5W Public Relations
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5W RESEARCH · 2026 SERIES

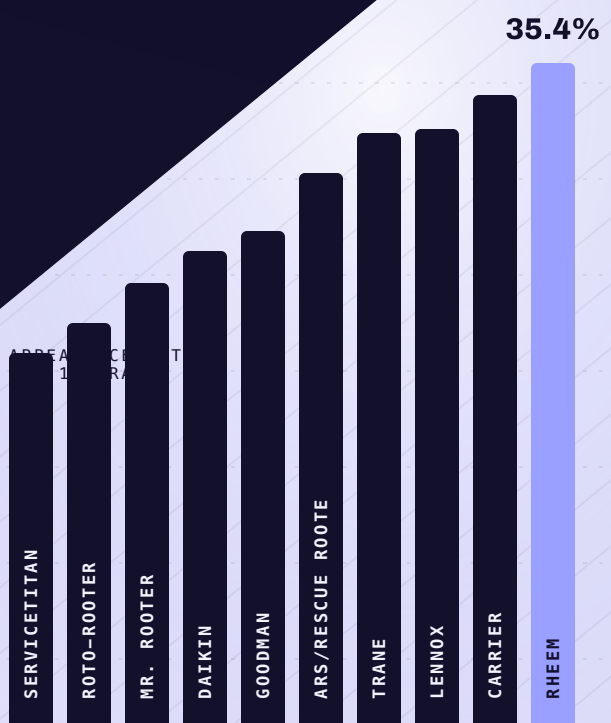
HVAC AND PLUMBING VISIBILITY INDEX

Which home-service brands AI names
288 AI answers · October 26, 2026

Measured :
October 26, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 60 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

No single leader. Seven brands are statistically tied at the top.

Rheem appeared in 102 of 288 four-engine answers (35.4%). Carrier, Lennox, Trane, ARS/Rescue Rooter, Goodman and Daikin fall within overlapping intervals. Trane was named first most often (44 of 288). ServiceTitan's own site was cited in more answers than any other tracked entity's, and Google showed an AI Overview for 60 of 72 lookups.

> Version 2. This version replaces the first version of this study, first published June 1, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

35.4%
of answers named Rheem, the most-named (102 of 288)

28
tracked brands named at least once (of 28)

83.3%
of Google searches showed an AI Overview (60 of 72)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

TOP GROUP TIED

102/288 (35.4%)

Rheem appeared in 102 of 288 four-engine answers (35.4%, CI 30.1–41.1%). Carrier (33.7%), Lennox (31.9%), Trane (31.6%), ARS/Rescue Rooter (29.5%), Goodman (26.4%) and Daikin (25.3%) all have intervals that overlap Rheem's, so these seven cannot be ranked against each other.

NAMED FIRST

44/288 (15.3%)

Trane was the first tracked name in 44 of 288 answers, more than any other entity. One Hour Heating & Air came next at 31 of 288, then ServiceTitan at 26 of 288. Rheem, which had the highest mention count, was named first in only 5 of 288.

SOFTWARE DOMAINS

33/285 (11.6%)

ServiceTitan's own domain was cited in 33 of 285 grounded answers (11.6%) and Housecall Pro's in 30 of 285 (10.5%). No equipment maker came close. Carrier's domain appeared in 20 of 285 (7%) and Rheem's in 11 of 285 (3.9%).

BRAND SITES DOMINATE

82.1%

Company and brand sites made up 2,185 of 2,661 four-engine citations (82.1%). Review and comparison publishers made up 187 (7%), community and social sites 107 (4%), and official or government sources 20 (0.8%).

AI OVERVIEWS

60/72 (83.3%)

Google showed an AI Overview for 60 of 72 lookups (83.3%, CI 73.1–90.2%). Carrier and Lennox each appeared in 12 of those 60 overviews (20%). Rheem and Angi each appeared in 11 of 60 (18.3%).

YOUTUBE IN OVERVIEWS

24/60 (40.0%)

YouTube was cited in 24 of the 60 AI Overviews (40%). Community and social sources made up 24.7% of overview citations, compared with 4% in the four chat engines. Of 174 Google AI Overview citations, company and brand sites supplied 91 (52.3%) and community and social sites 44 (25.3%).

