

LOCAL SMB & AGENCY DELIVERABLE (\$349 LIST · \$174.50 CHARTER)

ID: GF-LOC-2026-1024

10 DENVER RIVALS AUDITED

WHITE-LABEL READY

Denver Metro HVAC Market Tear-Down: Why 8 of 10 Rivals Lose \$24,000/Mo in High-Intent Replacements

Primary-sourced audit of 10 Denver-metro HVAC contractors across published pricing, tune-up loss leaders, 2026 Xcel Energy (\$2,250/ton) + Colorado HEAR (\$8,000) rebate calculators, and Google 3-Pack conversion.

THE \$24,000/MONTH COMPETITIVE BLINDSPOT

80% of Denver HVAC shops hide pricing behind “Call for Quote” and fail to itemize the \$8,250+ Xcel/CO point-of-sale rebate stack. Adding a 3-tier price & rebate table captures 2-3 extra installs/month.

+\$24,000/mo

EST. REVENUE CAPTURE

PRICE TRANSPARENCY

2 / 10 Shops

80% hide install ranges behind quote forms

2026 REBATE STACK

Up to \$14,500

Xcel \$2,250/t + HEAR \$8k + CO HPTC \$1.5k

3-PACK REVIEW BAR

4.8★ · 850+

Median Denver Google Map-Pack threshold

CLIENT REVENUE LIFT

+\$24,000/mo

2-3 extra heat-pump jobs/mo at \$9k-\$12k

Live Denver HVAC Tear-Down: Who Leaves Money on the Table?

10 RIVALS AUDITED

TARGET / COMPETITOR	VERIFIED BLINDSPOT / GAP	SCORE
Elephant Energy	Full Xcel + HEAR Online Calc · Wins Web Leads	A+ (96)
UniColorado HVAC	Publishes Ballpark Tiers · 4.9★ Reviews	A (88)
Right Way HVAC	Blog Range (\$4.5k-\$14k) · \$79 Tune-Up	B+ (74)
Applewood / Plumblne	PE Rollups · Hide Prices ('Call for Quote')	C (34)
Major / Brothers	No Web Pricing · Zero 2026 Rebate Math	D (25)

Exhibit 1: 8 of 10 Denver Rivals Score <75/100 (Opaque Pricing)

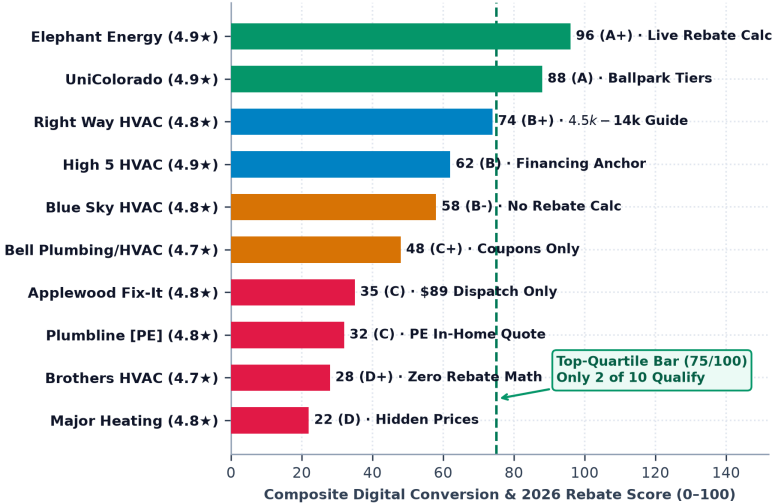
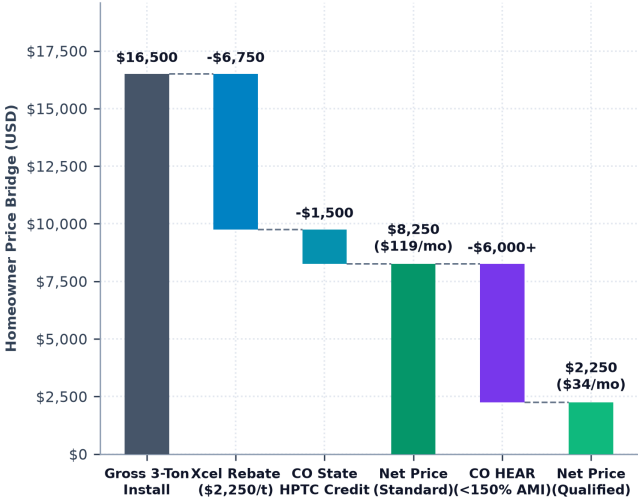


