove the dirt and return ultra-clean air back into your home.

SAVE Professional Duct Cleaning Services \$50

Coupon must be presented at time of service.

Duct Cleaning Could Be The Healthiest Home Improvement Investment You Will Ever Make.

Allergens like dust and pet dander are something to sneeze at.

SAVE YORK® Affinity™ Series Hybrid Electronic Air Cleaner \$200

Like Putting an Air Purifier in Every Room

Or save \$100 on any MERV 10 air cleaner installation. Coupon must be presented at time of service.



YORK® Affinity™ Series Hybrid Electronic Air Cleaners integrate within your existing HVAC system to enhance efficiency and performance. MERV 16 filtration removes 95% of indoor virus-sized particles, 98% of airborne dust and 99% of allergens and mold particles. Provide your family with a healthier indoor environment to help alleviate allergy and asthma sufferers and to reduce the risk of exposure to airborne viruses.



SAVE Manage moisture for comfort, health and energy savings. YORK® High Capacity Steam Humidifier \$200

A Steam Humidifier Delivers Maximum Humidity and Control

The YORK® Affinity™ Series Steam Humidifier delivers optimal humidity levels – up to 23.3 gallons per day (GPD) – even when your HVAC system is not engaged. It also reduces the conditions that can lead to mold, bacteria and virus growth.



Coupon must be presented at time of service.

BETLEM
RESIDENTIAL
HEATING & AIR CONDITIONING
704 CLINTON AVENUE SOUTH
ROCHESTER, NY 14620



Franz Approved!
Home Comfort

Schedule Your Air Conditioning and/or Furnace System Checkup Today & SAVE

Lower Energy Bills. Improve Home Comfort.

\$100 OFF

(585) 271-HEAT (4328)

Any Standard AC or Gas Furnace System Cleaning & Inspection

Coupon must be presented at time of service.

SAVE AN ADDITIONAL \$75.00

With an RG&E Rebate on a Furnace or Boiler Tune-Up!

Customer receives \$10 off Betlem's regular service fee at time of service. Customer must apply to RG&E's residential natural gas furnace/boiler tune-up rebate program to receive its \$75 rebate. RG&E program guidelines apply. Call Betlem Residential at 271-HEAT (4328) for program details.



NATE Certified
HVAC Technicians

At Your Service 24/7

Call us for RG&E rebate details.



Please contact Betlem Residential at 271-HEAT (4328) to schedule your appointment or send us an e-mail at residential@betlem.com with your preferred date, time and phone number and we will confirm with you.



SAVE \$20

Coupon must be presented at time of signup

Premier Care Maintenance Plan

If anything goes wrong with your heating or cooling system, any breakdown, any time of the year, all year — you're covered.

Our Premier Care Plan Includes:

- Priority heating and cooling services
- Scheduled maintenance visits
- 24 hour/7 day Priority Emergency Service
- Carbon Monoxide Testing
- No overtime or trip charges
- Satisfaction guarantee
- No charge for repairs within covered unit(s)
- 15% off of all service and repairs on noncovered accessories



Receive Priority Heating & Cooling Services

BETLEM
RESIDENTIAL
HEATING & AIR CONDITIONING

Celebrating over



Keeping Rochester's Homes Comfortable For Over 100 Years

Fall 2023
Savings Guide



Coupons • Rebates • Equipment Offers & MORE

Save with Betlem Residential on all you need for Great Home Comfort this Winter



Eric St. John

Division Manager

Dear Homeowner,

In celebrating our 100th Anniversary, Betlem Residential shares with you, **our Fall 2023 Savings Guide with coupons, rebates, equipment and services to help lower your home energy bills and keep you comfortable.**

We offer the quietest and most efficient heating, air conditioning and indoor air quality systems you can buy. **Our comfort advisors will guide you every step of the way to help you maximize equipment savings through available manufacturer and utility rebates along with government incentives.** Whatever your needs; from a new comfort system, an emergency repair, a seasonal tune-up, a duct cleaning, a generator, an energy audit, or just a phone call to ask advice, you can always count on us to provide knowledgeable professional service.

- Eric St. John, Division Manager

Keeping Rochester's Homes Comfortable For Over 100 Years

Our roots in heating and air conditioning date back to 1923 with the pioneering spirit of the late Gerard C. Betlem who founded the Betlem Heating Company. He started first by specializing in residential heating and manufactured his own furnace to improve quality and tailor them to each job. His product, called the General Gas Furnace was an industry leader by utilizing a blower to offer forced air heating.



Betlem's Technicians Are NATE Trained

Over the past 100 years a lot has happened at Betlem. Our company has grown to over 175 employees and is a leader in the heating, ventilating, and air conditioning industry in Upstate New York. We have separate divisions in Residential, Commercial, Sheet Metal, and Controls to offer our customers specialized services to meet their needs.

