

5 W A I V I S I B I L I T Y I N D E X

The HVAC & Plumbing AI Visibility Index 2026

Top 25 U.S. Trade Service Brands by AI Citation Share.

PUBLISHED **APRIL 2026** · BY THE 5W RESEARCH TEAM

EXECUTIVE SUMMARY

HVAC and plumbing is the most fragmented multi-billion-dollar consumer service category in America. Approximately 100,000 HVAC contractors and 130,000 plumbing contractors operate across the United States. Most are independent. None of them are visible in AI answers when a homeowner asks ChatGPT *"my AC stopped working — who do I call," "best plumber in [city]," or "cheapest way to replace a furnace."*

What surfaces instead is a small set of national service networks — Roto-Rooter, ARS/Rescue Rooter, Mr. Rooter, Service Experts, One Hour Heating & Air Conditioning, Benjamin Franklin Plumbing — and an even smaller set of contractor software platforms whose marketing content has saturated the trade-press citation surface: [ServiceTitan](#), [Housecall Pro](#), [Jobber](#), [FieldEdge](#), and [Workiz](#).

This report measures who is winning that citation surface and who is not. 5W ran 65+ consumer-intent and trade-intent prompts through ChatGPT, Claude, Perplexity, and Google AI Overviews in Q1 2026, tracking citations across four sub-categories: national HVAC service brands, national plumbing service brands, contractor software/CRM platforms, and franchise networks (Neighborly, Authority Brands, Wrench Group, Aramark/ServiceMaster).

The findings: Roto-Rooter, ARS/Rescue Rooter, and Mr. Rooter together account for an estimated 19% of all HVAC and plumbing consumer-intent AI citations. ServiceTitan dominates the trade-software citation surface — capturing roughly 18% market share among the 100,000+ contractors using such software, and an even larger share of "best HVAC software" and "field service management" AI prompts after its January 2025 IPO. [ServiceTitan's \\$6.3 billion IPO valuation](#) made it the first publicly traded contractor-software pure-play, and the resulting trade-press coverage produced a citation moat its competitors have not closed. Approximately 87% of independent HVAC and plumbing contractors have effectively zero AI citation share in their own metro and category.

The brands that win HVAC and plumbing AI citation in the next twelve months will define which contractor every American homeowner under 50 calls when their water heater fails. The window is closing fast.

TOP 15 BRANDS BY AI CITATION SHARE

Estimated share of citations across 65+ HVAC and plumbing consumer- and trade-intent prompts run through ChatGPT, Claude, Perplexity, and Google AI Overviews, Q1 2026.

ServiceTitan	14.0%
Roto-Rooter	11.5%
ARS/Rescue Rooter	5.5%
Mr. Rooter	4.8%
Housecall Pro	4.2%
Service Experts	3.8%
Jobber	3.4%
One Hour Heating & Air	3.0%
Benjamin Franklin Plumbing	2.8%
FieldEdge	2.6%
Mr. Electric / Aire Serv	2.4%
Comfort Systems USA	2.2%
EMCOR Group	2.0%
Workiz	1.9%
Service Fusion	1.7%

Source: 5W analysis of AI-generated responses across ChatGPT, Claude, Perplexity, and Google AI Overviews, Q1 2026. Share represents estimated proportion of brand citations across 65+ tracked consumer- and trade-intent prompts. Remaining ~34% split across ranks 16–25, regional brands, and the small minority of independent contractors who occasionally break into citations.

THE FULL TOP 25 RANKING

1. ServiceTitan — Field service management software. IPO'd January 22, 2025 at approximately \$6.3B valuation. Approximately 100,000 contractors onboarded. ~18% market share of HVAC-and-plumbing service software. Citation lock on "best HVAC software," "best plumbing CRM," and "field service management" prompts. The IPO produced trade-press coverage at a velocity competitors cannot match.

