



# HOW AI TOOLS COULD CHANGE THE WAY HOMEOWNERS FIND CONTRACTORS ONLINE

**Peter Troast, Founder & CEO**  
Energy Circle Webinar Series

November 6, 2024

## What We'll Discuss

### **1 The Evolving AI Search Landscape**

Meaningful volume?

Threat to Google?

### **2 AI Search Examples**

### **3 Observations—Our Early Research**

### **4 Can You Optimize for AI Search?**



# CAN CHATGPT AND AI HELP CUSTOMERS FIND QUALITY CONTRACTORS?

A LIVE WALKTHROUGH OF PERPLEXITY AS  
AI EVOLVES TOWARD SEARCH

Peter Troast, Founder & CEO

February 28, 2024



# THE AI SEARCH LANDSCAPE







**CHAT GPT**

**200 Million Weekly Users**

**Launched Search 10/31/24**



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**100 Million Weekly Users**

**Dedicated AI Search**

**Google**

+

**Gemini**

**59.5 Billion Weekly Users**

**Search with Evolving AI  
AI Overviews 5/14/24**

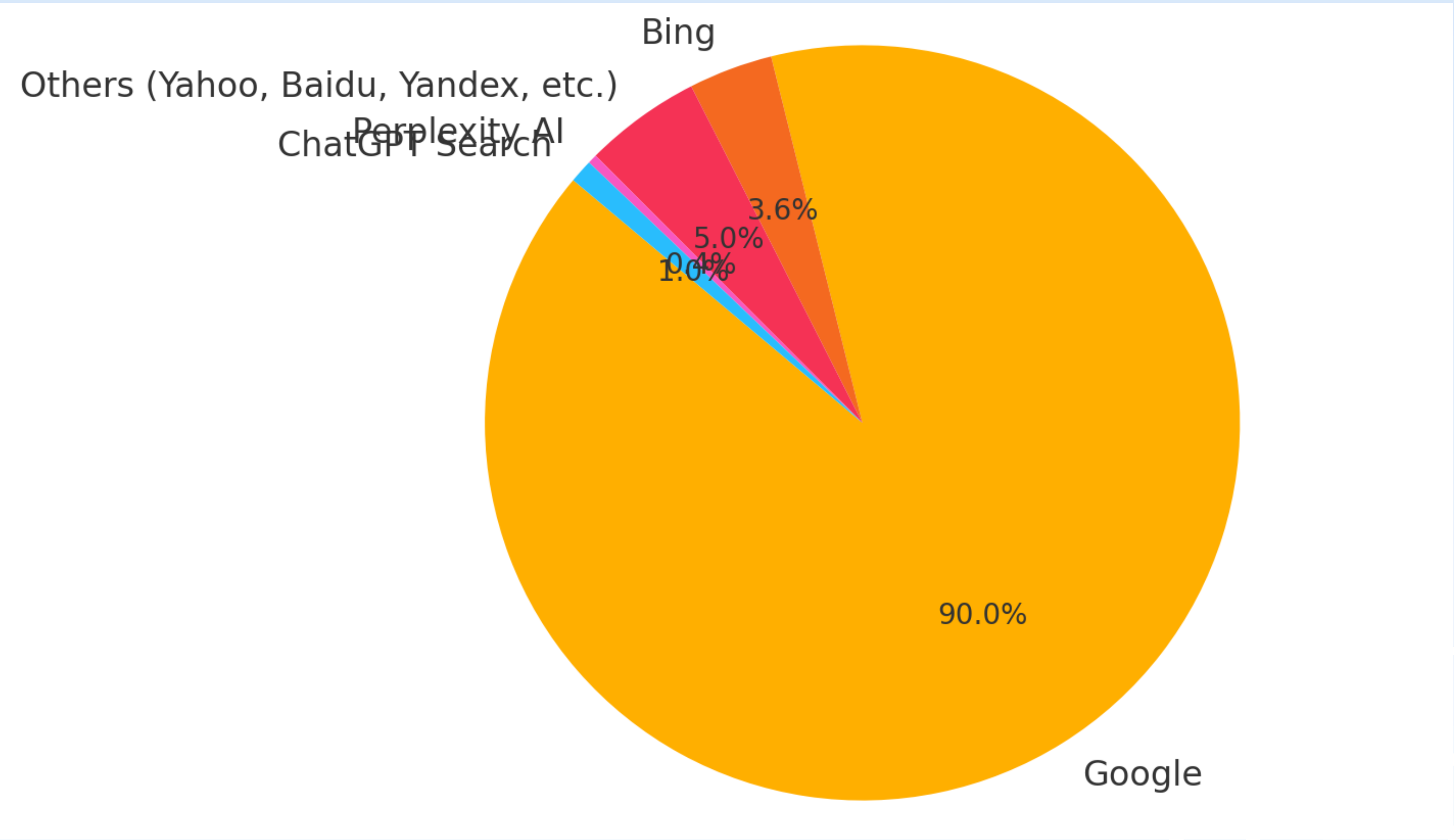
**Apple Intelligence**

**100-150 Million Phones**

**Future Search Contender?**



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i need to find a heat pump installer for my home. i live in 90027. can you reccommend the best contractors that i should reach out for quotes?

Sources

Manny's Heating & Air Conditioning

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yelp · 2

Pac-West Air Conditioning & Heating

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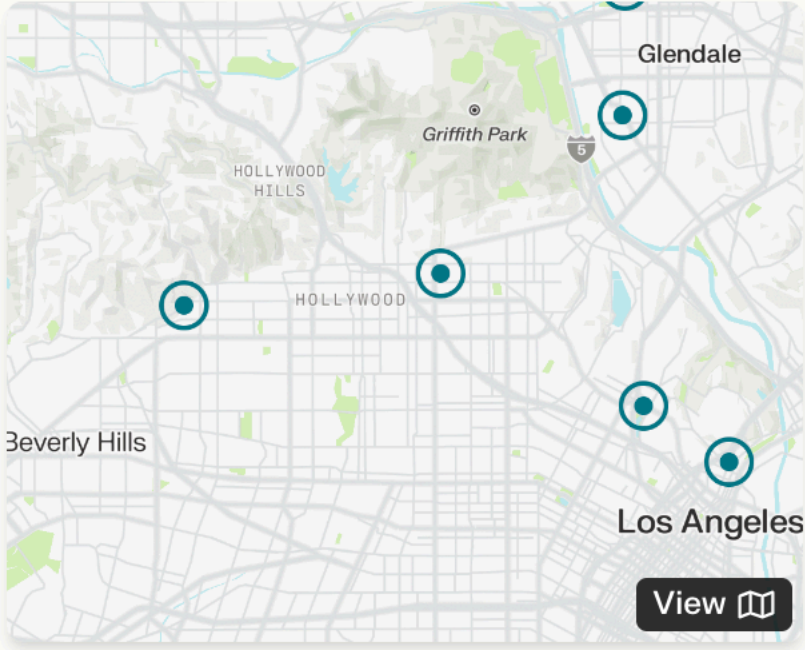
If you are looking for a heat pump installer in the 90027 area of Los Angeles, here are some highly-recommended contractors you should consider reaching out to for quotes:

Manny's Heating & Air Conditioning



Ask follow-up

Pro

However, they do not work on mini-split systems, so ensure they can install the



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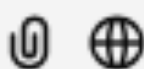