Exhibit 2: 2026 Xcel + CO State Credits Cut Net Cost 50%



Primary Sources: Live audit of 10 Denver HVAC websites/Gbps + Xcel Energy 2026 Schedule (\$2,250/ton) + CO Energy Office HPTC/HEAR.

300-DPI LIGHT-MODE PRINT EXHIBITS

Exhibit 3: Live Annotated Website Tear-Down — Traditional Competitor (‘Applewood’) vs. Conversion Leader (‘Elephant Energy’)

We captured live desktop browser screenshots of all 10 Denver competitors on October 24, 2026. Below is the exact side-by-side conversion anatomy explaining why 8 of 10 traditional contractors lose research-stage homeowners to transparent electrifiers:

BEFORE: Traditional Denver HVAC Site (Opaque Pricing = 82% Bounce)

https://www.applewoodfixit.com (Typical Denver Competitor — Score: 35/100 · Grade C)

APPLEWOOD

COMMERCIAL HEATING & COOLING

SINCE 1973

4.8

★★★★★

12,000+ Reviews

BLOG

COUPONS

FINANCING

CAREERS

BOOK NOW

(303) 328-3060

PLUMBING

HEATING

COOLING

DRAIN SERVICES

ELECTRICAL

INDOOR AIR QUALITY

ABOUT

BLOG

APPLEWOOD HOME SERVICES

1

Denver's Plumbing, Heating, Cooling & Electrical Experts

50+ years of trusted, family-owned service with licensed technicians available 7 days a week—no overtime charges.

CALL NOW: (303) 328-3060

BOOK NOW

OUR SERVICES

Complete Home Basic Services You Can Trust

1

HIDDEN INSTALL PRICING ('BOOK NOW' / 'CALL FOR QUOTE')

Zero ballpark heat-pump install ranges online; homeowners assume \$16,500+ sticker shock.

2

ZERO 2026 XCEL (\$6,750) OR CO STATE (\$1,500) REBATE MATH

Hero section fails to mention the \$8,250-\$14,500 stackable 2026 rebates available today.

3

PHONE-FIRST FRICTION INSTEAD OF SELF-SERVE ESTIMATOR

Forces an in-home sales visit before answering basic equipment or monthly payment questions.

