



HOMEOWNER GUIDE SERIES

BEST DUCTLESS HEAT PUMP BRANDS

Emerald Heating & Cooling Releases Part 3 of Ductless Video Series: Why the Best Brand Still Needs the Right Installer

August 28, 2026

DEPEW, NY - August 28, 2026 -

Emerald Heating & Cooling, a family-owned HVAC contractor based in Depew, New York, has published the third installment of its educational video series for homeowners considering ductless mini split heat pump systems. The latest video, titled "Is There a Best Ductless Heat Pump Brand for Buffalo NY," addresses one of the most frequently asked questions among homeowners researching ductless technology and continues the company's ongoing guide to ductless systems.

The central message of the video is that proper system evaluation, correct sizing, and professional installation are important considerations alongside the equipment brand itself. According to the video, even highly rated equipment may not perform efficiently if it is not properly sized and professionally installed. The video outlines several factors that influence system selection, including insulation levels, window placement, room layout, and the demands of Buffalo's winter climate.

The new video builds on the two previous entries in the series, which covered the fundamentals of ductless mini split systems and the importance of selecting qualified installation professionals. Part 3 turns its attention to equipment selection, examining how homeowners often compare manufacturers such as Daikin, Lennox, and Mitsubishi while searching for a definitive answer regarding the Best Ductless Heat Pump Brand.

The video also references data from the U.S. Department of Energy, which estimates that more than 65 percent of residential heating and air-conditioning systems have been improperly installed, resulting in equipment consuming approximately 20 to 30 percent more energy than necessary. The series presents this information to help homeowners understand the relationship between installation quality and long-term system performance.

"Homeowners naturally want to know which manufacturer to trust, but the question of whether there is a best brand often overlooks the role of installation," said Carrie Sheehan, spokesperson for Emerald Heating & Cooling. "This installment was created to help homeowners understand that how a system is designed and installed can matter as much as the equipment on the label."

The video guidebook format allows homeowners to review technical details and installation considerations at their own pace. Sheehan noted that the series reflects a broader educational effort aimed at helping Western New York residents make informed decisions.

"The goal of the entire series is education rather than promotion," Sheehan said. "When a homeowner asks whether there is a best ductless heat pump brand for their home, the more useful question is often about the qualifications of the company performing the work."

Emerald Heating & Cooling has operated since 2000, serving Buffalo, Lancaster, Williamsville, Cheektowaga, West Seneca, Tonawanda, East Amherst, and Lockport. The company provides heating, air conditioning, ductless HVAC, water heater, and indoor air quality services, and maintains a 24/7 live answering service for its customers. The educational video series is part of the company's continued focus on homeowner resources related to ductless heat pump technology.

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For more information about Emerald Heating & Cooling, contact the company here: Emerald Heating & Cooling Carrie Sheehan (716) 681-0100 carrie@emeraldheating.com 5003 Broadway Depew, NY 14043

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Emerald Heating & Cooling

Emerald Heating & Cooling delivers trusted HVAC service across Western NY. Founded in 2000, we solve heating and cooling problems fast?with honest, top-quality service and the ?Be Like the Duck on the Water? commitment to calm, expert care.

Website: <https://www.emeraldheating.com/>

Email: carrie@emeraldheating.com

Phone: (716) 681-0100