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Great for most tasks



**GPT-4o with canvas** BETA

Collaborate on writing and code

**o1-preview**

Uses advanced reasoning

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Faster at reasoning

More models



Temporary chat





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why is my second floor so hot?



If your second floor is significantly hotter than the rest of your home, several factors could be contributing:

1. **Heat Rising:** Warm air naturally rises, so if your HVAC system isn't properly balanced, the second floor can end up with most of the home's heat.
2. **Insufficient Insulation:** Poor or inadequate insulation in the attic or the walls of the second floor can let heat in from the roof during hot weather.
3. **Ductwork Issues:** If the ductwork isn't balanced properly, the second floor might not be receiving enough cool air. There could be leaks or blockages in the ducts as well.
4. **Lack of Airflow:** Without proper ventilation, hot air can get trapped. Attic fans, ceiling fans, or even opening windows in the right combination can help improve airflow and reduce heat.
5. **Poor Window Insulation:** If the second floor has more windows, especially if they're old or not energy-efficient, they could be letting in more heat from sunlight. You may want to consider using reflective blinds or curtains to keep the sun's heat out.
6. **HVAC System Size or Maintenance:** If the HVAC unit isn't the right size for the home, it could struggle to cool the entire house evenly. Make sure the system is properly maintained, including replacing filters and cleaning coils.
7. **Zoning Issues:** Ideally, homes with multiple floors should have HVAC zoning, which allows independent temperature control for each floor. Without zoning, the second floor is often harder to cool.

