



GENESEE HEATING & AIR CONDITIONING

Keeping you cool, warm & comfortable all year long

BY JULIA JAEGERBERG | PHOTOS SUBMITTED BY
GENESEE HEATING & AIR CONDITIONING



AS A HOMEOWNER, you understand the importance of having an HVAC partner that offers quality, honesty and integrity – like Genesee Heating & Air Conditioning.

Established 11 years ago, Genesee Heating & Air Conditioning continues to provide this type of quality service to homeowners. It strongly believes that quality and service still matter.

"After working for 25 years in the trades, I was inspired by how HVAC was integral in homeownership life," says Ross Roman, owner, Genesee Heating & Air Conditioning in Wales. "We're a small family-owned business that treats every customer like family. We prioritize

quality while also making sure we remain affordable. With our experienced technicians, quality workmanship and competitive prices – we guarantee your satisfaction."

Residential systems made for our weather extremes

Here in Waukesha County, we're known for our extreme weather conditions. With harsh, cold winters, and hot and humid summers, we all know having a reliable heating and cooling system is essential.

"We understand that an efficient heating or cooling system can be the difference between comfort and distress," says Ross. "That's why we use only top-quality materials and equipment from the best brands available when installing or repairing any HVAC unit."

Offering Bryant comfort systems

For more than a century, Bryant has been designing and manufacturing innovative furnaces, air conditioners, and other comfort system products. "We proudly install Bryant residential and commercial HVAC equipment because of Bryant's legendary quality, durability and reliability," states Ross.

In addition, the company offers NTI boilers, which are highly efficient, high-performance – and durable.

Full services offered

The company offers a wide range of services including installation, repair, and maintenance of all types of HVAC systems.

"Every day there's a new product that's more efficient than the last," notes Ross. "That's why we stay current with the latest and most efficient systems we can offer.

Plus, our highly skilled technicians provide exceptional service to ensure your home stays comfortable year-round."

Preventative HVAC maintenance – some much-needed TLC

When you need repairs or a replacement, Genesee offers a maintenance program:

- Check for leaks from refrigerant lines
- Clear your system's components of debris
- Examine wires and terminals for corrosion
- Lubricate the HVAC motor
- Check electrical components
- Clean the AC condensation drain line
- Replace the air filter
- Check the hot- and cold-air distribution

Invested in you

On the personal side, Ross enjoys spending time with his wife, Jana who works in the family business, his son Ian and daughter Kaylee – as well as playing with their dog, Turbo. He also enjoys watching volleyball at the high school, college and club levels. He's also heavily involved in the classic car restoration community.

"Making new friends and watching customers' reactions once we complete our projects is one of my greatest joys," concludes Ross. "I complete every estimate for the company, even as the owner, that way you know I'm invested in you and your job satisfaction."

To learn more, visit GeneseeHVAC.com.

bryant
Heating & Cooling Systems

WHATEVER IT TAKES:

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