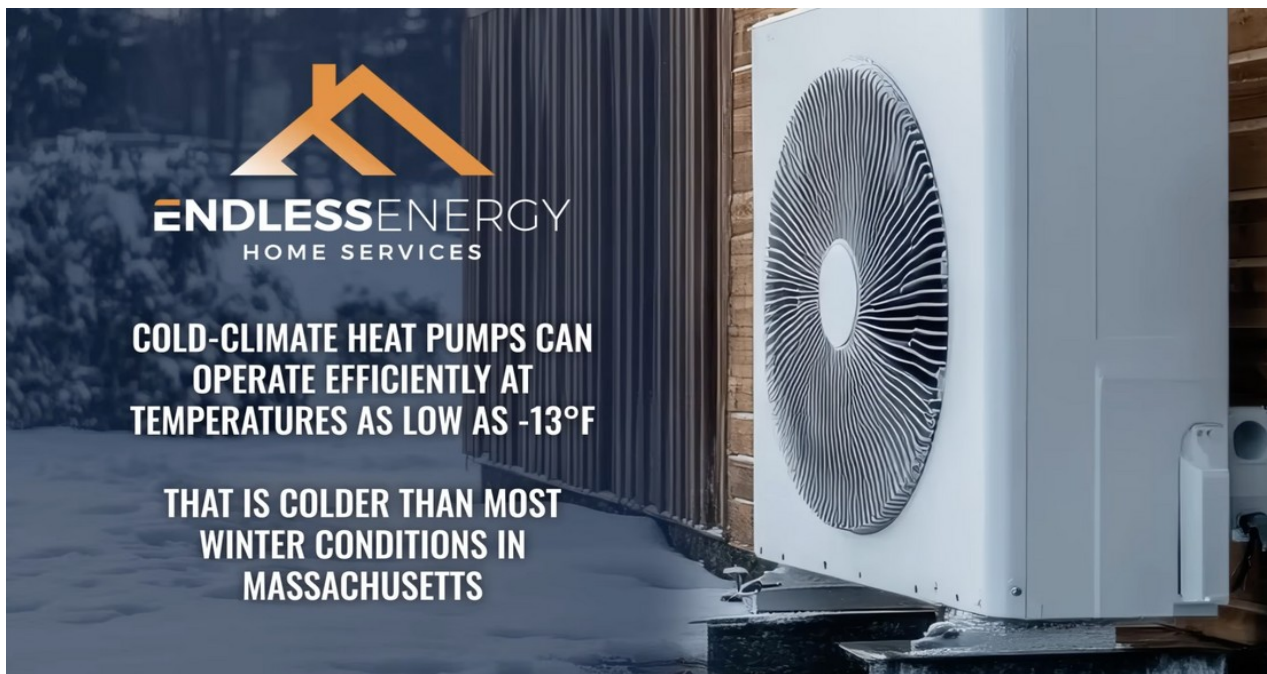




**COLD-CLIMATE HEAT PUMPS CAN
OPERATE EFFICIENTLY AT
TEMPERATURES AS LOW AS -13°F**

**THAT IS COLDER THAN MOST
WINTER CONDITIONS IN
MASSACHUSETTS**

Endless Energy Releases Part 4 of Homeowner Video Guide Explaining How to Qualify for Mass Save Rebates

September 21, 2026

Marlborough, Massachusetts - September 21, 2026 -

Endless Energy, a family-owned home services company based in Marlborough, Massachusetts, has published the fourth installment of its educational video series, "Massachusetts Heat Pump Guide: What Every Homeowner Needs to Know." The new video focuses on the steps residents may follow to determine eligibility for rebate programs when considering heat pump installation.

The latest release continues a series designed to give homeowners plain-language information about heat pump technology, costs, and available incentives. Part 4 addresses one of the most common questions raised by residents evaluating a heat pump system: How to Qualify for Mass Save Rebates for Heat Pump Installation in Massachusetts. The video outlines the general qualification process rather than guaranteeing outcomes, noting that eligibility and program requirements can change over time.

According to the video, the process typically begins with a no-cost home energy assessment, an evaluation that examines how a home uses energy and identifies opportunities to improve efficiency through measures

such as insulation and air sealing. The video then explains that a heat pump system must meet certain efficiency requirements and be installed by a qualified contractor. It also notes that Mass Save rebates and incentives are intended to help make energy-efficient heating and cooling more affordable for residents.

The video references program information indicating that rebates are generally available to Massachusetts residents who own or rent one-to-four-unit homes and who receive electric or natural gas service from participating sponsors such as Eversource, National Grid, Cape Light Compact, or Unitil. Endless Energy encourages homeowners to confirm current eligibility and program terms, as requirements are set by program administrators and may be updated.

"The goal of this series is to give homeowners clear, factual information so they can make informed decisions," said Matt Kidd, spokesperson for Endless Energy. "Part 4 walks through the qualification process step by step, starting with the home energy assessment, because understanding how the program works is often the biggest hurdle for residents."

As part of its ongoing coverage, the company points homeowners toward its rebate resources under the heading Mass Save® & Municipal Rebates & Incentives Endless Energy, which compile information on available programs and financing options.

"Rebate programs can seem complicated, and terms do change," Kidd added. "This video explains the framework so homeowners know what questions to ask and what steps generally come first."

The installment also addresses cold-weather performance, explaining that modern cold-climate heat pumps are designed to operate at temperatures well below freezing, in some cases as low as minus thirteen degrees Fahrenheit, which is colder than typical winter conditions across the state.

The full video series is presented as a Massachusetts Heat Pump Guide for Homeowners and is intended to be viewed in sequence, with earlier installments covering how cold-climate heat pumps function and how they compare with oil or gas heating.

Endless Energy is a family-owned and operated business with more than forty years of experience providing heating, cooling, plumbing, electrical, insulation, and home energy assessment services throughout Massachusetts. The company is a Mass Save certified contractor and serves communities across the MetroWest, Central Massachusetts, North Shore, South Shore, and Greater Boston regions.

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For more information about Endless Energy - MARLBOROUGH MA, contact the company here:[Endless](#)

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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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