VERMONT & NEW HAMPSHIRE

Heating & Cooling

$9.30	$129.02	7.48%
Avg. cost per click	Avg. cost per lead	Of clicks that become leads

Google search ads, US median for heating & furnaces, Apr 2024 – Mar 2025 (LocaliQ). AC install & repair: $9.68 a click, $127.74 a lead.[1]

WHAT'S MOVING

01 **The federal heat pump credit is gone.** The 25C tax credit ended Dec 31, 2025, so homeowners are hunting for state rebates and the contractors who can get them.[2]

02 **State money is still on the table.** Efficiency Vermont's 2026 rebates run up to $2,200 off a ducted heat pump and $475 off ductless. NHSaves rebates in NH only go through participating contractors.[3,4]

03 **AI is the new word of mouth.** 45% of consumers now ask ChatGPT or other AI tools for local recommendations, up from 6% a year earlier.[6]

46%

CLOSE TO HOME · SOURCE 5

of Vermont homes still heat with fuel oil, and 40% in New Hampshire, against a single-digit share nationally. Every one is a future service call or heat pump conversion.

WORTH KNOWING FOR HVAC CONTRACTORS

3.64M
heat pumps shipped in the US in 2025[7]

11%
more heat pumps than gas furnaces shipped last year[7]

-20%
drop in AC and heat pump shipments in 2025, so more shops chase fewer installs[7]

ON THE HOUSE

Free audit. No strings.

We'll go through your SEO, Google Ads, Local Services Ads and website, and send back a short list of what we'd fix first. It's yours to keep either way.

Reply or email
niko@bravado.info
Nikolas DiGangi

Sources: [1] LocaliQ, Home Services Search Advertising Benchmarks, Apr 2024 – Mar 2025, 3,211 US campaigns (localiq.com) · [2] IRS, Energy Efficient Home Improvement Credit 25C, ended Dec 31, 2025 (irs.gov) · [3] Efficiency Vermont, 2026 rebates (efficiencyvermont.com) · [4] NHSaves heat pump program (nhsaves.com) · [5] US Energy Information Administration, Residential Energy Consumption Survey 2020 (eia.gov) · [6] BrightLocal, Local Consumer Review Survey 2026, 1,002 US consumers (brightlocal.com) · [7] AHRI shipment data, Dec 2025 report, via ACHR News, Feb 2026 (achrnews.com)