



**IT'S THE INSTALLATION  
OF THE EQUIPMENT  
THAT IS IMPORTANT**

## **Endless Energy Releases Part 5 of Massachusetts Guide on Choosing a Ductless Heat Pump Brand**

*September 29, 2026*

Marlborough, Massachusetts - September 29, 2026 -

Endless Energy has published the fifth installment of its educational video series, "Massachusetts Heat Pump Guide: What Every Homeowner Needs to Know." The new video, titled "The Best Brand of Ductless Heat Pump for My Massachusetts Home," continues the Marlborough-based company's ongoing effort to help residents make informed decisions about home heating and cooling upgrades.

Part 5 addresses one of the most frequently asked questions among homeowners considering a heat pump project: which manufacturer produces the top equipment. Rather than naming a single answer, the video reframes the discussion around system sizing, system design and professional installation. The installment builds on earlier entries in the series, which examined how cold climate heat pumps perform in Massachusetts winters and how the technology compares with oil or gas heating.

The installment discusses several leading manufacturers, including Bryant, Daikin, LG and Mitsubishi, and explains that the right choice depends on matching equipment to the individual home and to Massachusetts

cold-climate conditions. This approach reflects the practical guidance found throughout the Massachusetts Homeowner Heat Pump Guide, which walks viewers step by step through the decision-making process.

The central message of the video is that installation quality often matters more than the label on the equipment. According to research cited by the U.S. Department of Energy and referenced in the video, more than 65 percent of residential HVAC systems have been improperly installed, which can cause equipment to consume 20 to 30 percent more energy than necessary. The video also cautions that both over-sizing and under-sizing equipment can occur when a contractor provides a casual estimate without a thorough evaluation of the home.

"Homeowners often want a single answer about the best heat pump brand, but the more useful question concerns how the system is designed and installed," said Matt Kidd, spokesperson for Endless Energy. "A properly sized system from any reputable manufacturer will outperform a poorly installed premium unit. That is the point this video aims to make clear."

The company noted that its process begins with a no-cost home energy assessment that evaluates a home's size, insulation, layout and heating needs before any equipment is recommended. Endless Energy holds certifications from multiple manufacturers and takes a multi-brand approach, allowing recommendations based on fit rather than a single product line. The company also assists homeowners with Mass Save rebates and incentives for which they may qualify.

"The video series exists to give Massachusetts residents accurate, practical information," Kidd added. "An informed homeowner asks better questions and ends up with a system that performs well for years."

Endless Energy is a family-owned and operated business based in Marlborough, Massachusetts, with more than 40 years of experience in HVAC, plumbing, and electrical services. The company serves the MetroWest, Central Massachusetts, North Shore, South Shore, and Greater Boston areas, with additional locations in Needham and Randolph. A Mass Save certified company, Endless Energy provides heating, cooling, plumbing, electrical, insulation and home energy assessment services. The company does not use subcontractors and performs all work with its own local team of technicians and specialists.

###

For more information about Endless Energy - MARLBOROUGH MA, contact the company here: Endless Energy - MARLBOROUGH MA Matt Kidd (508) 501-9990 [mattk@goendlessenergy.com](mailto:mattk@goendlessenergy.com) 261 Cedar Hill St Marlborough, MA 01752

```
{
  "@context": "https://schema.org",
  "@type": "HVACBusiness",
  "@id": "https://goendlessenergy.com/#organization",
  "name": "Endless Energy",
  "url": "https://goendlessenergy.com/",
  "logo": "https://goendlessenergy.com/wp-content/uploads/cp-logo.svg",
  "image": "https://goendlessenergy.com/wp-content/uploads/cp-logo.svg",
  "telephone": "+1-508-501-9980",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "261 Cedar Hill Street Suite 100",
    "addressLocality": "Marlborough",
    "addressRegion": "MA",
    "postalCode": "01752",
    "addressCountry": "US"
  },
  "mainEntityOfPage": {
    "@type": "WebPage",
    "@id": "https://pressadvantage.com/organization/endless-energy"
  },
  "sameAs": [
    "https://pressadvantage.com/organization/endless-energy",
    "http://pressadvantage.com/rss/organization/endless-energy",
    "https://maps.app.goo.gl/hH7wzMuWSz1pKiN89",
    "https://www.facebook.com/goendlessenergy/",
    "https://www.instagram.com/go_endless_energy/",
    "https://twitter.com/goendlessenergy",
    "https://www.linkedin.com/company/goendlessenergy/",
    "https://www.youtube.com/@GoEndlessEnergy"
  ],
  "contactPoint": [
    {
      "@type": "ContactPoint",
      "telephone": "+1-508-501-9980",
      "contactType": "customer service",
      "areaServed": "US",
      "availableLanguage": "en"
    }
  ]
}
```