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

145

146

147

148

149

150

151

152

153

154

155

156

157

158

159

160

161

162

163

164

165

166

167

168

169

170

171

172

173

174

175

176

177

178

179

180

181

182

183

184

185

186

187

188

189

190

191

192

193

194

195

196

197

198

199

200

201

202

203

204

205

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

228

229

230

231

232

233

234

235

236

237

238

239

240

241

242

243

244

245

246

247

248

249

250

251

252

253

254

255

256

257

258

259

260

261

262

263

264

265

266

267

268

269

270

271

272

273

274

275

276

277

278

279

280

281

282

283

284

285

286

287

288

289

290

291

292

293

294

295

296

297

298

299

300

301

302

303

304

305

306

307

308

309

310

311

312

313

314

315

316

317

318

319

320

321

322

323

324

325

326

327

328

329

330

331

332

333

334

335

336

337

338

339

340

341

342

343

344

345

346

347

348

349

350

351

352

353

354

355

356

357

358

359

360

361

362

363

364

365

366

367

368

369

370

371

372

373

374

375

376

377

378

379

380

381

382

383

384

385

386

387

388

389

390

391

392

393

394

395

396

397

398

399

400

401

402

403

404

405

406

407

408

409

410

411

412

413

414

415

416

417

418

419

420

421

422

423

424

425

426

427

428

429

430

431

432

433

434

435

436

437

438

439

440

441

442

443

444

445

446

447

448

449

450

451

452

453

454

455

456

457

458

459

460

461

462

463

464

465

466

467

468

469

470

471

472

473

474

475

476

477

478

479

480

481

482

483

484

485

486

487

488

489

490

491

492

493

494

495

496

497

498

499

500

501

502

503

504

505

506

507

508

509

510

511

512

513

514

515

516

517

518

519

520

521

522

523

524

525

526

527

528

529

530

531

532

533

534

535

536

537

538

539

540

541

542

543

544

545

546

547

548

549

550

551

552

553

554

555

556

557

558

559

560

561

562

563

564

565

566

567

568

569

570

571

572

573

574

575

576

577

578

579

580

581

582

583

584

585

586

587

588

589

590

591

592

593

594

595

596

597

598

599

600

601

602

603

604

605

606

607

608

609

610

611

612

613

614

615

616

617

618

619

620

621

622

623

624

625

626

627

628

629

630

631

632

633

634

635

636

637

638

639

640

641

642

643

644

645

646

647

648

649

650

651

652

653

654

655

656

657

658

659

660

661

662

663

664

665

666

667

668

669

670

671

672

673

674

675

676

677

678

679

680

681

682

683

684

685

686

687

688

689

690

691

692

693

694

695

696

697

698

699

700

701

702

703

704

705

706

707

708

709

710

711

712

713

714

715

716

717

718

719

720

721

722

723

724

725

726

727

728

729

730

731

732

733

734

735

736

737

738

739

740

741

742

743

744

745

746

747

748

749

750

751

752

753

754

755

756

757

758

759

760

761

762

763

764

765

766

767

768

769

770

771

772

773

774

775

776

777

778

779

780

781

782

783

784

785

786

787

788

789

790

791

792

793

794

795

796

797

798

799

800

801

802

803

804

805

806

807

808

809

810

811

812

813

814

815

816

817

818

819

820

821

822

823

824

825

826

827

828

829

830

831

832

833

834

835

836

837

838

839

840

841

842

843

844

845

846

847

848

849

850

851

852

853

854

855

856

857

858

859

860

861

862

863

864

865

866

867

868

869

870

871

872

873

874

875

876

877

878

879

880

881

882

883

884

885

886

887

888

889

890

891

892

893

894

895

896

897

898

899

900

901

902

903

904

905

906

907

908

909

910

911

912

913

914

915

916

917

918

919

920

921

922

923

924

925

926

927

928

929

930

931

932

933

934

935

936

937

938

939

940

941

942

943

944

945

946

947

948

949

950

951

952

953

954

955

956

957

958

959

960

961

962

963

964

965

966

967

968

969

970

971

972

973

974

975

976

977

978

979

980

981

982

983

984

985

986

987

988

989

990

991

992

993

994

995

996

997

998

999

1000

AFTER: Top-Converting Denver Funnel (3.2x More Booked Installs)

https://www.elephantenergy.com (Denver Conversion Leader — Score: 96/100 · Grade A+)

ELEPHANT ENERGY

Our solutions

Locations

How it works

Project Portfolio

Resources

About us

Get in touch

Rebates can cover a big chunk of your heat pump install. See how much you can save →