Addressing these issues could involve improving insulation, checking and sealing ductwork, upgrading your HVAC system, or improving window treatments. Starting with an energy audit might be a great way to identify where the heat issues are coming from. Would you like more details on any of these areas or advice on how to tackle specific problems?



# ChatGPT

# ChatGPT Search

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Experiencing excessive heat on your second floor is a common issue in multi-story homes, especially during warmer months. Several factors contribute to this problem:

1. **Heat Rising:** Warm air naturally ascends, leading to higher temperatures on upper floors.

2. **Roof Heat Transfer:** Roofs absorb solar heat, which can radiate into the attic and subsequently the second floor, increasing indoor temperatures. CEDARWOOD HEATING

3. **Inadequate Insulation:** Poor or insufficient insulation in the attic or walls allows heat to penetrate living spaces more easily. PA ENERGY SMART

4. **Faulty Ductwork:** Leaky or improperly installed ducts can result in uneven cooling, with less cool air reaching the upper floors. CEDARWOOD HEATING

5. **Single-Zone HVAC Systems:** Homes with a single thermostat may struggle to maintain consistent temperatures across multiple floors, leading to overheating upstairs. HOUSE AND HOME

Solutions to Consider:

• **Enhance Insulation:** Properly insulating your attic and walls can significantly reduce heat transfer. PA ENERGY SMART

• **Improve Ventilation:** Installing attic fans or ensuring adequate ventilation can help dissipate accumulated heat. CEDARWOOD HEATING

• **Seal Air Leaks:** Identify and seal gaps around windows, doors, and in the attic to prevent warm air infiltration. PA ENERGY SMART

• **Adjust Ductwork:** Have a professional inspect and balance your duct system to ensure even distribution of cool air. CEDARWOOD HEATING

• **Use Ceiling Fans:** Ceiling fans can enhance air circulation, making upper floors feel cooler. BETTER HOMES & GARDENS

• **Install Zoned HVAC Systems:** Implementing a zoned system allows for independent temperature control on each floor, improving comfort. THE SPRUCE

Addressing these areas can help achieve a more balanced and comfortable temperature throughout your home.

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Citations

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Better Homes & Gardens

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Learn more

A second floor can be hot for a number of reasons, including:

Physics

Hot air rises, so the second floor is naturally warmer than the lower levels.

Poor insulation

Hot air can leak into your home through cracks and gaps in your insulation.

Faulty ductwork

Dust, dirt, or other obstructions in your ductwork can prevent cool air from reaching the second floor.

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People also ask

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Feedback

HB McClure Company  
https://hbmccclure.com › why-is-it-so-hot-upstairs

## Tips for Keeping Your Upstairs As Cool As Your Downstairs

Because heat rises, the temperature on the second floor rises first, causing the second floor to feel warmer than the first floor. This cycle of cooling down ...

## Discussions and forums

### House is SO hot upstairs

Reddit · r/homeowners · 280+ comments · 6mo ago

### Why is the second floor of a house usually hotter than the first floor?

Quora · 2 answers · 3y ago

### The upstairs of our two story house is hot in summer and cold in winter. ...

Quora · 9 answers · 4y ago

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## Videos

### What to Do If Your Second Floor is Too Hot

YouTube · Energy Attic  
Apr 16, 2019

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### Why is my upstairs hot even with the air conditioner on?

YouTube · HVACDirect  
Oct 7, 2022

### Why Is My House So Hot Upstairs? Top Reasons Revealed ...

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## Unbearable hot second floor : r/homeowners

Hotter upstairs is normal because **heat rises**. That means your home is properly insulated, especially the roof, where heat usually escapes.