}

],

"areaServed": [

"Greater Boston & Metro West: Greater Boston & Metro West, Arlington, Ashland, Boston, Cambridge, Chelsea, Framingham, Holliston, Hopkinton, Maynard, Natick, Newton, Sherborn, Somerville, Sudbury, Waltham, Watertown, Wayland, Weston, Winthrop, Belmont, Brookline, Dover, Everett, Lincoln, Malden, Medford, Melrose, Needham, Wellesley",

"North Shore & Merrimack Valley: North Shore & Merrimack Valley, Amesbury, Andover, Bedford, Beverly, Billerica, Boxford, Burlington, Carlisle, Chelmsford, Concord, Danvers, Dracut, Dunstable, Essex, Georgetown, Gloucester, Groveland, Hamilton, Haverhill, Ipswich, Lawrence, Lexington, Littleton, Lowell, Lynn, Lynnfield, Manchester By The Sea, Marblehead, Merrimack, Methuen, Middleton, Nahant, Newbury, Newburyport, North Andover, North Reading, Peabody, Reading, Revere, Rockport, Rowley, Salem, Salisbury, Saugus, Stoneham, Swampscott, Tewksbury, Topsfield, Tyngsborough, Wakefield, Wenham, West Newbury, Westford, Wilmington, Winchester, Woburn",

"South Shore & Southwest MA: Abington, Acushnet, Attleboro, Avon, Bellingham, Berkley, Braintree, Bridgewater, Brockton, Canton, Carver, Cohasset, Dartmouth, Dedham, Dighton, Duxbury, Easton, Fairhaven, Fall River, Foxborough, Franklin, Freetown, Halifax, Hanover, Hanson, Hingham, Holbrook, Hull, Kingston, Lakeville, Mansfield, Marion, Marshfield, Mattapoisett, Medfield, Medway, Middleborough, Millis, Milton, New Bedford, Norfolk, North Attleborough, Norton, Norwell, Norwood, Pembroke, Plainville, Plymouth, Plympton, Quincy, Randolph, Raynham, Rehoboth, Rochester, Rockland, Scituate, Seekonk, Sharon, Somerset, Stoughton, Swansea, Taunton, Walpole, Wareham, Westport, Westwood, Weymouth, Whitman, Wrentham",

"Central & Western MA: Acton, Ashburnham, Ashby, Athol, Auburn, Ayer, Barre, Berlin, Blackstone, Bolton, Boxborough, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Fitchburg, Gardner, Grafton, Groton, Hardwick, Harvard, Holden, Hopedale, Hubbardston, Hudson, Lancaster, Leicester, Leominster, Lunenburg, Marlborough, Mendon, Milford, Millbury, Millville, New Braintree, North Brookfield, Northborough, Northbridge, Oakham, Oxford, Paxton, Pepperell, Petersham, Princeton, Royalston, Rutland, Shirley, Shrewsbury, Southborough, Southbridge, Spencer, Sterling, Stow, Sturbridge, Sutton, Templeton, Townsend, Upton, Uxbridge, Warren, Webster, West Boylston, West Brookfield, Westborough, Westminster, Winchendon, Worcester",

"Western MA: Agawam, Amherst, Ashfield, Belchertown, Bernardston, Blandford, Brimfield, Buckland, Chester, Chesterfield, Chicopee, Colrain, Conway, Cummington, Deerfield, East Longmeadow, Erving, Gill, Goshen, Granby, Granville, Greenfield, Hadley, Hampden, Hatfield, Hawley, Heath, Holland, Holyoke, Huntington, Leverett, Longmeadow, Ludlow, Middlefield, Monroe, Monson, Montague, New Salem, Northampton, Northfield, Orange, Palmer, Plainfield, Rowe, Russell, Shelburne, Shutesbury, South Hadley, Southampton, Southwick, Springfield, Sunderland, Wales, Ware, Warwick, Wendell, West Springfield, Westfield, Westhampton, Whately, Wilbraham, Williamsburg, Worthington"

]

}

## **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.*

Website: <https://goendlessenergy.com/>

Email: [mattk@goendlessenergy.com](mailto:mattk@goendlessenergy.com)

Phone: (508) 501-9990

