



GOOGLE'S NEW AI MODE: WHAT OUR EARLY TESTING REVEALS FOR CONTRACTORS

Peter Troast, Founder & CEO
Energy Circle Webinar Series

June 25, 2025

Current Bill Status

- House Passed Budget Bill ends 25C (insulation, heat pumps) and 25D (residential solar) at the end of 2025.
- Senate Finance Bill: ends tax credits 180 days after enactment.
- Stated goal is final bill by July 4th.
- Weigh in with your Congressional delegation!



Tax Credit
Urgency
Messaging

ACT NOW BEFORE TAX CREDITS EXPIRE

An excellent conversation starter/catalyst



What We'll Discuss

- 1 **Big Changes in How Homeowners Find Contractors: Google's AI Overviews and AI Mode**
- 2 **What We've Learned from Our Testing So Far**
- 3 **The Beginnings of a Path Forward in the new AI World**



THE RISE OF AI IN SEARCH



Changes in How Homeowners Find Contractors

Google

Google + Gemini

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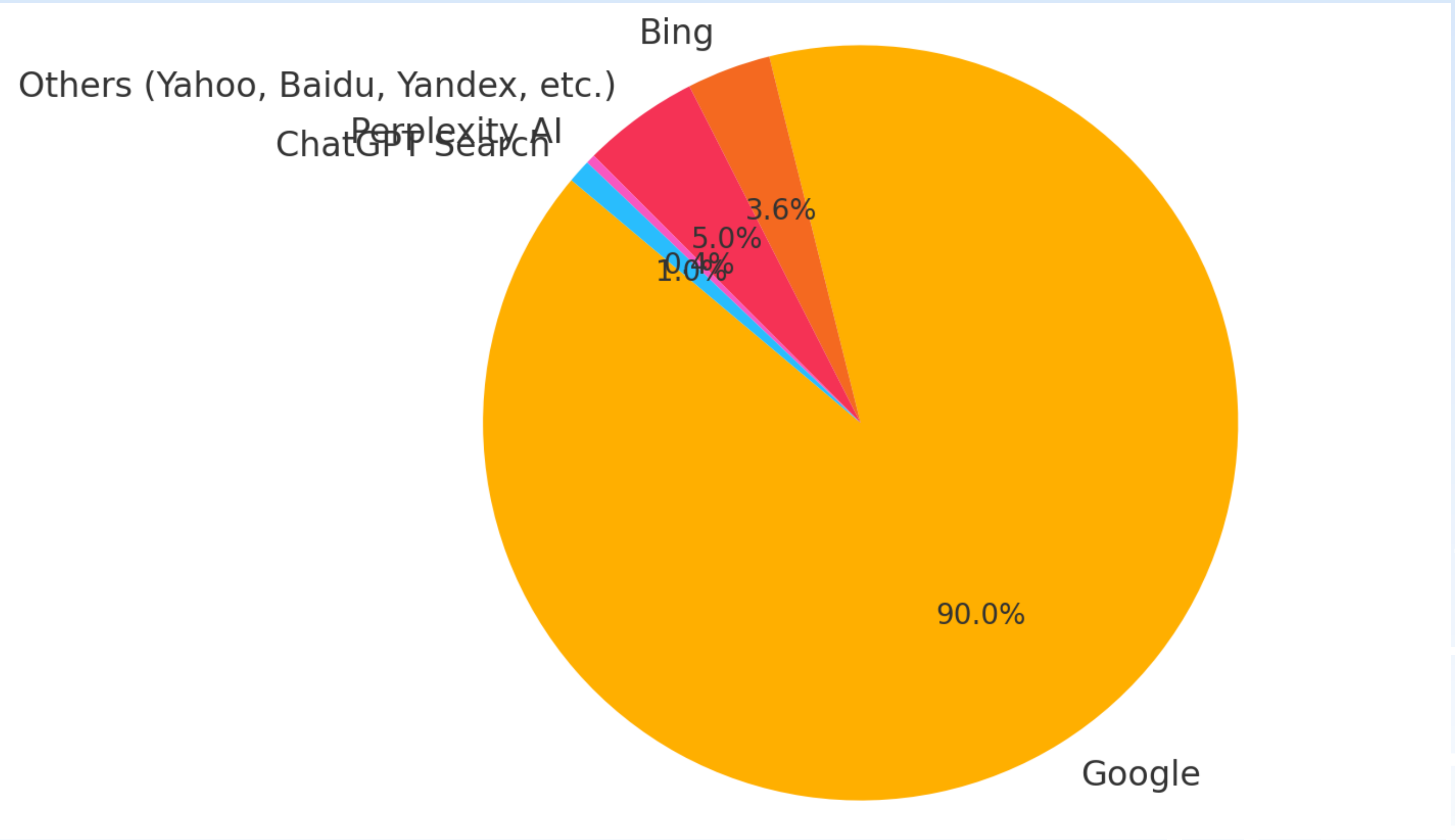
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Heat Pump Installers

HVAC Experts San Diego — Full-Scale Service & **Installation** for Your **Heating** and Air Conditioning System. Quality...

Businesses ·

Guthrie & Sons Heating, Air & Solar

4.9 (1K) · HVAC contractor

15+ years in business · San Diego, CA · (619) 736-1...

Open 24 hours

✓

Provides: Heat Pump Installations

Website

Directions

Carini Home Services



Contractor Search—High Intent to Buy

AI Overview

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heat pump contractor albany ny

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🔮 AI Overview

Learn more

Several companies in and around Albany, NY offer heat pump installation and repair services. [Yelp](#) lists a few options, including [Family Danz Heating & Cooling](#), [One Hour Heating & Air Conditioning](#), [Rycor HVAC](#), and [Karner Mechanical Inc.](#)

Elaborate on the mentioned companies:

Family Danz Heating & Cooling:
They offer a full range of heat pump services, including installation, repair, and maintenance.

One Hour Heating & Air Conditioning:
They provide HVAC services in Albany and the surrounding area, including heat pump installation.

Rycor HVAC:
They specialize in Mitsubishi Electric heat pumps and offer installation in Albany and the Capital Region.