**Upstairs is hot while downstairs is cold** : r/HomelImprovement Nov 26, 2021

**House is SO hot upstairs** : r/homeowners - Reddit Apr 11, 2024

**Too hot second storey** : r/homeowners - Reddit Aug 5, 2023

**House has new HVAC but upstairs is 5-7 degrees warmer ...** Jun 3, 2023

More results from www.reddit.com

RetroFoam Injection Foam Insulation  
https://www.retrofoam.com › blog › why-is-my-house-s...

## Why is My House So Hot Upstairs: A Comprehensive ...

Oct 4, 2023 — If your upstairs is consistently hotter, it could be due to **poor ductwork design or blockages in the ducts**. Inadequate sealing or insulation of ...  
5.0 ★★★★★ · Review by Donald .C

Trane  
https://www.trane.com › residential › resources › blog

## Help! Why Is My House Hot Upstairs and Cold Downstairs?

Jul 2, 2021 — First, here's why your **second floor** feels like a sauna · Heat rises – Blame physics: **hot** air rises while cold air sinks. · Your roof's **hot, too** – ...

Carolina Comfort  
https://carolinacomfortsc.com › hvac › why-is-it-always...

## Why is it so hot upstairs?

**Poor insulation and/or ventilation**. The number one reason why it is hot upstairs, cold downstairs is that the attic is poorly insulated or ventilated. It might ...

Quora  
https://www.quora.com › Why-is-my-second-floor-apar...

## Why is my second floor apartment so hot?

We have physics to blame for this, **Hot air rises and cold air sinks**. Which means your upstairs will always be hotter than downstairs. Even if ...

**11 answers** · Top answer: If the attic isn't insulated and doesn't have a fan up there to move th...

**The second floor of my house is about ten degrees ...** 8 answers Jun 2, 2018

**The upstairs of our two story house is hot in summer ...** 9 answers Jul 6, 2020

**Why is the upstairs of the house hotter than downstairs ...** 3 answers May 3, 2021

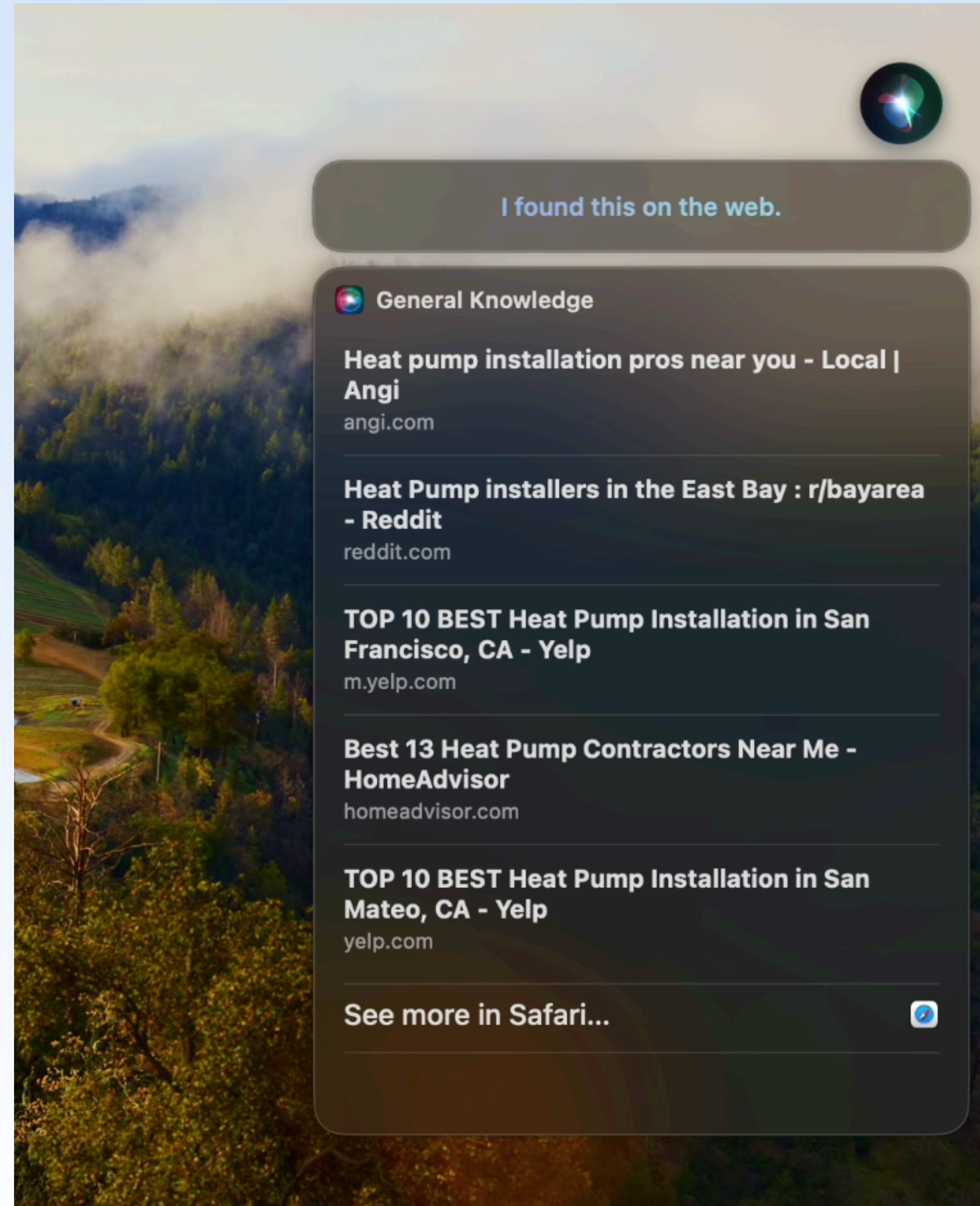
**I live in a townhome. My upstairs gets heat and ...** 3 answers Jan 3, 2020