ENGINE SPLIT

22/72 vs 9/72

Perplexity named Service Experts in 22 of 72 answers (30.6%). Claude and Gemini each named it in 9 of 72 (12.5%). ChatGPT named ARS/Rescue Rooter in 28 of 72 (38.9%), compared with 15 of 72 (20.8%) for Claude.

SOFTWARE QUESTIONS

12/12 (100%)

On the software questions, the engines agreed every time. ServiceTitan was named first in all 12 answers on the best HVAC field service software, Housecall Pro in all 12 on ServiceTitan vs Housecall Pro for a small plumbing business, and Jobber in all 12 on an app for a one-truck plumber.

UNTRACKED BRANDS

31

Several brands outside the tracked list came up often. American Standard was counted 31 times, Bryant and York 29 each, Zoom Drain and Amana 21 each, FieldPulse and BuildOps 18 each, and Mitsubishi Electric 15.

SOURCE MIX

42.3%

Of 2,661 four-engine citations, company and brand sites supplied 1,125 (42.3%), review and comparison publishers 617 (23.2%) and directories and rankings 382 (14.4%).

SOURCE MIX

42.3%

Of 2,661 four-engine citations, company and brand sites supplied 1,125 (42.3%), review and comparison publishers 617 (23.2%) and directories and rankings 382 (14.4%).

THE LEADERBOARD

02 Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



	BRAND	RATE	NAMED IN
1	Rheem	35.4%	102/288
2	Carrier	33.7%	97/288
3	Lennox	31.9%	92/288
4	Trane	31.6%	91/288
5	ARS/Rescue Rooter	29.5%	85/288
6	Goodman	26.4%	76/288
7	Daikin	25.3%	73/288
8	Mr. Rooter	23.6%	68/288
9	Roto-Rooter	21.5%	62/288
10	ServiceTitan	19.8%	57/288
11	Benjamin Franklin Plumbing	19.4%	56/288
12	Housecall Pro	18.4%	53/288
13	One Hour Heating & Air	18.1%	52/288
14	Service Experts	18.1%	52/288
15	Jobber	17.0%	49/288

THE LEADERBOARD

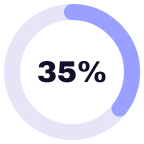
02 The full list

Own-domain citation is the share of 285 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,661 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Rheem**	102/288	**35.4%**	30.1–41.1%	4.1	3.9% (11/285)	0.5%
2	**Carrier**	97/288	**33.7%**	28.5–39.3%	2.5	7% (20/285)	0.8%
3	**Lennox**	92/288	**31.9%**	26.8–37.5%	3.5	2.5% (7/285)	0.3%
4	**Trane**	91/288	**31.6%**	26.5–37.2%	2.2	2.1% (6/285)	0.3%
5	**ARS/Rescue Rooter**	85/288	**29.5%**	24.5–35%	3.8	4.9% (14/285)	0.5%
6	**Goodman**	76/288	**26.4%**	21.6–31.8%	5.4	1.4% (4/285)	0.2%
7	**Daikin**	73/288	**25.3%**	20.7–30.7%	4.9	0.4% (1/285)	0%
8	**Mr. Rooter**	68/288	**23.6%**	19.1–28.8%	2.3	2.5% (7/285)	0.3%
9	**Roto-Rooter**	62/288	**21.5%**	17.2–26.6%	2.3	2.1% (6/285)	0.2%
10	**ServiceTitan**	57/288	**19.8%**	15.6–24.8%	2.4	11.6% (33/285)	1.4%
11	**Benjamin Franklin Plumbing**	56/288	**19.4%**	15.3–24.4%	2.8	2.5% (7/285)	0.3%
12	**Housecall Pro**	53/288	**18.4%**	14.4–23.3%	2.8	10.5% (30/285)	1.1%
13	**One Hour Heating & Air**	52/288	**18.1%**	14–22.9%	2.5	2.1% (6/285)	0.2%
14	**Service Experts**	52/288	**18.1%**	14–22.9%	3.7	4.2% (12/285)	0.5%
15	**Jobber**	49/288	**17%**	13.1–21.8%	2.8	6.3% (18/285)	0.7%
16	**Angi**	36/288	**12.5%**	9.2–16.8%	3.8	2.5% (7/285)	0.3%
17	**FieldEdge**	36/288	**12.5%**	9.2–16.8%	3.3	0% (0/285)	0%
18	**Service Fusion**	33/288	**11.5%**	8.3–15.7%	4.8	1.1% (3/285)	0.1%
19	**Workiz**	31/288	**10.8%**	7.7–14.9%	4.3	0.4% (1/285)	0%
20	**Aire Serv**	30/288	**10.4%**	7.4–14.5%	2.1	1.8% (5/285)	0.2%
21	**HomeAdvisor**	27/288	**9.4%**	6.5–13.3%	3.8	2.5% (7/285)	0.3%
22	**Rinnai**	23/288	**8%**	5.4–11.7%	2	0.4% (1/285)	0%
23	**Navien**	22/288	**7.6%**	5.1–11.3%	2.8	0.4% (1/285)	0%
24	**A. O. Smith**	21/288	**7.3%**	4.8–10.9%	2.5	3.2% (9/285)	0.6%
25	**Yelp**	20/288	**6.9%**	4.5–10.5%	4	1.1% (3/285)	0.3%