- 2. Roto-Rooter** — Plumbing and drain services. Founded 1935. Owned by Chemed Corporation. [More than 600 service locations across the U.S. and globally](#); serves more than 90% of the U.S. population in all 50 states. The category-leading citation winner for "plumber near me" and "drain cleaning" prompts.
- 3. ARS/Rescue Rooter** — HVAC and plumbing services. The largest residential HVAC and plumbing service network operating under a single brand in the U.S. Provides heating, air conditioning, indoor air quality, plumbing, drain cleaning, and sewer-line services. Strong citation share on dual-trade prompts ("HVAC and plumbing").
- 4. Mr. Rooter Plumbing** — Plumbing services. [250+ franchise locations across the U.S. and Canada](#) under [Neighborly](#). The largest plumbing-only franchise network. Wins "plumber near me" prompts in markets where Roto-Rooter is not present.
- 5. Housecall Pro** — Field service management software. The dominant HVAC/plumbing software platform among contractors with 1-30 employees. Strong citation share among "small business HVAC software" and "Housecall Pro vs ServiceTitan" prompts.
- 6. Service Experts** — HVAC services. North America's largest HVAC service network. Operates under multiple regional brands. Strong citation share on commercial HVAC prompts.
- 7. Jobber** — Field service management software. Cloud-based scheduling, dispatch, invoicing for trade contractors. Strong citation share among small-business plumbing and HVAC prompts.
- 8. One Hour Heating & Air Conditioning** — HVAC services. Authority Brands franchise. ~400 franchise locations. The leading HVAC-only national franchise. Wins "HVAC service near me" prompts in markets without ARS/Rescue Rooter or Service Experts presence.
- 9. Benjamin Franklin Plumbing** — Plumbing services. Authority Brands franchise. ~300 locations. Mid-tier plumbing franchise. Citation share concentrated on "punctual plumber" and "guaranteed plumbing service" prompts.
- 10. FieldEdge** — Field service management software. ~14% market share. ~45,000 HVAC professionals. Wins "QuickBooks-integrated HVAC software" prompts due to deep accounting integrations.
- 11. Mr. Electric / Aire Serv** — Electrical and HVAC services. Neighborly-owned franchises. The two largest residential electrical and HVAC franchises under the Neighborly umbrella that operates Mr. Rooter. Strong cross-trade citation share.
- 12. Comfort Systems USA** (NYSE: FIX) — Commercial HVAC services. One of the two largest publicly traded HVAC contractors in the U.S. Strong commercial-prompt citation share but limited residential consumer awareness.
- 13. EMCOR Group** (NYSE: EME) — Commercial mechanical and electrical services. The largest mechanical contractor in the U.S. Strong commercial citation share; almost no residential.
- 14. Workiz** — Field service management software. Mid-market alternative to ServiceTitan and Housecall Pro. Strong citation share on "Workiz vs ServiceTitan" and "AI-powered scheduling" prompts.
- 15. Service Fusion** — Field service management software. Flat-rate pricing model. Citation share on "affordable HVAC software" prompts.

16. **ServiceMaster / Aramark facility services** — Commercial mechanical and facilities services.
17. **Simpro** — Field service management software. Mid-market focus, strong commercial-trade citation share.
18. **Lennox / Carrier / Trane dealer networks** — OEM dealer networks. Each maintains a national contractor-finder citation surface.
19. **FieldPulse** — Field service management software for SMBs.
20. **Thumbtack / Angi for HVAC and plumbing** — Aggregator citation share inside trade prompts.
21. **Successware** — Trade industry business management software.
22. **CallRail / Podium** — Adjacent contractor lead-management platforms with strong trade-press citation share.
23. **Commusoft / Smart Service** — Niche scheduling-focused field service software.
24. **Kickserv** — Entry-level field service management.
25. **BDR (Business Development Resources)** — HVAC business coaching firm. The trade-press citation infrastructure for "best HVAC business software" prompts is anchored by BDR's annual buyer's guides; structurally important even though BDR is not a contractor or software vendor itself.

KEY FINDINGS

- **STAT 1:** ~100,000 — number of HVAC contractors operating in the U.S. (IBISWorld); approximately 130,000 plumbing contractors
- **STAT 2:** 87% — estimated share of independent HVAC and plumbing contractors with effectively zero AI citation share in their own metro and category
- **STAT 3:** \$6.3B — [ServiceTitan's IPO valuation, January 22, 2025](#); the first publicly traded contractor-software pure-play
- **STAT 4:** 100,000+ — contractors onboarded to ServiceTitan; approximately 18% market share of contractor-software
- **STAT 5:** 600+ — Roto-Rooter franchisees and affiliates in the U.S. and globally; serves more than 90% of the U.S. population in all 50 states
- **STAT 6:** 250+ — Mr. Rooter franchisee locations across the U.S. and Canada under Neighborly
- **STAT 7:** 19% — estimated combined AI citation share of Roto-Rooter, ARS/Rescue Rooter, and Mr. Rooter across 50+ tracked consumer-intent plumbing and HVAC queries
- **STAT 8:** \$1.42B — [global HVAC service software market in 2026](#), projected to reach \$6.5B by 2035 at 17.3% CAGR

THE CENTRAL FINDING

HVAC and plumbing is the largest American service category where AI citations and the consumer purchase decision are completely uncoupled from the structure of the underlying industry. The industry is overwhelmingly local — independent operators serving a single metro, often a single ZIP code — but AI answers route consumers to a tiny set of national franchise networks and the small handful of software platforms whose content has saturated the trade-press citation surface.

Inside that AI-mediated routing, three structural patterns are emerging. First, the franchise networks under Neighborly (Mr. Rooter, Mr. Electric, Aire Serv) and Authority Brands (One Hour Heating & Air, Benjamin Franklin Plumbing, Mister Sparky) collectively appear in approximately 25-30% of "service near me" trade prompts despite representing well under 5% of actual contractors. Second, the contractor-software citation surface is consolidating around ServiceTitan post-IPO, with Housecall Pro and Jobber as the only meaningful alternatives — every other contractor-software vendor (FieldEdge, Workiz, Service Fusion, Simpro, FieldPulse, Commusoft) has been pushed into citation-share scarcity. Third, independent contractors are systematically invisible: the AI engines do not surface a Wisconsin family-owned plumber when a Wisconsin homeowner asks "best plumber near me," even when that plumber has the highest local Google reviews and the longest tenure in the metro.

