



**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 Releases Homeowners Guide To Heat Pumps to Help Massachusetts Homeowners

July 27, 2026

Marlborough, Massachusetts - July 27, 2026 -

Endless Energy, a Massachusetts-based HVAC services provider and Mass Save Heat Pump Leader, has released the second installment of its educational video series designed to help homeowners understand the financial implications of switching to heat pump technology. The new video addresses growing consumer interest in heat pump efficiency and potential cost savings compared to traditional heating systems.

The educational initiative comes at a time when heat pump adoption has reached a significant milestone nationally. According to industry data, Americans are now purchasing more heat pumps than gas furnaces for the first time in history, marking a shift in how homeowners approach heating and cooling solutions.

"Heat pumps offer super high energy efficiencies making them a popular choice for homeowners looking to reduce their energy costs," said Matt Kidd, CEO of Endless Energy. "The technology has advanced significantly, and we want to ensure homeowners have accurate information to make informed decisions about their heating and cooling systems."

The video series specifically addresses the question Can Heat Pumps Save Marlborough MA Homeowners Money by explaining the fundamental differences between heat pumps and traditional heating systems. Unlike conventional systems that burn fuel to create heat, heat pumps transfer existing heat from outdoor air into homes, achieving efficiency rates of 300 to 400 percent according to the U.S. Department of Energy.

This efficiency difference becomes particularly relevant for Massachusetts residents, where approximately 30 percent of homes still rely on heating oil, one of the highest percentages in the country according to the U.S. Energy Information Administration. The higher operational efficiency of heat pumps may translate into reduced heating bills, especially for homes currently using oil-based systems.

The educational content also highlights the Mass Save program, which provides rebates and incentives for qualifying households installing whole-home heat pump systems. These incentives can reach \$8,500 or more, making the transition to heat pump technology more accessible for Massachusetts homeowners.

Beyond potential cost savings, the video series emphasizes that heat pumps provide both heating and cooling capabilities in a single system, eliminating the need for separate heating and air conditioning equipment. This dual functionality represents an additional value proposition for homeowners considering system upgrades.

"Massachusetts is a great place to invest in heat pumps due to the Mass Save heat pump rebate program," noted Kidd. "The first step for homeowners is to get a no-cost energy assessment of their home to understand their current energy performance and potential savings opportunities."

The company emphasizes that actual savings depend on various factors including home insulation, property size, and local energy rates. The educational series encourages homeowners to schedule professional energy assessments to determine whether Can Heat Pumps Help Save Money in their specific situations.

Endless Energy is a family-owned and operated business with over 40 years of experience providing HVAC, plumbing, and electrical services throughout Massachusetts. The company has been recognized as a Ductless All Star and featured in USA Today for achievements in home energy efficiency. With locations in Marlborough, Needham, and Randolph, the company specializes in energy-efficient solutions and maintains certification as a Mass Save Heat Pump Leader.

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Southampton, Southwick, Springfield, Sunderland, Wales, Ware, Warwick, Wendell, West Springfield, 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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