Karner Mechanical Inc:
They offer comprehensive heat pump services, including energy efficiency assessments, and customize installations.

TOP 10 BEST Heat Pump Installation in Albany, NY - Updated 2025

Top 10 Best Heat Pump Installation Near Albany, New York * Sponsore...

📍 Yelp

Albany, NY Ductless Mini-Split Heat Pump Installation.

The Mitsubishi Electric heat pumps we install run even in some of the...

📍 Rycor HVAC

Heat Pump Installation & Replacement Near Albany, NY

Heat Pump Installation & Replacement Near Albany, NY |...

📍 Family Danz

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👍

🗨️

Businesses

Crisafulli Bros. Plumbing & Heating Co...

4.8 ⭐⭐⭐⭐⭐ (4.5K) · Plumber

85+ years in business · Albany, NY

Open 24 hours · (518) 254-8310

📍 "... hours, a technician, Eric, showed up and installed a new pump."

🌐 Website

📍 Directions

Best Plumbing Heating & Cooling Cont...

4.8 ⭐⭐⭐⭐⭐ (72) · HVAC contractor

15+ years in business · Albany, NY

Open 24 hours · (518) 368-0849

📍 "They always provide same-day service with accurate timelines and..."

🌐 Website

📍 Directions

Family Danz Heating and Co...

4.7 ⭐⭐⭐⭐⭐ (1.3K) · HVAC c...

45+ years in business · Alba...

Open 24 hours · (518) 427-8...


📍 "They did a great job and were very conscientious a..."

📅 Schedule

🌐 Website

📍 Directions

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https://www.revisionenergy.com

Expert Heat Pump Installers

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heat pump installer albany ny

Here are some highly-rated heat pump installers in Albany, NY, based on customer reviews and ratings:


Crisafulli Bros.: This company has been in business for over 86 years and is family-owned and operated. They offer heat pump installation and repair services and are known for their quality of work, professionalism, and reliable service.

Family Danz Heating and Cooling: A full-service heat pump contractor that offers professional installation by certified technicians. They emphasize energy efficiency and treating customers like family.


Northeast Heating, Cooling & Refrigeration: They provide new installation, replacement, seasonal maintenance, and repair of all makes and models of heat pumps. They offer a 100% satisfaction guarantee and the owner visits every job site.

Rycor HVAC: Specializes in ductless mini-split heat pumps and offers same-day installation. They focus on energy efficiency and quick installation.


Superior Co-Op HVAC: A Mitsubishi Diamond Contractor Elite that provides heat pump installation, repair, and maintenance. They highlight their extensive training, industry knowledge, and strong partnerships with leading HVAC manufacturers.




Crisafulli Bros. Plu...
4.8 ★ (4,548)
Open Plumber
25 Industrial Park Rd



Family Danz Heatin...
4.7 ★ (1,338)
Open HVAC contractor
404 N Pearl St



Northeast Heating...
4.4 ★ (34)
Open Air conditionin...
27 Railroad Ave




RYCOR HVAC
5.0 ★ (14)
Open HVAC contractor
8 Blue Lupine Ln

Other well-regarded companies:


Roland J. Down Service Experts: Offers heat pump installation and replacement and can help you choose the right model while securing rebates.

Albany Mechanical Services, Inc.: Offers free estimates for residential HVAC replacements, including heat pumps. They install Daikin heat pumps.


Ridgeline Heating and Cooling: Specializes in Mitsubishi Electric heat pump systems and heat pump water heaters.



Roland J. Down Se...
4.8 ★ (5,538)
Open HVAC contractor
118 Solar Dr



Albany Mechanical...
4.7 ★ (323)
Open Air conditionin...
160 Delaware Ave Sutt...



Ridgeline Heating a...
5.0 ★ (62)
Open HVAC contractor
160 Delaware Ave Sutt...

Factors to Consider When Choosing a Heat Pump Installer:

Experience and Expertise: Look for a company with a proven track record and experienced technicians, especially with the type of heat pump you are considering.

Customer Reviews and Testimonials: Check online reviews on platforms like Yelp, Google, and HomeAdvisor to gauge customer satisfaction.

15 sites

Albany, NY Ductless Mini-Split Heat Pump Installation.
Quick & Expertly Installed Ductless Mini-Split Heat Pumps in Albany, NY...

Rycor HVAC


Heat Pump Installation & Repair in Upstate NY | Crisafulli Bros.
I have used Crisafulli Bros three times in the past two years, one was an...

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Heat Pumps - Albany
May 19, 2025 — Call our team for your heat pump service needs! Northeast...