PROFILES

03 The top eight, side by side

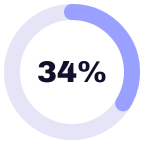


RANK 1

Rheem

102/288 answers · 95% CI 30.1–41.1%

4.1	3.9%	0.5%
first-mention position	owned-domain citation (11/285)	citation share

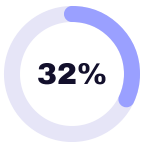


RANK 2

Carrier

97/288 answers · 95% CI 28.5–39.3%

2.5	7%	0.8%
first-mention position	owned-domain citation (20/285)	citation share

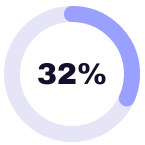


RANK 3

Lennox

92/288 answers · 95% CI 26.8–37.5%

3.5	2.5%	0.3%
first-mention position	owned-domain citation (7/285)	citation share



RANK 4

Trane

91/288 answers · 95% CI 26.5–37.2%

2.2	2.1%	0.3%
first-mention position	owned-domain citation (6/285)	citation share

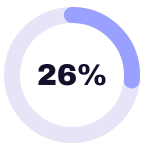


RANK 5

ARS/Rescue Rooter

85/288 answers · 95% CI 24.5–35%

3.8	4.9%	0.5%
first-mention position	owned-domain citation (14/285)	citation share



RANK 6

Goodman

76/288 answers · 95% CI 21.6–31.8%

5.4	1.4%	0.2%
first-mention position	owned-domain citation (4/285)	citation share



RANK 7

Daikin

73/288 answers · 95% CI 20.7–30.7%

4.9	0.4%	0%
first-mention position	owned-domain citation (1/285)	citation share



RANK 8

Mr. Rooter

68/288 answers · 95% CI 19.1–28.8%

2.3	2.5%	0.3%
first-mention position	owned-domain citation (7/285)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

All 288 answers came back, with no empty or errored responses. ChatGPT, Gemini and Perplexity grounded all 72 of their answers in web sources, while Claude grounded 69 of 72. ChatGPT gave the highest rate for Rheem, 30 of 72 (41.7%), against 20 of 72 (27.8%) for Perplexity. Perplexity stood out for Service Experts, 22 of 72 (30.6%), against 9 of 72 for both Claude and Gemini.

ChatGPT

72 ASKED	72 RETURNED	72 GROUNDED

Rheem	**41.7%**
Carrier	**38.9%**
ARS/Rescue Rooter	**38.9%**
Lennox	**37.5%**
Trane	**36.1%**
Goodman	**31.9%**

Claude

72 ASKED	72 RETURNED	69 GROUNDED

Rheem	**34.7%**
Carrier	**34.7%**
Trane	**29.2%**
Lennox	**26.4%**
Goodman	**25%**
Roto-Rooter	**25%**

Gemini

72 ASKED	72 RETURNED	72 GROUNDED

Rheem	**37.5%**
Carrier	**31.9%**
Lennox	**31.9%**
Trane	**31.9%**
ARS/Rescue Rooter	**29.2%**
Daikin	**29.2%**

Perplexity

72 ASKED	72 RETURNED	72 GROUNDED

Lennox	**31.9%**
Service Experts	**30.6%**
Carrier	**29.2%**
Trane	**29.2%**
ARS/Rescue Rooter	**29.2%**
Rheem	**27.8%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 60 = 348 answers.