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# Apple Intelligence (New Siri)





# AI SEARCH EXAMPLES



**No Awareness**

**A More  
Granular  
Approach to  
Awareness**

Research

**Problem/Incentive/Service/Product Aware**

**Solution Aware**

**Company Aware**

*Buying Interest*

*Decision*

*Purchase*

Purchase Intent



# Simplified Customer Journey to Contractor Selection: Query Types



## RESEARCH

*"Are heat pumps a good idea for my home?"*

## CONTRACTOR FINDING

*"How do I find a heat pump installer near me?"*

## EVALUATION & CONTACT

*"How do I learn more about, and contact, Royal River Heat Pumps?"*

A More  
Granular  
Approach to  
Awareness

Research

***"Why is my 2nd floor so hot?"***

***"How do I find a contractor?"***

***"Heat pump installer near me"***

Purchase Intent





# Why is my second floor so hot?

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Sources

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Citations

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Sources

What to Do If Your Second Floor is Too Hot - CTRLZ centralhtg · 1

Reasons Why Your Second Floor Gets Too Hot and What to Do cedarwoodheating · 2

Help! Why Is My House Hot Upstairs and Cold Downstairs? - Trane® trane · 3

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Several factors contribute to why your second floor may feel significantly hotter than the first. Understanding these causes can help you implement effective solutions.

Common Reasons for Heat Accumulation on the Second Floor

1. Heat Rises

The fundamental principle of thermodynamics dictates that hot air rises. This means that if your HVAC system is primarily located on the first floor, it has to work harder to push cool air upwards, which can result in uneven cooling throughout your home 1 3.

2. Poor Insulation and Ventilation

If your attic is poorly insulated or ventilated, heat from the roof can easily transfer to the second floor. Insufficient insulation allows warm air to seep into living spaces, exacerbating the temperature difference between floors 2 4. Proper insulation in both the attic and around windows is crucial for maintaining a comfortable temperature upstairs.

3. Faulty Ductwork

Leaky or improperly installed ductwork can prevent cool air from reaching the upper levels effectively. If ducts are leaking or not adequately sized for your home's layout, your HVAC system will struggle to maintain a consistent temperature throughout 2 5.

4. Roof Heat Absorption

Your roof can absorb significant amounts of heat during sunny days, especially if it lacks reflective materials or adequate shading. This heat can then radiate down into the attic and subsequently into the second floor 1 3.

5. Sun Exposure and Window Issues

Rooms with large windows that face direct sunlight can become particularly hot. If windows are not well-sealed or insulated, they may allow warm air to enter while letting cool air escape 5. Using blinds or shades can help mitigate this effect.