Today, our Residential Division has over 40 people dedicated to keeping your family safe and comfortable. These highly talented and trained individuals have dedicated most of their working lives to this industry, and they are Betlem's greatest strength.

Certifications & Memberships



(585) 271-HEAT (4328) **Betlem.com**

Fall System Savings Up To \$6,400

RECEIVE UP TO A
\$400 York Instant Rebate*
+ Take Advantage of 0% Interest For Up To 25 Months
+ \$4000 NEW YORK STATE CLEAN HEAT REBATE While Funds Last
+ \$2000 FEDERAL TAX CREDIT

* When you purchase a qualifying York home comfort system.

Save On High Efficiency Equipment From York & Enjoy Superior Home Comfort With Low Energy Bills



Betlem Residential can design a home comfort system that is right for you, that meets your needs and your budget.



- **JHV Variable Capacity Air Handler**
The YORK® Affinity™ Series JHV Residential Air Handler circulates air quietly and precisely, providing you with maximum comfort and minimized power consumption.
- **YZV 19 SEER2 Variable Capacity Heat Pump**
The Affinity™ Series YZV 19 SEER2, Variable-capacity Communicating Heat Pump delivers YORK's highest performance level.
- **Affinity™ Communicating Thermostat With Wi-Fi**
Monitor and control individual temperatures in up to 8 different zones in your home from anywhere using any web-enabled mobile device.

YORK® Manufacturer Rebate & Financing Offers may be combined with a NYS Clean Heat Rebate and a Federal Tax Credit to receive the highest savings level on the purchase of high efficiency equipment. For program details and to see how much you can save, call 271-HEAT (4328).

* Some restrictions apply. Equipment savings offer based upon purchase of qualifying YORK® products. Promotional offer valid on installations purchased between September 1, 2023 and December 31, 2023. Certain terms & conditions apply. \$6,400 savings based upon \$400 YORK® Fall 2023 Promotion + \$4,000 NYS Clean Heat Rebate + \$2,000 Federal Tax Credit. Financing available to well qualified buyers on approved credit through Synchrony Bank. Financing offer is only available through Synchrony Bank. Cannot be combined with any other offer. Call Betlem Residential at 271-4328 for all details.

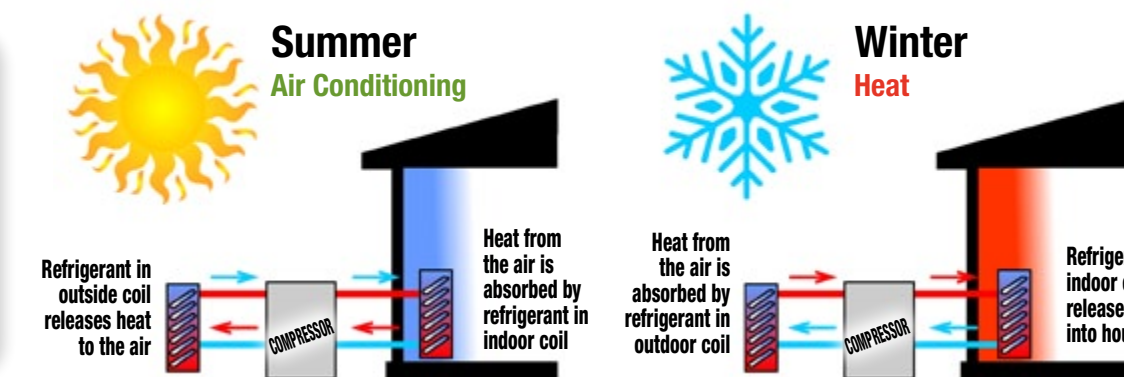
Featured Technology

Achieve Heating & Air Conditioning All-In-One-Unit

SAVE UP TO 30% On Your Energy Bills
With An Air-Source Heat Pump

How Heat Pumps Work To Provide Heat In The Winter & AC In The Summer

Like your refrigerator, heat pumps use electricity to pump refrigerant and transfer heat from one space to another. When we transfer heat from within our home to the outdoors, we call it "Air Conditioning". Conversely, when we transfer heat from the outdoors to within the home, we call it a "Heat-Pump".



Have Municipal Electric?

A hybrid heat or Dual-Fuel system is the most efficient way to heat your home if you live in Fairport, Spencerport or Churchville

YORK® LX Series YH2F 15.2 SEER2 Single-Stage Heat Pump

Receive up to a \$2000 FEDERAL TAX CREDIT + a \$250 York Rebate

When the outdoor temperature is above 35 degrees F, a heat pump can pull heat from the outside air efficiently while utilizing your low electric rate. The gas furnace is used for only the coldest months. Heat pumps save energy because transferring heat is easier than making it. Surprisingly, even when it feels cold outside, there is still a decent amount of heat waiting to be pumped. Under ideal conditions, a heat pump can transfer 300 percent more energy than it consumes. In contrast, a high-efficiency gas furnace is about 90% efficient.