TRIGGER RATE

Google showed an AI Overview for 60 of 72 lookups (83.3%, CI 73.1–90.2%). Twelve lookups had no overview and none failed. "Who repairs heat pumps?" produced no overview in any of its 3 lookups. Within the 60 overviews, Carrier and Lennox each appeared in 12 (20%), Rheem and Angi in 11 (18.3%), Housecall Pro in 10 (16.7%), and Trane and ServiceTitan in 9 each (15%). A. O. Smith appeared in 0 of 60. YouTube was the most-cited overview source, appearing in 24 of 60 overviews (40%). Modernize.com appeared in 10 of 60 (16.7%) and Reddit in 8 of 60 (13.3%).

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Rheem	32.5%	=
2	Carrier	31.3%	=
3	Lennox	29.9%	=
4	Trane	28.7%	=
5	ARS/Rescue Rooter	25.0%	=
6	Goodman	23.9%	=
7	Daikin	21.8%	=
8	Mr. Rooter	21.3%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

One Hour Heating & Air 91.7%

TIED WITH SERVICE EXPERTS, ARS/RESCUE ROOTER

Service Experts	91.7%
ARS/Rescue Rooter	91.7%

AI Overview shown on 1 of 3 searches

Q02 · 12 ANSWERS

Mr. Rooter 100%

TIED WITH BENJAMIN FRANKLIN PLUMBING, ARS/RESCUE ROOTER

Benjamin Franklin Plumbing	100%
ARS/Rescue Rooter	100%

AI Overview shown on 2 of 3 searches

Q03 · 12 ANSWERS

Roto-Rooter 100%

TIED WITH MR. ROOTER

Mr. Rooter	100%
Benjamin Franklin Plumbing	58.3%

AI Overview shown on 2 of 3 searches

Q04 · 12 ANSWERS

Carrier 100%

TIED WITH TRANE, LENNOX

Trane	100%
Lennox	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Carrier 100%

TIED WITH TRANE, LENNOX

Trane	100%
Lennox	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Carrier 100%

TIED WITH TRANE, LENNOX

Trane	100%
Lennox	100%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines cited 2,661 sources in total. Of 2,661 four-engine citations, company and brand sites supplied 1,125 (42.3%), review and comparison publishers 617 (23.2%), directories and rankings 382 (14.4%), community and social sites 113 (4.2%), reference sites 59 (2.2%), official and government sites 23 (0.9%) and institutions and trade bodies 15 (0.6%).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

modernize.com	**23.5%**
consumeraffairs.com	**20%**
bobvila.com	**18.9%**
thisoldhouse.com	**18.6%**
youtube.com	**15.1%**
en.wikipedia.org	**13%**
reddit.com	**12.3%**
serviceagent.ai	**11.2%**
servicetitan.com	**11.2%**
consumerreports.org	**10.5%**