Solutions to Cool Down Your Second Floor

Here are some practical steps you can take to alleviate the heat issue:

• **Redirect Airflow:** Adjust dampers in your HVAC system to increase airflow to the second floor. Closing some vents on the first floor can help push more cool air upstairs 1 2.

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## How do I find a contractor for heat pumps?

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How do I find a contractor for heat pumps?

Finding a qualified contractor to install a heat pump in Portland, Maine, involves several steps to ensure you select a professional who meets your needs. Here's a guide to assist you:

**1. Research Local Contractors:**

- Online Directories:** Utilize platforms like [Angi](#) and [HomeAdvisor](#) to find heat pump installers in your area. These sites offer reviews and ratings from previous customers.
- Manufacturer Recommendations:** Many heat pump manufacturers have certified installer networks. For instance, [Mitsubishi Electric](#) and [Rheem](#) provide tools to locate authorized contractors near you.
- Energy Efficiency Programs:** Check with local utilities like [Eversource](#) for lists of approved contractors participating in energy efficiency programs.

**2. Evaluate Contractor Qualifications:**

- Experience:** Ensure the contractor has substantial experience installing heat pumps, particularly in cold climates like Maine.
- Certifications:** Look for certifications such as NATE (North American Technician Excellence) or affiliations with reputable organizations.
- References:** Request references from previous clients to gauge satisfaction and performance.

**3. Obtain Multiple Quotes:**

- Solicit detailed quotes from at least three contractors. This allows you to compare pricing, equipment options, and installation timelines.

**4. Verify Licensing and Insurance:**

- Confirm that the contractor holds the necessary state licenses and carries adequate insurance coverage to protect against potential liabilities.

**5. Assess Customer Reviews:**

- Read reviews on platforms like [Angi](#) and [HomeAdvisor](#) to understand the contractor's reputation and customer satisfaction levels.

**6. Explore Incentives and Rebates:**

- Investigate available incentives for heat pump installations. For example, the [Boiler Upgrade Scheme](#) offers grants that can offset installation costs.

**Air Source Heat Pump Collaborative**

**4 tips for choosing a heat pump contractor**

April 28, 2024 — The next step is hiring a qualified contractor and evaluating bids you receive....

**Trane**

**Heat Pump Buying Guide: The Complete Checklist - Trane®**

February 6, 2024 — A calculation that is simpler but not as precise is calculating the size heat pump yo...

**EnergySage**

**Heat Pump Installation: How to Get It Done Right - EnergySage**

June 21, 2023 — Step 4: Installation time. Now comes the exciting part. Most installations take...

**Environment America**

**Common questions and answers about heat pumps**

March 15, 2023 — Air-source heat pumps, which can be ductless or ductless, transfer heat between...

**Modernize**

**Top 10 Best Heat Pump Installation Companies in Your Area ... - Modernize**

The average cost of installation would be between \$2,790 and \$7,250. Ductless mini split heat pump...

**HomeBuddy**

**Top Heat Pump Installation Companies Near Me | HomeBuddy**

Heat pumps tend to have a much smaller 'size footprint' than traditional HVAC components like...

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How to find a good heat pump installer (and how not to) - YouTube

youtube · 2

Participating Contractor Listing - Abode Energy Management

abodeenergy · 3

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To find a reputable contractor for heat pump installation, follow these steps:

Research and Gather Options

1.

Check manufacturer websites: Many heat pump manufacturers like Mitsubishi have search tools to find certified installers in your area 20.

2.

Utilize Mass Save resources: If you're in Massachusetts, Mass Save offers listings of trained heating and cooling contractors 1 5. Enter your zip code on their website to find participating heat pump installers near you.

3.

Ask for recommendations: Reach out to friends, neighbors, or coworkers who have recently installed heat pumps and are satisfied with their systems 20.

4.

Use online platforms: Check user reviews on platforms like Angi for local heat pump installation professionals 6.

5.

Contact local HVAC companies: Many HVAC companies now offer heat pump installation services 3.

Get Quotes and Evaluate Contractors

1.

Schedule in-home consultations: Have potential contractors visit your home to assess your needs and provide detailed quotes 20.

2.