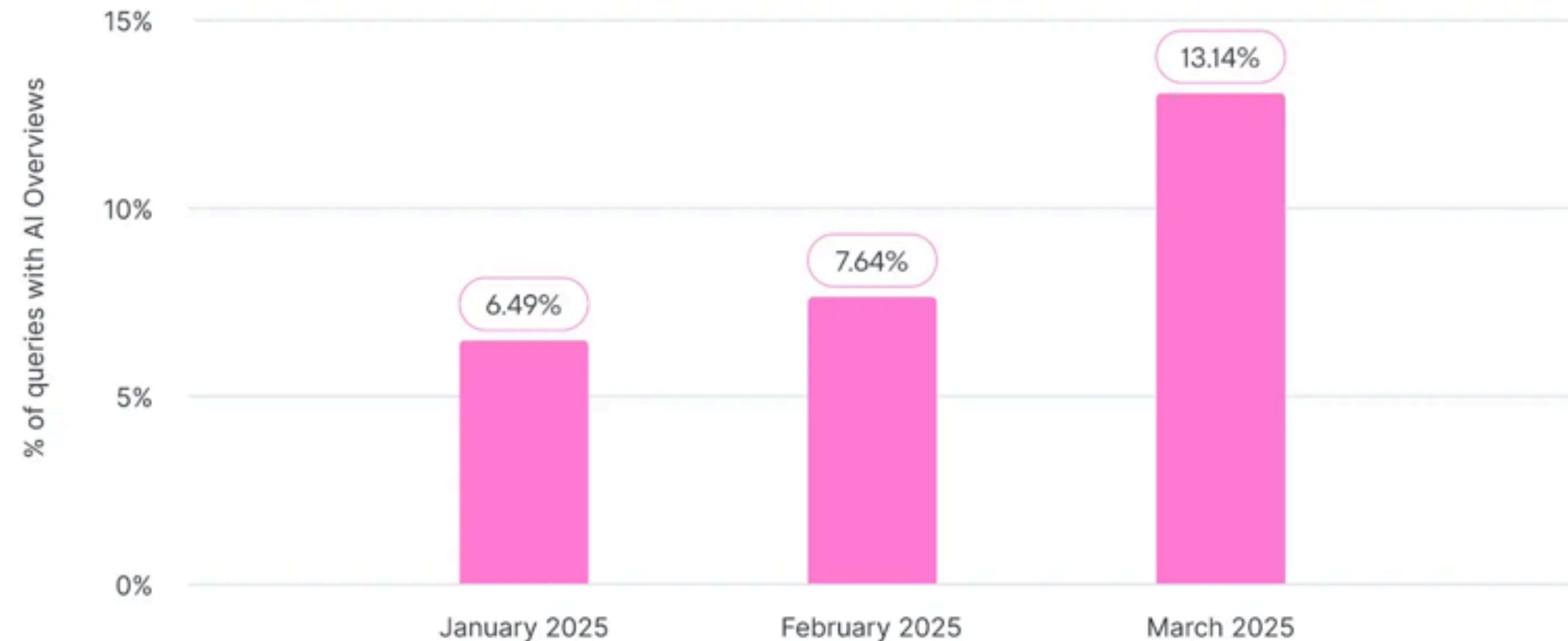
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Share of Queries Triggering AI Overviews (Jan-Mar 2025)

US, Desktop Data



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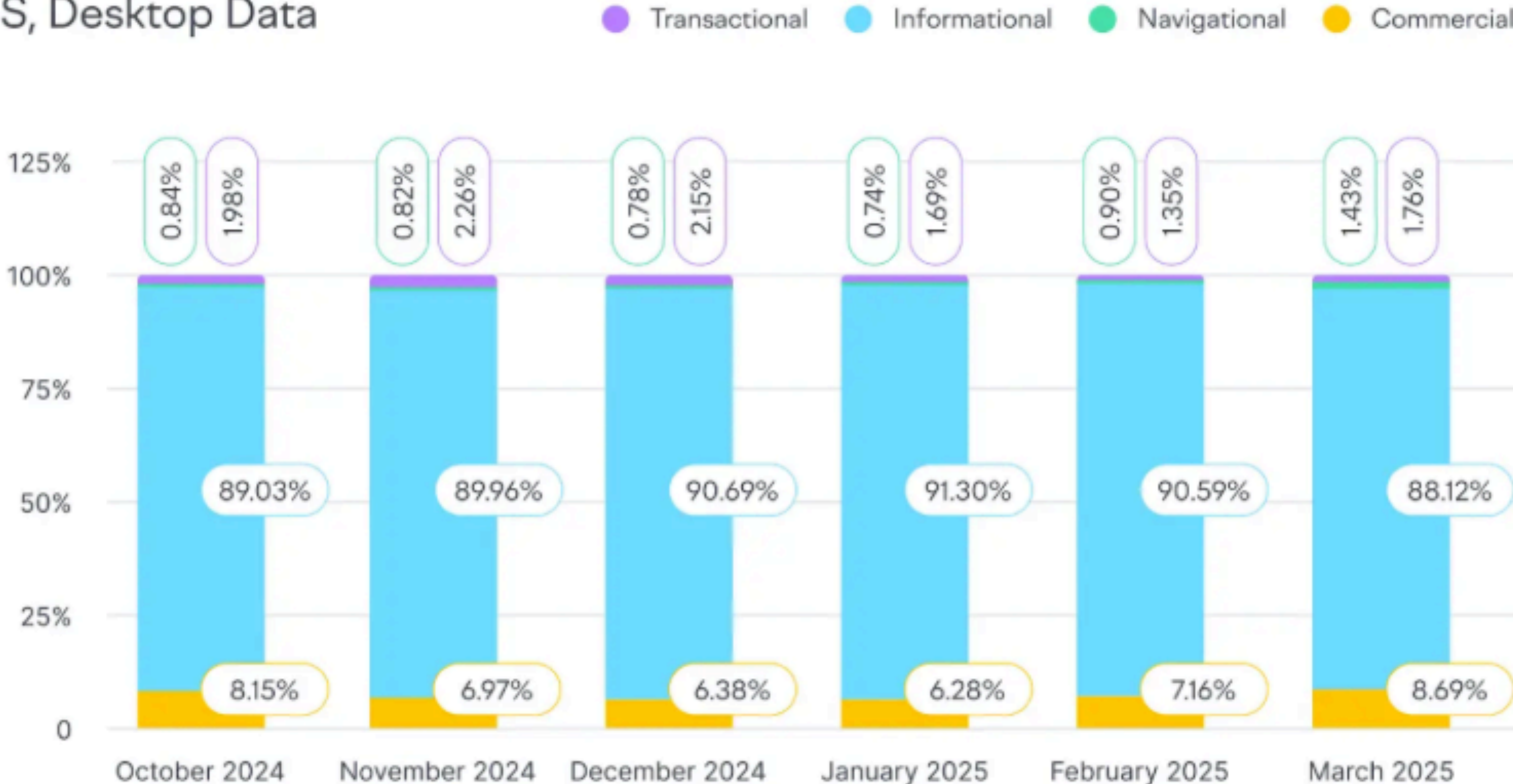
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Share of Keywords That Triggered AI Overviews by Intents

US, Desktop Data



THE IMPACT OF AI OVERVIEWS & AI MODE IN HOME PERFORMANCE



**Top of
Funnel**

Educational, Exploratory,
Broad Awareness

Benefits of switching to a heat pump
Is a heat pump better than a furnace?
Pros and cons of home electrification
How can I reduce my home's carbon footprint?
How much energy does a heat pump use?
Are heat pumps good in cold climates?