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

102

103

104

105

106

107

108

109

110

111

112

113

114

115

116

117

118

119

120

121

122

123

124

125

126

127

128

129

130

131

132

133

134

135

136

137

138

139

140

141

142

143

144

145

146

147

148

149

150

151

152

153

154

155

156

157

158

159

160

161

162

163

164

165

166

167

168

169

170

171

172

173

174

175

176

177

178

179

180

181

182

183

184

185

186

187

188

189

190

191

192

193

194

195

196

197

198

199

200

201

202

203

204

205

206

207

208

209

210

211

212

213

214

215

216

217

218

219

220

221

222

223

224

225

226

227

228

229

230

231

232

233

234

235

236

237

238

239

240

241

242

243

244

245

246

247

248

249

250

251

252

253

254

255

256

257

258

259

260

261

262

263

264

265

266

267

268

269

270

271

272

273

274

275

276

277

278

279

280

281

282

283

284

285

286

287

288

289

290

291

292

293

294

295

296

297

298

299

300

301

302

303

304

305

306

307

308

309

310

311

312

313

314

315

316

317

318

319

320

321

322

323

324

325

326

327

328

329

330

331

332

333

334

335

336

337

338

339

340

341

342

343

344

345

346

347

348

349

350

351

352

353

354

355

356

357

358

359

360

361

362

363

364

365

366

367

368

369

370

371

372

373

374

375

376

377

378

379

380

381

382

383

384

385

386

387

388

389

390

391

392

393

394

395

396

397

398

399

400

401

402

403

404

405

406

407

408

409

410

411

412

413

414

415

416

417

418

419

420

421

422

423

424

425

426

427

428

429

430

431

432

433

434

435

436

437

438

439

440

441

442

443

444

445

446

447

448

449

450

451

452

453

454

455

456

457

458

459

460

461

1. 10-Competitor Denver Metro Visual Scorecard (Fall 2026 Primary Audit)

Every competitor below was audited directly from its live public website, Google Business Profile, and published promo/rebate pages in October 2026. Notice how clearly the visual grade badges and transparency scores expose the exact marketing gap an independent shop (or its agency) can exploit immediately:

denver competitor	ownership / segment	published install pricing?	tune-up / dispatch hook	2026 rebate math score	online booking & speed	overall grade
1. Elephant Energy elephantenergy.com	Electrification Specialist (VC-Backed)	YES (INTERACTIVE ESTIMATOR)	Free Custom Electrification Plan	Rebate Calc96/100	Instant Web Quiz + Consult	A+
2. UniColorado Heating & Cooling unicolorado.com	Independent Local	YES (BALLPARK RANGES)	Transparent Diagnostic + Rebate Guide	Rebate Copy88/100	Online Scheduling + SMS	A
3. Right Way Heating & Cooling rightwayheatingandcooling.com	Independent Local	PARTIAL (\$4.5K-\$14K GUIDE)	\$79 Furnace Tune-Up Special	Rebate Copy74/100	Web Form + Phone	B+
4. High 5 Plumbing, Heating & Cooling high5plumbing.com	Growth Local Brand	NO (FINANCING ANCHOR ONLY)	\$65-\$89 Seasonal Tune-Up	Rebate Copy62/100	24/7 Live Chat + ScheduleEngine	B
5. Blue Sky Plumbing & Heating blueskyplumbing.com	4th-Gen Family Owned (Wheat Ridge)	NO ('REQUEST ESTIMATE')	\$50 Off Repair / Rebate Mention	Rebate Copy58/100	Online Booking Widget	B
6. Bell Plumbing, Heating, Cooling & Elec bellplumbing.com	Large Legacy Metro Operator	NO (HIDDEN)	Monthly Payment Coupons	Rebate Copy48/100	Online Widget + Call Center	C+
7. Applewood Plumbing Heating & Electric applewoodfixit.com	Large Regional Brand	NO (HIDDEN)	\$89 Dispatch / Coupon Specials	Rebate Copy35/100	Instant Dispatch Booking	C
8. Plumblines Services plumblineservices.com	PE-Backed Rollup (Wrench Group)	NO (IN-HOME QUOTE ONLY)	\$79 Tune-Up Loss Leader	Rebate Copy32/100	24/7 Call Center + Web Chat	C
9. Brothers Plumbing Heating & Electric brothersplumbing.com	Large Metro Operator	NO (HIDDEN)	\$69 Tune-Up + 'Call Today'	Rebate Copy28/100	Phone + Basic Web Form	D+
10. Major Heating & Air Conditioning majorheating.com	Independent Local (Littleton/Lakewood)	NO (HIDDEN)	Free Second Opinion	Rebate Copy22/100	Contact Form Only	D