Efficiency Rating (SEER2)* up to **15.2**

* The Department of Energy (DOE) is changing the way HVAC systems are tested. New M1 testing procedures are thorough, demanding a lower SEER2 equipment rating.

Receive up to a \$5,000 New York State Clean Heat Rebate On a Cold Climate Air-Source Heat Pump*

SAVE Up To
\$5,000
WITH A
New York State
Clean Heat Rebate
while funds last

+

SAVE Up To
30%
On Energy Bills
★★★★

+

An Additional
\$2,000
Federal Tax Credit
is Available

* Air-Source Heat Pumps (ASHPs) have been an efficient source of cooling for years, but advances in technology now allow them to effectively address heating needs in cold climates, helping customers lower their energy costs by up to 30% and reduce greenhouse gas emissions. For a limited time, Betlem Residential is offering our customers up to a \$5,000 rebate on eligible ASHP system installations. An additional \$2,000 Federal Tax Credit is also available. Call us at 271-4328 (HEAT) or visit Betlem.com/ASHP for more information.

Outstanding Cold-Climate Capabilities

Operates in Temperatures As Low As -15°F

The Fujitsu Airstage™ Extra Low Temperature Heating (XLTH) Series features outdoor condensing units engineered to operate in temperatures down to -15°F, lower than any other mini-split available today. An Extra Low Temperature Heating mini-split heat pump system is ideal for areas where installing or extending ductwork isn't practical—spaces like sunrooms and add-on rooms. Each system uses a compact indoor and outdoor unit connected through a small hole in your wall. **One outdoor unit can support up to four indoor comfort zones to create a customized whole-home heating and cooling solution.** So no matter how severe the temperature, Fujitsu ductless heat pumps continue to deliver optimum HEAT AND COOLING performance and maximum energy savings.

Indoor & Outdoor Fujitsu Airstage™ XLTH Series Heat Pump Equipment



Watch Our "How Heat Pumps Work" Video
Scan to visit: Betlem.com/air-source-heat-pumps.htm



AIRSTAGE H-Series XLTH
Extra Low Temperature Heating

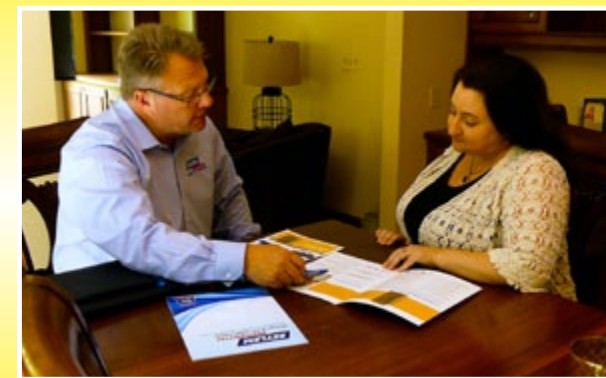


NYS Clean Heat
Participating Contractor

(585) **271-HEAT** (4328) **Betlem.com**

We Help You Maximize Savings

Our Comfort Advisors will guide you, every step of the way to help you get the equipment that is right for you. They will also help you maximize savings through available manufacturer and utility rebates along with government incentives.



A Product To Help Combat In-Home Viruses

The iWave family of products have been proven through independent lab testing to significantly reduce a wide variety of pathogens and viruses including SARS-CoV-2 and SARS-CoV-2 Delta in the breathing zone and on hard non-porous surfaces. It is important to note that we make no medical claims. **Watch the iWave video at: www.iwave.com**

iWave-R No Maintenance Whole Home Air Purifier

Proven technology with over 200,000 applications in homes, schools, offices and hospitals.

Kills Viruses, Mold, & Bacteria & Reduces Allergens, Pathogens & Odors



The iWave-R is an air purifying device that **installs in any duct air conditioning system.** When air passes over the iWave-R, ions produced by the device reduce pathogens, allergens, particles, smoke and odors in the air, creating a healthy environment without producing any harmful byproducts.

- **3 Year Warranty**
- **No Maintenance or Replacement Parts**



Small-Duct Central Heating & Air Conditioning by Unico

Whatever Your Home's Style, Get Superior Air Conditioning & Heating Without Costly, Messy Renovation.



Small Outlets...Superior central heating & air conditioning with its innovative "aspiration" technology which warms and cools your home evenly and quietly.

Whatever your home's style, The Unico System is the perfect fit. A superior central heating and cooling system with its innovative "aspiration" technology, warms and cools your house evenly and quietly. Our revolutionary flexible small ducts weave through the smallest spaces - ceilings, walls, even floors - so there is no need for costly, messy renovation. **It is a superior choice for homes with no pre-existing ductwork.**