**Bottom of
Funnel**

High Buying Intent,
Transactional,
Ready to Act

Best heat pump installer near me
Request heat pump installation quote
Schedule a home electrification audit
Top-rated heat pump companies in [city]
Apply for heat pump rebate [state program name]
Financing options for heat pump installation



**Top of
Funnel**

Educational, Exploratory,
Broad Awareness

*Benefits of switching to a heat pump
Is a heat pump better than a furnace?
Pros and cons of home electrification
How can I reduce my home's carbon footprint?
How much energy does a heat pump use?
Are heat pumps good in cold climates?*

**Mid
Funnel**

Consideration, Comparison,
Project Research

*Heat pump vs. gas furnace cost comparison
Best type of heat pump for my home
Is it worth installing a heat pump?
Incentives for heat pumps in [my state/region]
Rebates for home electrification
Ductless vs. ducted heat pump*

**Lower
Mid
Funnel**

Solution Discovery, Planning,
Readiness Signals

*What types of contractors do heat pump installation?
How long does heat pump installation take?
Can I use my existing ducts with a heat pump?
Home electrification checklist
What separates a good heat pump contractor from a bad one?
What size electrical panel do I need for home electrification?*

**Bottom of
Funnel**

High Buying Intent,
Transactional,
Ready to Act

*Best heat pump installer near me
Request heat pump installation quote
Schedule a home electrification audit
Top-rated heat pump companies in [city]
Apply for heat pump rebate [state program name]
Financing options for heat pump installation*



Top of Funnel: “Are heat pumps good in cold climates?”

Google

Are heat pumps good in cold climates?

Search Labs | AI Overview

Yes, heat pumps can be effective in cold climates, especially with advancements in cold-climate heat pump technology. While older heat pump models might struggle in very low temperatures, modern cold-climate heat pumps are designed to provide efficient heating even when it's cold outside.

Here's why heat pumps can be a good option for cold climates:

Energy Efficiency:
Heat pumps are generally more energy-efficient than traditional heating systems like furnaces, especially in moderate climates.

Cold Climate Models:
Modern cold-climate heat pumps are specifically designed to handle colder temperatures, with some models able to maintain heating capacity down to 5°F or even lower.

Backup Heat:
In extremely cold conditions, a backup heating system (like a furnace or electric resistance heating) may be needed to supplement the heat pump.

Ground Source (Geothermal) Heat Pumps:
Geothermal heat pumps, which draw heat from the earth, can be particularly efficient in cold climates as the ground temperature remains relatively stable.

Environmental Benefits:
Heat pumps are a more environmentally friendly option than fossil fuel-based heating systems.

However, it's important to consider:

Installation:
Proper installation by a qualified professional is crucial for optimal performance.

Climate:
The severity of the winter in your specific location is a key factor in determining the suitability of a heat pump.

Backup System:
If you live in a region with very low temperatures, you'll likely need a backup heating system.

Cost:
While cold-climate heat pumps are improving, they can still be more expensive than traditional systems, and the need for a backup system can also add to the cost.

In conclusion, heat pumps, especially those designed for cold climates, can be a good choice for heating homes in cold climates, but it's important to carefully consider your specific needs and consult with a professional to determine the best solution for your situation.

Can Heat Pumps Actually Work in Cold Climates? - Consumer Reports

Apr 9, 2024 — Yes, they can—if carefully chosen and properly installed. Here's what you need to know. By Liam McCabe....

CR Consumer Reports

Heat Pumps for Cold Climates - Do They Work? - NY.Gov

In fact, research shows that cold-climate heat pumps can provide comfortable domestic...

cleanheat.ny.gov

Do heat pumps work in cold places? Here's what you need to know.

Mar 1, 2023 — Houston has consulted with villages in Northern Alaska to get them heat...

Yale Climate Connections

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Are heat pumps good in cold climates?

Yes, cold-climate heat pumps are designed to work effectively in cold climates, offering efficient heating and cooling, even in freezing temperatures.

Key Points:

Technological Advancements: Modern heat pumps, specifically cold-climate air source heat pumps, are a significant improvement over older models.

Efficiency in Cold: Cold-climate heat pumps can extract heat from the outside air and efficiently warm your home, even when temperatures are below freezing. Many models maintain excellent performance at 5°F and can even work effectively in temperatures as low as -15°F. Some models can operate in temperatures as low as -22°F.

Energy Savings: Heat pumps offer significant energy savings compared to traditional heating systems like furnaces. While electricity costs may increase slightly, savings on fossil fuels can offset these costs. Studies have shown that many households see a reduction in their overall utility bills after installing a heat pump.

Year-Round Comfort: Heat pumps provide both heating and cooling, making them a versatile year-round solution.

Importance of Proper Installation: A properly sized and installed heat pump is crucial for ensuring optimal performance in cold climates.

Backup Heating: While cold-climate heat pumps are designed to handle very low temperatures, some homeowners may still choose to have a backup heating system, especially in extremely cold regions. This could be a traditional furnace or integrated electric resistance heating.

Do Heat Pumps Work In Cold Climates? - EnergySage

Dec 11, 2024 — Do heat pumps work in cold climates? Yes, and they're...

EnergySage

Do Heat Pumps Really Work in Cold Climates? - Bosch Home Comfort

Do Heat Pumps Really Work in Cold Climates? * An Enhanced Compress...

Bosch Home Comfort

In summary, modern heat pump technology has made them a viable and efficient heating option for cold climates.

AI responses may include mistakes. Learn more

Ask anything

8 sites

Cold Climate Heat Pump | Heating in Extreme Cold Weather

Cold Climate Heat Pumps: Advanced Heating for Extreme Weather.

Carrier

Do Heat Pumps Work In Cold Climates? - EnergySage

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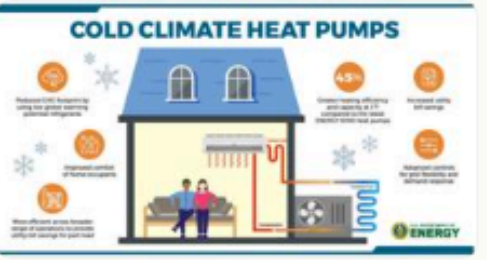

Heat Pumps for Cold Climates - Do They Work? ...