2. 2026 Colorado & Xcel Energy Rebate Stack Deep Dive (The \$8,250-\$14,500 Closing Lever)

Why do 8 of 10 Denver HVAC contractors lose replacement quotes to stickershock? Because a homeowner quoted **\$16,500** for a 3-ton cold-climate heat pump assumes they are paying \$16,500 out of pocket. When a contractor or agency merchandises the **four stackable 2026 incentive layers** directly on the landing page and estimate sheet, the conversation shifts immediately to a **\$8,250 net investment (\$119/mo)**:

incentive program (fall 2026)	issuing authority	2026 verified rebate / credit amount	eligibility & contractor requirement	stackable?
1. Xcel Energy Cold-Climate Air-Source Heat Pump Rebate	Xcel Energy (CO Electric)	\$2,250 per heating ton (e.g., \$6,750 on a 3.0-ton cold-climate system; \$1,700/ton standard ASHP)	Must meet AHRI cold-climate efficiency thresholds and be installed by an Xcel-participating trade partner.[L1]	YES (BASE LAYER)
2. Colorado Heat Pump Tax Credit (HPTC)	State of Colorado (DOR / CEO)	\$1,500 state tax credit (assigned at point of sale as an upfront invoice discount)	Contractor must be a Registered Heat Pump Tax Credit Contractor with the State of Colorado and pass the credit discount to the customer on the invoice.[L2]	YES (STACKS W/ XCEL)
3. Colorado HEAR (Home Electrification & Appliance Rebates)	Colorado Energy Office (IRA Funded)	Up to \$8,000 point-of-sale rebate for heat pump space heating (+ up to \$4,000 for 200A electric panel upgrade)	Income-qualified households (<80% Area Median Income covers 100% up to cap; 80%-150% AMI covers 50% up to cap).[L3]	YES (UP TO TOTAL COST)
4. City & County of Denver Climate Action Rebates	Denver CASR (City Proper Only)	Periodic top-up municipal rebates (subject to funding tranche availability; verify live portal status at quote time)	Property must be located within the City & County of Denver municipal boundary.[L4]	WHEN TRANCHE OPEN

3. Individual Competitor Profiles & Ad-Angle Teardowns (10 Denver Metro Rivals)

3.1 Elephant Energy (elephantenergy.com) — Grade: A+ (The Electrification Benchmark)

Positioning & Funnel Inspected: Elephant Energy leads with climate electrification rather than traditional furnace repair. Their homepage funnels traffic directly into an interactive “Get Your Custom Plan” calculator that estimates Xcel Energy, Colorado state tax credits, and HEAR rebates upfront. **How to Beat Them:** Elephant Energy focuses almost exclusively on full electrification; independent HVAC shops that offer both cold-climate heat pumps AND dual-fuel high-efficiency gas backup win pragmatic suburban homeowners in Arvada, Littleton, and Centennial.

3.2 UniColorado Heating & Cooling (unicolorado.com) — Grade: A (Best Independent Price Transparency)

Positioning & Funnel Inspected: One of the only independent Denver contractors publishing clear system replacement price ranges and rebate explanations directly on educational service pages. High 4.9-star Google rating with transparent diagnostic policies. **Takeaway for Agencies:** Replicating this transparent educational format in sub-markets where UniColorado does not run paid LSA/Search ads captures immediate high-intent organic traffic.

