



**ANOTHER BIG
ADVANTAGE IN THAT A
HEAT PUMP CAN BOTH
HEAT AND COOL, SO
YOU NO LONGER NEED
TO BUY 2 PIECES OF
EQUIPMENT**

Endless Energy Launches Educational Video Series as Homeowners Guide to Heat Pumps for Massachusetts Residents

July 23, 2026

Marlborough, Massachusetts - July 23, 2026 -

Endless Energy, a Massachusetts-based HVAC, plumbing, and electrical services provider, has launched a comprehensive seven-part video series designed to educate Massachusetts homeowners about heat pump technology and its effectiveness in cold climates. The educational initiative addresses common misconceptions about heat pump performance in northeastern winters while providing practical information for property owners considering energy-efficient heating and cooling solutions.

The video series begins with an in-depth exploration of Cold Climate Heat Pumps in Marlborough MA, addressing the frequently asked question about whether these systems can effectively operate during harsh New England winters. According to data from the U.S. Department of Energy cited in the series, heat pumps move rather than create heat, allowing them to transfer two to four times more heat energy than the electricity they consume.

"It's exciting to offer homeowners a modern way to heat and cool their home. Heat pumps are growing across Massachusetts due to their ultra-high efficiencies and the ability to provide year-round comfort," said Matt Kidd, CEO of Endless Energy. "We're proud to be recognized as a Mass Save Leader, with the right training, experience, and technicians who are trained on all aspects of heat pump technology."

The educational content explains that modern cold climate heat pumps are specifically engineered for regions like Massachusetts, where temperatures regularly drop below freezing. These systems utilize advanced inverter technology to extract heat energy from outdoor air even in single-digit temperatures, then efficiently transfer it indoors. This technology enables the systems to deliver steady comfort throughout the year while operating at lower costs than traditional heating methods.

The Homeowners Guide to Heat Pumps video series serves as a resource for Massachusetts residents seeking to understand the technology behind these systems. The initiative comes at a time when many homeowners are exploring alternatives to traditional heating systems, driven by rising energy costs and environmental considerations. The series covers topics ranging from basic heat pump operation to advanced features specific to cold climate models.

Endless Energy, recognized nationally as a Ductless All Star, brings over 40 years of experience in the HVAC industry to this educational initiative. The company's expertise extends beyond heat pumps to include comprehensive heating, cooling, plumbing, and electrical services, as well as home energy assessments through the Mass Save program.

The video series also addresses practical considerations for homeowners, including potential eligibility for Mass Save rebates and financing options. The company emphasizes the importance of professional installation and proper system sizing to maximize efficiency and comfort in cold climate applications.

Endless Energy is a family-owned and operated business serving Massachusetts communities from locations in Marlborough, Needham, and Randolph. The company specializes in energy-efficient solutions and maintains a commitment to customer satisfaction through its team of certified technicians. Unlike many competitors, Endless Energy does not use subcontractors, ensuring consistent quality control from initial assessment through installation and ongoing maintenance. The company offers manufacturer warranties and limited service warranties for up to ten years on qualifying installations.

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

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Westfield, Westhampton, Whately, Wilbraham, Williamsburg, Worthington"

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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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