Consumer Reports

Can Heat Pumps Actually Work in Cold Climates? - ...

Rewiringamerica

Heat Pumps in Cold Weather | Rewiring America






Heat Pumps in Cold Climates: Are They Effective?





Summary:
Modern heat pumps, especially those designed for cold climates, are highly effective and efficient even in very cold weather. However, performance depends on selecting the right model and ensuring proper installation.

Key Points:

- Modern Cold-Climate Heat Pumps Work Well in Freezing Temperatures:**
Technological advancements, such as variable-speed, inverter-driven compressors and improved defrost controls, allow cold-climate heat pumps to operate efficiently at temperatures as low as -15°F. Many models can maintain heating capacity and comfort even during frigid conditions 2 4 5 6 .
- Efficiency Remains High Compared to Traditional Systems:**
Cold-climate heat pumps are typically at least twice as efficient as fossil fuel systems in cold weather. Even at 5°F, many units achieve a coefficient of performance (COP) of 1.75 or higher, meaning they deliver more heat per unit of electricity than electric resistance heaters or most gas furnaces 4 5 .

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Are heat pumps good in cold climates?

Yes, heat pumps can be very good in cold climates — **when the right kind of heat pump is used** and the system is properly designed.

Here's a more detailed look:

Cold Climate Performance

Modern **cold climate heat pumps (CCHPs)** are specifically engineered to perform well in temperatures as low as -5°F to -15°F (sometimes even lower, depending on the brand and model). They use advanced compressor technology (variable speed, inverter-driven) and refrigerants optimized for cold conditions, so they can extract heat even from very cold outdoor air.

Efficiency

- Even in cold weather, high-performance heat pumps are **more efficient than electric resistance heating or oil heating**, and often more cost-effective than propane.
- As temperatures drop, their efficiency (COP — coefficient of performance) decreases, but good CCHPs can still deliver 2–3 units of heat for every unit of electricity at 5°F.



Comfort

Properly designed systems provide **steady, comfortable heat** without the dry air or temperature swings common with combustion systems. Zoned heat pump systems can improve comfort room by room.



Important Considerations

- Proper Sizing**
Oversized or undersized systems will perform poorly. Sizing must account for actual heat loss at design temperatures.

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Tools





Mid Funnel: “Ductless vs ducted heat pump?”

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Ductless vs ducted heat pump

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ECI Comfort

https://www.ecicomfort.com › blog › ductless-versus-duc...

Ductless Versus Ducted Heat Pumps: Which Should You ...

Jul 9, 2021 — Unlike systems where the air travels through ducts, ductless heat pumps allow you to choose where you want heating/cooling, when you want it.

Search Labs | AI Overview

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Ductless and ducted heat pumps offer different solutions for heating and cooling homes. Ducted systems use a network of ducts to distribute air, while ductless systems, also known as mini-splits, use individual units for specific rooms, offering more zoning capabilities. Ductless systems are often more efficient for heating and cooling individual rooms or when existing ductwork is inadequate or absent, while ducted systems can be more suitable for whole-home heating and cooling, especially in homes with existing ductwork.

Ducted Heat Pumps:

How they work:

Ducted heat pumps utilize a central unit that distributes heated or cooled air through a network of ducts to various rooms in the house.

Pros:

- Suitable for whole-house heating and cooling.
- Can be integrated with existing ductwork.
- Generally lower upfront costs when replacing existing ducted systems.
- Quieter operation, especially when the air handler is located away from living spaces.

Cons:

- Less efficient than ductless systems if ducts are leaky or poorly insulated.
- Can be more expensive to install if new ductwork is needed.
- May require more space for ductwork installation.
- Single temperature setting for the whole house, unless zoned systems are installed.

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Ductless vs ducted heat pump

Both ducted heat pumps and ductless heat pumps (mini-splits) provide energy-efficient heating and cooling for homes, but they differ primarily in how they distribute treated air.

Ducted Heat Pumps:

- How they work:** These systems use a network of air ducts to deliver conditioned air throughout the entire house. They have a central indoor unit that connects to the ducts and an outdoor unit that moves heat.
- Best for:** Homes with existing ductwork or those requiring uniform heating and cooling across the entire house.
- Pros:**
 - Whole-house temperature control from a single thermostat.
 - Hidden ductwork, leading to a more streamlined appearance.
 - Can potentially be more cost-effective if ductwork is already in place and in good condition.
- Cons:**
 - Can be costly and invasive to install if ductwork doesn't exist.
 - Less zoned control, meaning the entire house is heated/cooled to the same temperature.
 - Potential for energy loss through leaky or poorly insulated ducts.
 - Ducts can accumulate dust and other allergens, potentially affecting air quality.

Ductless vs. Ducted Heat Pump: Pros and Cons - Aire Serv

Mar 21, 2024 — ductless systems remain. * Understanding Ducted Heating Systems. Ducted...

Aire Serv

Ductless vs. Ducted Heat Pumps: Which One Is Right fo...

Mar 25, 2025 — Ducted vs. Ductless Heat Pumps: What's the Difference?...

Neeeco

Ductless Heat Pumps (Mini-Splits):

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Angie's List 13 sites

Ducted vs. Ductless Heat Pump - Angie's List

Mar 25, 2025 — Ducted vs. Ductless Heat Pumps: Key Differences and...

Angie's List

Ductless Versus Ducted Heat Pumps: Which Should You ...

Jul 9, 2021 — Pros. Ducted heat pumps are efficient: air-source...


ECI Comfort


Ductless Mini Split Vs Ducted Heat Pump

Feb 24, 2023 — So while you're making the decision between a...


Unique Indoor Comfort

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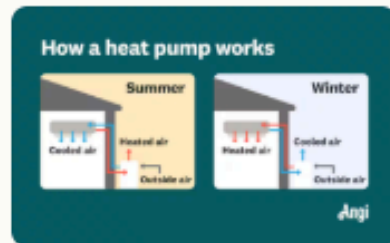
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At what point does it make sense to choose a ducted...

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Ductless Mini Split Vs
Ducted Heat Pump | Uniqu...

AV Ductless vs. Ducted Heat Pump: Pros and Cons - Air...