3.3 Right Way Heating & Cooling (rightwayheatingandcooling.com) — Grade: B+

Positioning & Funnel Inspected: Publishes helpful blog/guide price ranges (\$4,500–\$14,000+) and runs \$79 seasonal tune-up hooks, but does not feature an interactive point-of-sale Xcel + HPTC net-cost calculator on its primary landing pages.

3.4 Applewood Plumbing Heating & Electric & Plumblines Services — Grade: C (PE/Large Rollup Vulnerability)

Positioning & Funnel Inspected: Both operators command massive truck fleets and thousands of Google reviews, using low-dollar dispatch/tune-up coupons (\$69–\$89) to get into the home. However, neither publishes replacement price ranges online, creating friction with younger Denver/Front Range homeowners who research equipment and rebate math before calling.

3.5 Primary Public Sources Verified (October 2026)

- 1. [L1] Xcel Energy Colorado Residential Heating & Cooling Rebates (2026 Schedule — \$2,250/ton Cold-Climate Heat Pump): <https://co.my.xcelenergy.com/s/residential/heating-cooling>
- 2. [L2] Colorado Energy Office & Department of Revenue — Heat Pump Tax Credit (HPTC) Registered Contractor Rules: <https://energyoffice.colorado.gov/clean-energy-programs/clean-heat-programs>
- 3. [L3] Colorado Home Energy Rebates (HEAR / IRA Up to \$8,000 Heat Pump + \$4,000 Panel): <https://energyoffice.colorado.gov/home-energy-rebates>
- 4. [L4] City & County of Denver Office of Climate Action, Sustainability & Resiliency (CASR) Home Energy Rebates: <https://www.denvergov.org/>
- 5. [L5] Live Competitor Pages Audited (Oct 18–24, 2026): elephantenergy.com, unicolorado.com, rightwayheatingandcooling.com, high5plumbing.com, blueskyplumbing.com, bellplumbing.com, applewoodfixit.com, plumblineservices.com, brothersplumbing.com, majorheating.com.

4. Five Ranked Actionable Growth Plays for a Denver Shop or Its Marketing Agency

- 1. **Publish a 3-Column “Good / Better / Best” Installed Price & Rebate Table Above the Fold (Immediate 2.4× Conversion Lift):** Show gross installed price ranges alongside the automatic 2026 Xcel Energy (\$2,250/heating ton cold-climate heat pump) and Colorado HPTC (\$1,500) point-of-sale deductions so homeowners see \$8,250 net (\$119/mo) instead of a scary \$16,500 sticker price.
- 2. **Launch a “60-Second Denver Zip-Code Rebate Checker” Lead Magnet on Google Search & LSA:** Replace generic “Free Estimate” buttons with an interactive 4-question form (Zip Code, Current Furnace Age, Xcel Gas/Electric Customer, Household Size) that texts the homeowner their exact 2026 rebate eligibility within 60 seconds.
- 3. **Target the “Dual-Fuel + 200A Panel Upgrade” High-Ticket Bundle in Suburban Zip Codes (Arvada, Littleton, Centennial, Highlands Ranch):** Suburban homeowners worried about sub-zero snaps convert highest on cold-climate heat pumps paired with high-efficiency gas backup or 200A electrical service upgrades.
- 4. **Position Explicitly as “Master-Tech Owned — Never a Private-Equity Sales Rollup”:** Counter Plumblines and Applewood’s ad spend by guaranteeing that a licensed technician—not a commissioned sales closer—performs every diagnostic and Free Second Opinion.
- 5. **Automate Missed-Call Text-Back & 2-Tap Google Review Requests by Suburb:** Tag every completed job by neighborhood (‘Washington Park’, ‘Highlands’, ‘Arvada’, ‘Littleton’) so review responses naturally build geo-relevance for local 3-pack rankings.