Compare multiple quotes: Aim to get at least 3 quotes to compare pricing and proposed solutions 4.

3.

Verify credentials: Ensure the contractors are licensed, insured, and have experience with heat pump installations 20.

4.

Ask about certifications: Look for contractors who have completed specialized heat pump training or hold certifications from manufacturers 1.

5.

Check references: Request and contact references from previous heat pump installations 20.

Consider Program Requirements

If you're participating in an incentive program like Mass Save:

1.

Follow program guidelines: Some programs may require you to use approved

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### Efficiency Maine Contractor

Maine #1 **Heat Pump** Installer — Southern Maine's trusted **heat pump** installers. Licensed & experienced techs. Free estimate


[Preventative Maintenance](#) · [AC Installs](#) · [Free Estimate](#) · [Heating Installs](#) · [Heat Pumps](#)

AI Overview

To find a contractor for heat pumps, you can: [search online directories like Angi or Yelp for local HVAC contractors](#), check with your state's energy efficiency program for a list of qualified vendors, contact local HVAC distributors to inquire about reputable installers, and ask for recommendations from friends, family, or neighbors; always verify the contractor's experience with heat pumps, check their licensing and insurance, and get multiple quotes before choosing one.

How to find a good heat pump in to)

Dec 30, 2023 — start by looking for pc point out success stories with your spe

 YouTube · Net Zero Tech

Find a Contractor - Mass Save



# "Heat pump installers near me"

## ChatGPT

ChatGPT 4o

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heat pump installers near me

If you're looking to install a heat pump in Portland, Maine, here are some reputable local installers:

**Dave's World**  
Portland, ME  
Maine's most trusted heat pump installer, having installed over 14,000 heat pumps across the state. They offer comprehensive services and are known for their customer service.

**Casco Bay Heat Pump**  
Portland, ME  
Provides residential and commercial heat pump installations with a focus on energy-efficient solutions tailored to Maine's climate.

**Jake Brown HVAC**  
Scarborough, ME  
A leading HVAC installer offering full-service heating, air conditioning, and heat pump installations, specializing in Mitsubishi systems.

**Roubo and Sons LLC**  
Scarborough, ME  
Family- and veteran-owned business offering a range of heat pump options, including Samsung heat pumps and mini-split systems, with installation services.

**S&K Mechanical**  
Portland, ME  
Offers a wide range of residential and commercial HVAC services, including heat pump installation, repair, and replacement.

**Valley Home Services**  
Brunswick, ME  
An Efficiency Maine Qualified Partner and Elite Fujitsu Dealer, providing consultations, installations, and maintenance for heat pump systems.

**Enertec**  
Portland, ME  
A fully licensed HVAC company specializing in Daikin heat pump installation and repair in Portland and Southern Maine.

Before making a decision, it's advisable to consult multiple installers to compare quotes, services, and customer reviews. Additionally, Efficiency Maine offers a vendor locator tool to find registered heat pump installers in your area.

Citations

**Efficiency Maine**  
Find a Residential Registered Vendor - Efficiency Maine  
Heat Pumps - To qualify for this category, Vendors provide evidence of EPA refrigerant-handling...

**Dave's World**  
Maine's Most Trusted Heat Pump Installer - Dave's World  
Dave's World is Maine's most trusted heat pump installer. We've installed heat pumps in over 14,000...

**Dave's World**  
Dave's World | Maine's Most Trusted Heat Pump Company  
Learn more about heat pump pricing, heat pump rebates, and which heat pump system is best for...

**Valley Home Services - Maine**  
Heat Pumps in Portland, ME (HVAC) Installation & Repair - Valley Home ...  
As an Efficiency Maine Qualified Partner and an Elite Fujitsu Dealer, we offer a comprehensive ran...

**HomeAdvisor**  
8 Best Heat Pump Installers - Portland ME | HomeAdvisor  
Hire the Best Heat Pump Installation Contractors in Portland, ME on HomeAdvisor. Compare...

**Efficiency Maine**  
Heat Pump Systems for Maine Homes - Efficiency Maine  
Efficiency Maine offers heat pump rebates on the installation of eligible high efficiency heat pumps...

**Efficiency Maine**  
Find a Residential Registered Vendor - Efficiency Maine  
Heat Pumps - To qualify for this category, Vendors provide evidence of EPA refrigerant-handling...