System Overview


- 4 5 6 .

Feature	Ducted Heat Pump	Ductless Heat Pump
Installation	Best for homes with existing ducts; costly to add ducts	Easier, less invasive; ideal for homes without ducts 4 5
Energy Efficiency	Some energy loss through ducts	Higher efficiency—no duct losses 4 5 7
Temperature	Centralized, uniform throughout home	Zoning: individual room control 3 4 5

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- aireserv.com

Cons:

- irbishvac.com

Pros:

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Lower Mid Funnel: “What types of contractors do heat pump installation?”

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What types of contractors do heat pump installation?

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Heat pump installation is typically handled by **qualified plumbing and heating contractors, or by HVAC (Heating, Ventilation, and Air Conditioning) companies that specialize in heat pumps.** In many cases, both a plumber and an electrician are needed for the installation, especially when dealing with electrical connections and refrigerant lines. Some companies specialize in specific types of heat pump systems, like **ductless mini-splits** or **geothermal systems**, so it's important to find a contractor with the right experience.

Here's a more detailed breakdown:

HVAC Contractors:
Many HVAC companies offer heat pump installation as part of their services. They

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ReVision Energy

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Expert Heat Pump Installers | ME's Heat Pump Experts

Pair An Air Source Heat Pump With Solar Power For Year-Round Heating & Air Conditioning. Make Your Home More Resilient With Heat Pumps + Solar Power With ReVision Energy. Expert Energy Consultants. Employee-Owned Company.

Efficiency Maine

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Heat Pump Systems for Maine Homes

Efficiency Maine offers heat pump rebates on the installation of eligible high efficiency heat pumps. Learn more about high efficiency ductless heat pumps ...

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4 tips for choosing a heat pump contractor

Apr 29, 2024 — Contractors sometimes specialize in certain systems or home types. F...
Air-Source Heat Pump Collaborative



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What types of contractors do heat pump installation?

What types of contractors do heat pump installation?

Based on the information available, heat pump installation is primarily handled by HVAC (Heating, Ventilation, and Air Conditioning) contractors.

However, some installations may require the expertise of other contractors as well, particularly for water heating systems:

- Plumbers: Qualified plumbing and heating contractors are recommended for installing heat pump water heating systems. Note that for complex electrical work or when a dedicated circuit is needed, a separate electrician will also be required.
- Electricians: Depending on the specific heat pump system, an electrician might be needed to provide the electrical connection. Some heat pumps may require installation on a dedicated circuit with a switchboard installation.

In summary, to optimize energy efficiency and ensure proper installation, it's best to have a qualified professional install your heat pump.

Specifically for air-source heat pumps, look for HVAC contractors with demonstrated experience in installing and servicing heat pump systems. Some contractors specialize in heat pumps and may even have certifications like NATE, which demonstrate their expertise in this area.

If you're considering a geothermal heat pump, you'll need installers who specialize in geothermal systems, as these require digging and installation of ground loops.

When selecting a contractor, it is essential to:

- Check their qualifications and certifications.
- Request written cost estimates.
- Ask for references.
- Check with your local Better Business Bureau.
- Ensure they will obtain necessary local permits and understand building codes.
- Confirm they perform a load calculation (like a Manual J) to size the heat pump correctly.
- Look for contractors specializing in heat pumps, especially if you have complex

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9 sites

Heat Pump Water Heater Installers for Maine - Energy Star

Heat Pump Water Heater Installers for Maine * Augusta Fuel Company. augusta, ME 04330. * Bob...

Energy Star (.gov)

Heat Pump Water Heaters | Department of Energy

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Heat Pump Installer Search - Mass Save

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A Contractors Guide To Heat Pumps - Raiven

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4 tips for choosing a heat pump contractor

Types of Contractors Who Install Heat Pumps

Several types of contractors are qualified to install heat pumps, and choosing the right one is crucial for ensuring system performance, efficiency, and eligibility for rebates.

HVAC Contractors

- The most common professionals for heat pump installation are licensed HVAC (Heating, Ventilation, and Air Conditioning) contractors. These companies and technicians specialize in heating and cooling systems, including air-source, ground-source (geothermal), and ductless mini-split heat pumps 3 5 6 .
- Some HVAC contractors may have additional certifications specific to heat pumps or particular brands (e.g., Mitsubishi "Diamond Contractors") which can indicate extra training and expertise 8 .

Electrification & Energy-Efficiency Companies

- Companies focusing on home electrification or energy efficiency often have a holistic approach to heat pump installation. They may be more knowledgeable about high-performance systems, integration with other home upgrades, and maximizing comfort and energy savings 1 .
- These companies are also likely to be updated on current incentive programs and can help with paperwork for rebates and financing 7 8 .

Specialized Heat Pump Contractors

- Some contractors or businesses specialize exclusively in heat pump systems. They may offer a

Ask anything...

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Heat pump installations are typically handled by licensed HVAC (Heating, Ventilation, and Air Conditioning) contractors. These professionals are trained to assess your home's heating and cooling needs, recommend appropriate systems, and ensure proper installation. Depending on the type of heat pump and your home's specific requirements, other specialized contractors may also be involved.

superiormsi.com

forbes.com

Types of Contractors Involved in Heat Pump Installation

- HVAC Contractors:** These are the primary professionals responsible for heat pump installations. They handle system selection, sizing, ductwork modifications, and overall installation. HVAC contractors are essential for ensuring that the heat pump operates efficiently and effectively.

carrier.com
- Electrical Contractors:** If your heat pump installation requires electrical upgrades—such as panel enhancements or new circuit installations—licensed electricians will perform this work to ensure safety and compliance with local codes.
- Geothermal Specialists:** For ground-source (geothermal) heat pumps, contractors with expertise in drilling and installing underground loops are necessary. These systems require specialized knowledge and equipment for proper installation.

forbes.com +2
- General Contractors:** In cases where the installation is part of a larger renovation or construction project, a general contractor may oversee the coordination between HVAC professionals, electricians, and other trades to ensure seamless integration.

