



Endless Energy Releases Part 3 of Heat Pump Guide Comparing Ducted vs Ductless Mini Split Options

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Marlborough, Massachusetts - September 08, 2026 -

Endless Energy has published the third installment of its educational video series, "Massachusetts Heat Pump Guide: What Every Homeowner Needs to Know." The new video, titled "Ducted vs. Ductless ? Which Heat Pump Is Right for Your Home," examines the differences between ducted and ductless heat pump systems and helps homeowners understand which configuration may suit their properties.

The release continues a video guide series produced for Massachusetts homeowners considering heat pump technology. Earlier installments addressed cold climate heat pump performance and the cost comparisons between heat pumps and traditional oil or gas systems. Part 3 turns the focus to system design, a common point of confusion for homeowners exploring electrification.

The video explains that ducted heat pumps distribute conditioned air throughout a home using a network of air ducts and vents, similar to traditional forced-air heating and cooling systems. Ductless heat pumps, also known as ductless mini splits, deliver heating and cooling directly into individual rooms or zones without requiring ductwork. The comparison of Ducted vs Ductless Mini Split systems addresses a question that homeowners frequently raise during the electrification process. Both approaches are recognized for high

efficiency and are frequently chosen as cleaner heating and cooling options.

The installment identifies situations where a ductless system may be appropriate, including homes without existing ductwork such as older or historic properties, homes with persistent hot and cold spots, and conversions of attics, basements or garages into living space. Remodeling projects and home additions are also cited as scenarios that may favor ductless configurations. The video notes that a single outdoor unit can support multiple indoor heads and that many homes may benefit from combining ducted and ductless systems.

The series draws on publicly available information about heat pump technology and available incentives. According to the U.S. Department of Energy, homeowners can reduce the electricity used for heating by up to 50 percent when switching from electric resistance systems such as baseboard or furnaces to a heat pump. The Department of Energy's Cold Climate Heat Pump Initiative reports that modern cold-climate systems are designed for regions such as New England and can operate in temperatures as low as minus 13 degrees Fahrenheit. Both ducted and ductless heat pumps may qualify for Mass Save rebates, with the Mass Save program indicating that incentives can reach up to 85,000 dollars or more for qualifying whole-home installations.

The complete comparison is available in the Ducted vs Ductless Heat Pumps Endless Energy blog.

Matt Kidd, a spokesperson for Endless Energy, said the installment was designed to address a frequent homeowner question. "Many people assume they must choose one system or the other, when in reality the right answer often depends on the home itself," Kidd said. "This video breaks down the distinctions so homeowners can approach the decision with better information."

Kidd added that the series reflects a broader educational effort. "The goal is to give Massachusetts residents a clear, factual reference before they make significant decisions about how they heat and cool their homes," he said. More can be found in the broader Massachusetts Heat Pump Guide for Homeowners video series.

Endless Energy is a family-owned and operated business based in Marlborough, Massachusetts, with over 40 years of experience providing heating, cooling, plumbing, and electrical services. The company is a Mass Save certified contractor serving communities across the state, offering home energy assessments and energy-efficient solutions performed by its own local team.

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Endless Energy - MARLBOROUGH MA

Founded in 1980, Endless Energy is a Mass Save® certified, highly rated, family-run regional home services company with an A+ Better Business Bureau score, offering heating and cooling, plumbing, electrical, and insulation services in Massachusetts.

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