**Jake Brown HVAC**  
Jake Brown HVAC is Maine's leading HVAC and Mitsubishi heat pump ...  
Heat Pumps. As a Mitsubishi dealer, we install, service, and repair heat pump systems in your ho...

**Roubo and Sons**  
Roubo and Sons LLC | Scarborough & Portland, ME | Heat Pump Installer  
We can design a whole home multi-zone heating system or install a simple supplementary ductless...

## Perplexity

heat pump installers near me

heat pump installers near me

Sources

Downeast Electrical Services

Coastal HVAC

ASK Mechanical

View 13 more

Perplexity

Here are some reputable heat pump installers in your area:

Downeast Electrical Services

Location: Portland, ME 04102

Rating: 5.0 (2 reviews)

Specialties: Ductless Mini Splits / Heat Pump Installation, EV Charger Installation, Residential and Commercial Wiring.

Phone: (207) 352-3722

Overview: Known for professional and courteous service, they focus on transparency and customer satisfaction, with installations qualifying for rebates.

Coastal HVAC

Location: Portland, ME 04019

Rating: 5.0 (6 reviews)

Specialties: Installation and maintenance of HVAC systems, including heat pumps.

Phone: (207) 956-0393

Overview: A local contractor dedicated to providing quality service to ensure comfort in extreme weather conditions.

ASK Mechanical

Location: Scarborough, ME 04070

Rating: 5.0 (7 reviews)

Specialties: HVAC/R installation and services, including heat pumps and geothermal systems.

Phone: (248) 953-1006

Overview: Offers extensive experience and education in HVAC, focusing on energy savings and professional service.

Florez & Garzon

Location: Portland, ME 04102

Ask follow-up

Pro

Installations and energy-efficient upgrades.

Map

Search Videos

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## Google

Google

heat pump installers near me

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Results for Downtown, Portland · Choose area

Sponsored · Heating maintenance | Portland

GOOGLE GUARANTEED

Pine State Services

4.7 (892) · Heating maintenance  
30 years in business · Serves Portland  
Open 24/7 · Accepts urgent jobs

Message

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LaPlante Electric

4.9 (947) · Heating maintenance  
33 years in business · Serves Portland  
Open 24/7 · Local business

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revisionenergy.com

https://www.revisionenergy.com

ME's Heat Pump Experts | Expert Heat Pump Installers

Pair An Air Source Heat Pump With Solar Power For Year-Round Heating & Air Conditioning.

Solar energy company · 2.5 mi · South Portland · Open · Closes 5 AM Thu

Solar Project Gallery · Tax Credits & Incentives · 30% Solar Tax Credit Info

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totalcomfortmaine.com

https://www.totalcomfortmaine.com

Maine #1 Heat Pump Installer | 5 Generations & Over 100 ...

Serving Mainers since 1917. Invest in comfort w/ efficient heat and A/C. Get free estimate

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Businesses

Dave's World

4.9 (247) · HVAC contractor  
20+ years in business · Scarborough, ME · (207) 28...

Open · Closes 5 PM

\*Having our heat pump installed was a smooth and painless process.\*

Website

Directions

Map

Thornton

Energy Circle Webinar Series | November 6, 2024

# **OBSERVATIONS BY THE ENERGY CIRCLE TEAM**





**Observations  
by the EC  
Team**

**Sources Different for Each; Expect Change**

**ChatGPT: Heavy Lean to Bing, Yelp, Angi**

**Perplexity: Big Yelp bias**

**Good Contractor Content Getting Cited**

**Appearance of AI Overviews Evolving**

**Most Informational Searches**

# OPTIMIZING FOR AI SEARCH



## What We're Doing

### Testing, Trying and Learning

### Constant Vigilance by the Energy Circle AI Task Force

### All the Things We Currently Do for SEO & Local but Amplified

- Emphasis on clear, concise, well-structured content
- Heading and subheadings to understand structure
- Keywords, keywords, keywords
- High quality, original content
- Technical SEO for accessibility

### Attention to Directories—Yelp, Angi, Etc

### Max Out Bing Webmaster Tools

### Don't Forget Apple Business Connect

# QUESTIONS?

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