Choosing the Right Contractor

When selecting a contractor for your heat pump installation:

- Verify Credentials:** Ensure the contractor is licensed, insured, and has experience with heat pump systems.

tetra.com +1
- Check References:** Ask for references or read online reviews to gauge the contractor's reliability and quality of work.
- Request Detailed Estimates:** Obtain written estimates that outline the scope of work, equipment specifications, timelines, and costs.
- Inquire About Warranties:** Understand the warranties offered on both the equipment and the installation labor.

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Bottom of Funnel: “Top rated contractors do heat pump companies in Albany, NY”

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Results for Albany, NY · Choose area

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4.8 ★★★★★ (74)

Albany, NY

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Tangora He...

4.9 ★★★★★ (21)

Delmar, NY

Open 24 hours ...

"This was all dc

Website

Directions

Family Danz...

4.7 ★★★★★ (14)

Albany, NY

Open 24 hours ...

"The techs are

Website

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Map

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HomeAdvisor

https://www.homeadvisor.com › NY › Albany

Top-rated heat pump installers and replacers. - Albany

Read real reviews and see ratings for Albany, NY heat pump installers and replacers for free! This list will help you pick the right pro heat pump ...

Yelp

https://www.yelp.com › Home Services

TOP 10 BEST Heat Pump Installation in Albany, NY

Top 10 Best Heat Pump Installation Near Albany, New York · Northeast Heating, Cooling & Refrigeration · Grasshopper Heating & Cooling · Holmes HVAC Solutions.

AI Mode All Short videos Forums Images More

Top-rated heat pump companies in albany, ny

Based on customer reviews and ratings, here are some of the top-rated heat pump companies in Albany, NY:

- Tangora Heating and Cooling: They have a 4.9-star rating based on 235 user reviews and specialize in heating, cooling, water heaters, and generator systems. They are described as tailoring solutions to meet the unique needs of homeowners and businesses. One review mentions that "Parker and his team recently installed a heat pump in our home to replace our older furnace". Another says they installed a new heat pump and air handler and the service was excellent.
- Grasshopper Heating & Cooling: They have a 4.9-star rating based on 2187 user reviews and offer installation, repair, and maintenance services. One review mentions "The project of replacing our old oil heat system with a new gas fired boiler and second floor split system went quickly and smoothly". Another says they recently replaced their two-zone central HVAC system with all-electric air source heat pumps.
- E.W. Tompkins Plumbing Heating Cooling: They have a 4.9-star rating based on 841 user reviews and offer plumbing, heating, cooling, and sewer camera inspection services. One review praises their customer service.
- Crisafulli Bros. Plumbing & Heating Contractors, Inc.: They have a 4.8-star rating based on 4685 user reviews and provide plumbing, heating, air conditioning, and mechanical construction services. Multiple reviews express satisfaction with their heat pump installation services.
- Best Plumbing Heating & Cooling Contractors: They have a 4.8-star rating based on 72 user reviews and offer installation and repair services. Reviews highlight their responsiveness and efficiency in addressing heating issues.
- Adams Heating & Cooling Co. Inc.: They have a 4.8-star rating based on 490 user reviews and provide HVAC installation, repair, and cleaning services. They are praised for their professionalism and knowledge.
- Appollo Heating: They have a 4.8-star rating based on 1234 user reviews and serve the entire Capital Region, Southern Tier, and Hudson Valley. They are described as being professional, efficient, and resolving issues quickly.
- Family Danz Heating and Cooling: They have a 4.7-star rating based on 1415 user reviews and offer heating and air conditioning installation and repair services, along with home heating oil. Reviews mention their professionalism and efficient installation

Ask anything

Bottom of Funnel: "Top rated contractors do heat pump companies in Albany, NY"


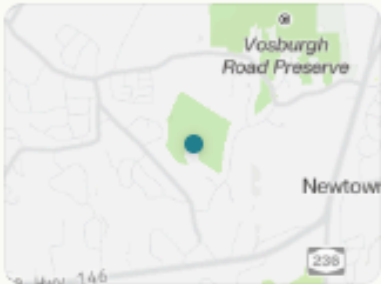
Top rated contractors do heat pump companies
in Albany, NY

Perplexity
 Places
 Images
 Steps

For top-rated heat pump contractors in Albany, NY, several well-established companies stand out for their expertise, customer satisfaction, and specialized HVAC services.

Albany Mechanical Services Inc.

★ 4.7 (325) · [Open](#) · Website · Call


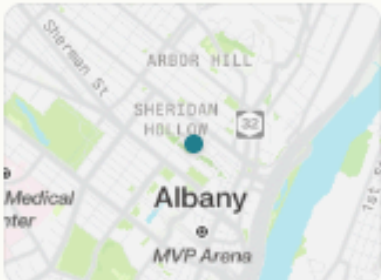



- ✓ Professionalism
- ✓ Thoroughness
- ✗ Customer service issues

With a strong reputation, high customer ratings, and extensive experience in both heating and cooling systems, Albany Mechanical Services Inc. is a trusted choice for heat pump installation and service. Their broad HVAC expertise, online estimates, and inclusive service approach set them apart, though appointment requirements may limit urgent walk-ins.

EW Tompkins Plumbing Heating Cooling

★ 3.3 (16) · [Open until 4:00pm](#) · Website · Directions · Call


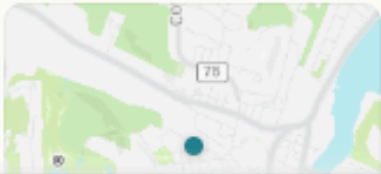



- ✓ High customer satisfaction
- ✓ Convenient online booking
- ✗ Limited review details

EW Tompkins is highly regarded for its prompt, professional service and outstanding customer communication, earning top ratings across multiple platforms. Their long-standing history and award-winning reputation make them a reliable option for heat pump needs, though their focus includes plumbing and broader HVAC services as well.