GOOGLE AI OVERVIEWS · SHARE OF 60 OVERVIEWS

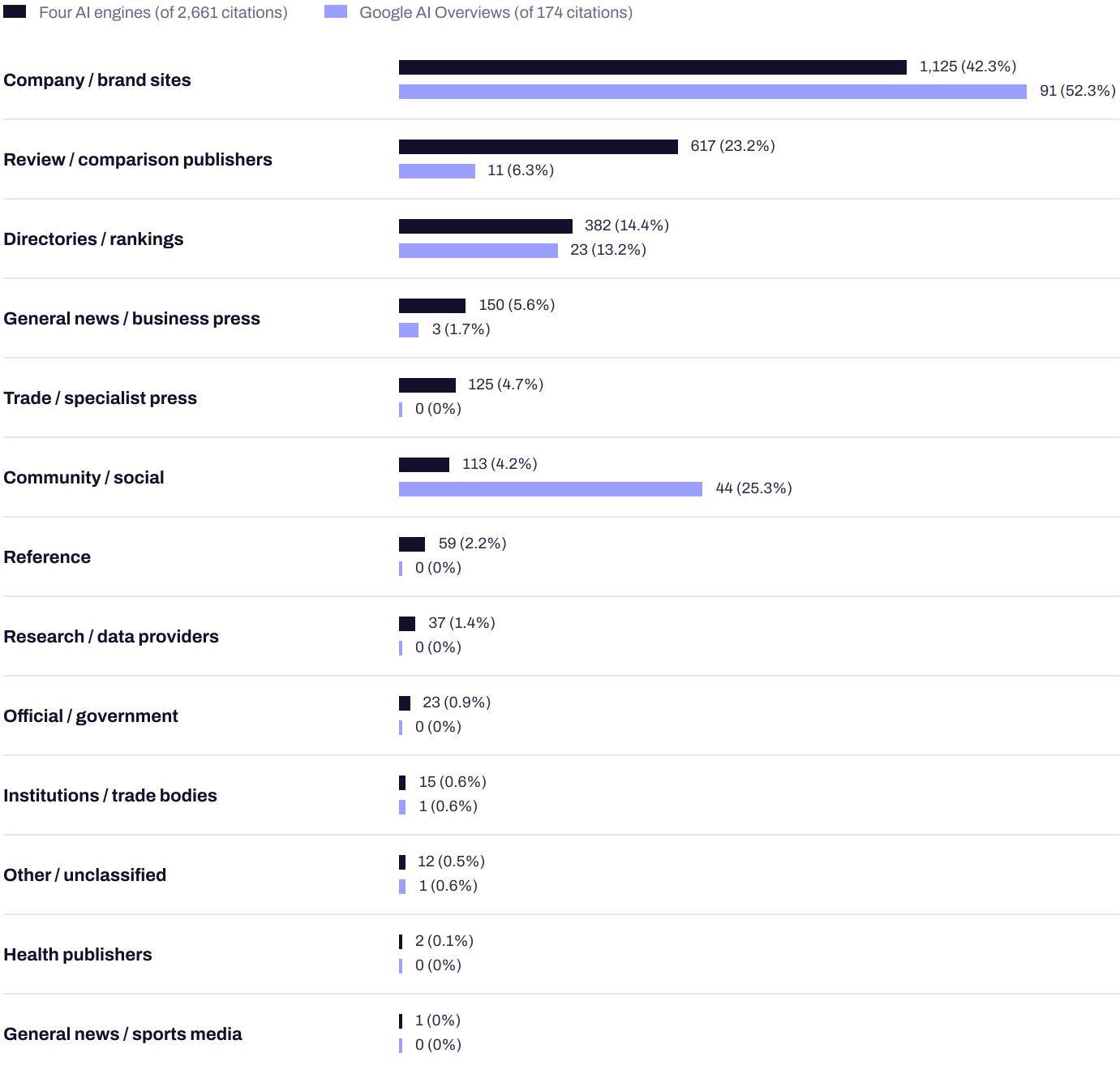
youtube.com	**40%**
modernize.com	**16.7%**
reddit.com	**13.3%**
angi.com	**8.3%**
consumerreports.org	**6.7%**
lennox.com	**6.7%**
bluefrogfranchise.com	**5%**
chill-services.com	**5%**
housecallpro.com	**5%**
apollohome.com	**5%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can an HVAC or plumbing brand improve its AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	ServiceTitan's own domains were cited in 11.6% of grounded answers, Housecall Pro's in 10.5% and Carrier's in 7.0%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were modernize.com (in 23.5% of grounded answers), consumeraffairs.com (20.0%), bobvila.com (18.9%), thisoldhouse.com (18.6%) and youtube.com (15.1%). Review and comparison publishers supplied 23.2% of citations and directories and rankings 14.4%.
Check each engine separately.	Perplexity named Service Experts in 30.6% of answers against 12.5% on Claude. ChatGPT named ARS/Rescue Rooter in 38.9% of answers against 20.8% on Claude.
Do not ignore video and community sites.	Community and social sites supplied 25.3% of Google AI Overview citations against 4.2% in the four chat engines. youtube.com was cited in 40.0% of overviews, reddit.com in 13.3% and lennox.com in 6.7%.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which HVAC or plumbing brand do AI engines mention most?

Rheem had the highest four-engine mention count, 102 of 288 answers (35.4%, CI 30.1–41.1%). Carrier, Lennox, Trane, ARS/Rescue Rooter, Goodman and Daikin have overlapping intervals, so the data cannot separate these seven.

Q2 Which brand is named first most often?

Trane was the first tracked name in 44 of 288 answers. One Hour Heating & Air followed at 31 of 288 and ServiceTitan at 26 of 288.

Q3 How often does Google show an AI Overview for these questions?

An overview appeared for 60 of 72 lookups (83.3%, CI 73.1–90.2%). Carrier and Lennox were each named in 12 of those 60 overviews (20%).

Q4 Which field service software do the engines name?

ServiceTitan was named first in all 12 answers on the best HVAC field service software. Housecall Pro was named first in all 12 on the small plumbing business comparison, and Jobber in all 12 on a one-truck plumber app. FieldEdge appeared in all 12 answers about dispatch software for a large HVAC company.

