**May 2025 BES Marketing Package**

**News article:**

**Get comfort and savings for the hot summer weather ahead**

Considering an air conditioning upgrade as the hot summer weather approaches? You can increase efficiency, save money and gain bonus heating capabilities by choosing an air source heat pump (ASHP) rather than a traditional air conditioning-only unit.

Heat pumps offer many benefits to keep you comfortable during our hot summers AND long winters. Unlike traditional air conditioners, heat pumps can both heat and cool your home by transferring heat between indoor and outdoor spaces. This reversing capability makes it a more versatile and money-saving option for year-round temperature control.

High efficiency ASHPs can achieve heating efficiencies of 300% and above, significantly higher than even the most efficient furnace. During the heating season, a heat pump alone will keep your home comfortable during most winter days. Standard heat pumps deliver heat efficiently down to about 20 degrees F. Cold climate heat pumps can run at full capacity until the outdoor temperature gets to about 5 degrees below zero.

Pairing a heat pump with your existing natural gas or propane furnace is a smart way to manage your energy bills while maintaining your home’s comfort. You decide whether to use the heat pump or your furnace depending on fuel prices.

What if there’s no ductwork in your home? Ductless mini-split heat pumps are ideal for homes that are heated by a boiler or electric baseboards. Ductless heat pumps use small indoor units mounted near the ceiling or on the floor. You can still get comfort and efficiency without the ducts.

Bright Energy Solutions offers rebates for many types of ASHPs. Check out brightenergysolutions.com to learn more and start saving now.