Glamorgan Heating & Cooling

★ 4.5 (8) · [Open](#) · Website · Directions · Call

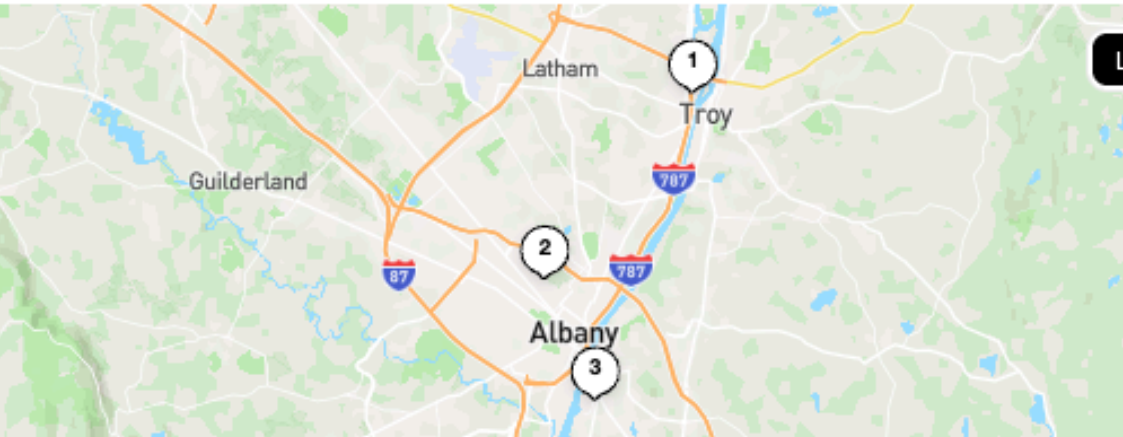
- ✓ Professional service
- ✓ Expertise in HVAC solutions

ChatGPT 4o

Share

Top rated contractors do heat pump companies in Albany, NY

If you're seeking top-rated heat pump contractors in Albany, NY, here are some reputable companies known for their expertise and customer satisfaction:



1


Albany Mechanical Services
Open now until 12:00 AM · Home Services
Serving the area since 1981, they specialize in energy-efficient heat pump installations and offer 24/7 emergency services with a commitment to customer satisfaction. albanymechanical.com

Directions

Website

Call

2


**Crisafulli Bros. Plumbing & Heating Contractors, Inc.**
Open now until 12:00 AM · Construction
A family-owned business since 1939, Crisafulli Bros. provides expert heat pump installation and repair services, known for their upfront pricing and satisfaction guarantee. crisbro.com

Directions

Website

Call

3

**Bourque Mechanical Systems**
Open now until 4:30 PM · Home Services
Known for same-day service, Bourque specializes in geothermal and traditional HVAC systems, offering comprehensive heating and cooling solutions. timesunion.com

Directions

Website

Call

Ask anything

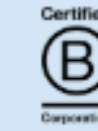
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We Tested Google's New AI Mode vs Traditional Search—Here's What Contractors Need to Know



By Emily Silverman | June 4, 2025

AI is changing everything, including how your customers search for your services online.

Google launched Bard (now Gemini) in 2023, followed by AI Overviews (AIO) in 2024. Now, they're rolling out a brand-new feature, called AI Mode.

What Is AI Mode?

AI Mode is a new feature from Google that completely alters the search experience. It allows you to ask complex, multi-step questions and receive a customized, AI-generated response instead of a list of links. You can even ask follow-up questions, turning search into a conversation. It's very similar to ChatGPT, but lives right within the Google ecosystem.

Here's what it looks like in action:

How AI Mode Compares to Traditional Google Search

We ran a series of test searches related to insulation, HVAC, and solar to see how results in Google's new AI Mode compare to traditional search results.

Take your business to the next level.

[Schedule a Discovery Call](#) →



Energy Circle Ongoing Testing

Test Search: "Residential solar companies"

Organic results displaced in AI Mode: 6 of 12 (50%)

Traditional Google Search		AI Mode	
Map Pack	Top Organic Results	Response	Resources
Smart House Solar	Solar Reviews	Florida Solar LLC	Solar Reviews
Evolve Solar	Energy Sage	Smart House Solar	Consumer Affairs
Affordable Solar Roof & Air	Brilliant Harvest	Affordable Solar Roof & Air	ESD Solar
	Solaria Energy Solutions	Evolve Solar	Brilliant Harvest
	SunVena	Lunex Power Inc	Velocity Solar Energy
	Consumer Affairs	Florida Power Services	
	Tampa Bay Solar	SolarGlow Energy	
	Reddit	ERA Energy	
	Sunnova Energy	Sunrun	
		SunPower	
		Brilliant Harvest	
		Freedom Solar	
		Velocity Solar Energy	
		ESD Solar	

Test Search: "AC repair St Pete, FL"

Organic results displaced in AI Mode: 3 of 12 (25%)

Traditional Google Search		AI Mode	
Map Pack	Top Organic Results	Response	Resources
Phillips AC & Heating	St Pete AC & Heating	Phillips AC & Heating	FAST of Florida
Value Air & Heat	Reddit	The Service Pros	Forest AC & Heating
The Service Pros	Forest AC & Heating	Total Air Inc	Angi
	Phillips AC & Heating	Air Bros	Yelp
	Total Air Inc	Value Air & Heat	Yelp
	Air Bros	Scott's One Hour Air	ABC Plumbing
	Yelp	FAST of Florida	One Hour Heat & AC
	Acree Plumbing	Hern Heating & AC	Reddit
	Cool Today	Liberty Air	
		Forest AC & Heating	
		Blue Bear Heating & AC	
		Weathermakers AC	



SO WHAT'S THE PATH FORWARD?



E-E-A-T

Google

AND

AI



New World Order

**Search Engine
Optimization (SEO)**

AND

**Generative Engine
Optimization (GEO)**

- **EEAT: Experience, Expertise, Authoritativeness, Trust (Website ++)**
- **Google Reviews—High Star Average + Volume**
- **Question Oriented Content, Concise Answers**



E-E-A-T in the Real World

Expertise	Experience	Authoritativeness	Trust
Certifications Trainings Credentials Case Studies Emphasis on Building Science	# of Installs Years in Business Awards Staff Bios Longevity of Team	Citing Experts Department of Energy Building Science Detail Using Diagnostics (Audit)	BPI Other Trust Symbols Energy Star Industry Associations Local Involvement Review Depth & Quantity



END