Q5 What sources do the engines cite?

Of 2,661 four-engine citations, company and brand sites supplied 1,125 (42.3%), review and comparison publishers 617 (23.2%) and directories and rankings 382 (14.4%). The most-cited domain was modernize.com, which appeared in 67 of 285 grounded answers (23.5%). In AI Overviews, YouTube was cited in 24 of 60 overviews (40%).

Q6 Do the engines agree with each other?

On some brands, no. Perplexity named Service Experts in 22 of 72 answers (30.6%), while Claude and Gemini named it in 9 of 72 each (12.5%). ChatGPT named ARS/Rescue Rooter in 28 of 72 (38.9%) and Claude in 15 of 72 (20.8%).

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 60 AI Overviews

24 questions, each asked 3 times on each engine, measured October 26, 2026. Market: United States, English. The destination site was not mentioned to any engine. Entities count as named when they appear in the answer text or the extracted entity list; products, imprints and research arms roll up to their parent.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.7-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	60 shown	60

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the entity ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the entity first appears (1 = first).
- Own-domain citation: grounded answers citing the entity's domains ÷ grounded answers.
- Citation share: citations to the entity's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 26, 2026. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Each engine answered 72 prompts covering 24 questions, which gives 12 answers per question across the four engines. Intervals are wide at this sample size.
- Names are counted when they appear in an answer's text, so longer forms such as legal company names (for example "Meta Platforms, Inc." or "Ralph Lauren Corporation") count toward the brand.
- Name extraction also picked up phrases that are not brands, such as 'Short answer' (19) and 'Bottom line' (15).
- Google AI Overviews are scored only on the 60 lookups where an overview appeared, not on all 72.
- One question, "ServiceTitan vs Housecall Pro: which is better for a small plumbing business?", names two software brands, so their counts include up to 12 answers to it. The equipment-maker results are the same without it.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	Who should I call when my air conditioner stops working?	HVAC and Plumbing	CORE QUESTION
02	What are the best national plumbing companies?	HVAC and Plumbing	CORE QUESTION
03	Who is the best company for drain cleaning?	HVAC and Plumbing	CORE QUESTION
04	How much does it cost to replace a furnace?	HVAC and Plumbing	CORE QUESTION
05	Should I replace my AC with a heat pump?	HVAC and Plumbing	CORE QUESTION
06	What is the best brand of central air conditioner?	HVAC and Plumbing	CORE QUESTION
07	How do I find a reliable HVAC contractor?	HVAC and Plumbing	CORE QUESTION
08	What is the best tankless water heater?	HVAC and Plumbing	CORE QUESTION
09	What is the best field service software for an HVAC company?	HVAC and Plumbing	CORE QUESTION
10	ServiceTitan vs Housecall Pro: which is better for a small plumbing business?	HVAC and Plumbing	CORE QUESTION
11	What is the best scheduling and invoicing app for a one-truck plumber?	HVAC and Plumbing	CORE QUESTION
12	What are the best HVAC franchise opportunities?	HVAC and Plumbing	CORE QUESTION
13	How often should a furnace be serviced?	HVAC and Plumbing	ADDED QUESTION
14	How much does a plumber charge per hour?	HVAC and Plumbing	ADDED QUESTION
15	What should I do when my water heater is leaking?	HVAC and Plumbing	ADDED QUESTION
16	Who repairs heat pumps?	HVAC and Plumbing	ADDED QUESTION
17	What is the best whole-house water filtration system?	HVAC and Plumbing	ADDED QUESTION
18	What is the best smart thermostat?	HVAC and Plumbing	ADDED QUESTION
19	Which companies offer HVAC maintenance plans?	HVAC and Plumbing	ADDED QUESTION
20	How do I choose a plumber for a sewer line replacement?	HVAC and Plumbing	ADDED QUESTION
21	What is the best furnace brand?	HVAC and Plumbing	ADDED QUESTION
22	What are the best apps for finding a local plumber?	HVAC and Plumbing	ADDED QUESTION
23	What is the best dispatch software for a large HVAC company?	HVAC and Plumbing	ADDED QUESTION
24	What are the best plumbing franchise opportunities?	HVAC and Plumbing	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

AI Visibility Index: HVAC and Plumbing 2026

Measured October 26, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

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