This is a citation-share problem disguised as a marketing problem. Independent contractors who have invested in Google Maps optimization, Angi/Yelp profiles, and traditional SEO discover that AI engines route to brand-name franchises regardless. The contractor-side citation moat is structurally similar to the moats observed in pickleball brands, beauty brands, and wedding-planning aggregators: brand authority, content frequency, and structured-data signals matter more than physical proximity or local reputation.

METHODOLOGY

5W ran 65+ HVAC and plumbing consumer-intent and trade-intent prompts through ChatGPT (GPT-4 and GPT-5), Claude (Sonnet and Opus 4.7), Perplexity, and Google AI Overviews during January–March 2026. Each prompt was run multiple times across each engine; brand citations were tagged, normalized, and deduplicated.

Prompts spanned four sub-categories: **National HVAC service brands** (ARS/Rescue Rooter, Service Experts, One Hour Heating & Air, Aire Serv, plus regional networks). **National plumbing service brands** (Roto-Rooter, Mr. Rooter, Benjamin Franklin Plumbing, Bluefrog Plumbing + Drain). **Contractor software / CRM platforms** (ServiceTitan, Housecall Pro, Jobber, FieldEdge, Workiz, Service Fusion, Simpro, FieldPulse, Commusoft, Smart Service). **Trade franchise umbrella networks** (Neighborly, Authority Brands, Wrench Group, Mister Sparky, plus aggregator platforms Thumbtack, Angi, HomeAdvisor).

Citation share was calculated as the proportion of total brand citations across all prompts. Methodology mirrors 5W's prior AI Visibility Index reports for pickleball, crypto, cannabis, beauty, local services, and the wedding industry.

WINNERS

ServiceTitan is the highest-ranked brand in the index and the clearest winner of the post-IPO citation surface. The IPO produced trade-press coverage at a velocity its competitors cannot match. Every "best HVAC software" comparison article published in 2025-2026 references ServiceTitan; AI engines weighted that coverage proportionally and now route trade-software prompts to ServiceTitan with near-uniform consistency.

Roto-Rooter is the highest-ranked consumer service brand and the dominant winner of "plumber near me" and "drain cleaning" citation share. The structural mechanism is brand age (founded 1935), entity strength (Wikipedia presence, structured corporate disclosure under publicly traded parent Chemed), and consistent advertising output across 90 years.

The Neighborly franchise network — Mr. Rooter, Mr. Electric, Aire Serv, Mr. Appliance, and the dozen-plus other trade franchises under Neighborly — wins on cross-trade citation reinforcement. AI engines route between Neighborly brands within the same content cycle, which produces a citation-share lock that single-trade competitors cannot replicate without becoming part of a larger franchise umbrella.

Authority Brands (One Hour Heating & Air, Benjamin Franklin Plumbing, Mister Sparky) wins on the same cross-trade citation reinforcement mechanism, with the additional moat of consistently structured franchise marketing content.

FALLING BEHIND

The 87% of independent contractors with effectively zero AI citation share. Independent HVAC and plumbing contractors — even those with the highest local Google reviews, longest market tenure, and best customer outcomes in their metro — are systematically invisible in AI answers. The mechanism is structural: AI engines weight entity-strength signals (Wikipedia, Wikidata, structured corporate disclosure, national press coverage) more heavily than local proximity or local review velocity. An independent plumber with 800+ five-star reviews in a single metro produces less citation surface in AI answers than a Mr. Rooter franchisee in that same metro.

FieldEdge, Workiz, Service Fusion, Simpro, FieldPulse, and Commusoft. The mid-tier contractor-software platforms have been pushed into citation-share scarcity by ServiceTitan's post-IPO content saturation. Each has 10,000-50,000 contractors onboarded — a meaningful business — but AI prompts about "best HVAC software" route to ServiceTitan first, Housecall Pro second, Jobber third, and the rest of the field with declining frequency. The mid-tier vendors that produce structured comparison content addressing specific use cases (commercial vs. residential, one-truck operator vs. 50+ truck enterprise) capture citation share that vendors generic about positioning cannot.

Comfort Systems USA and EMCOR Group. The two largest publicly traded HVAC contractors in the U.S. by revenue rank #12 and #13 in our citation share index — well below their commercial scale. The mechanism is end-customer focus: both are commercial-only, and AI consumer-intent prompts route to residential brands. This is a category structure problem, not a citation-strategy problem.

Wrench Group and other private-equity-backed roll-ups. PE-backed HVAC and plumbing roll-ups (Wrench Group, Sila, Apex Service Partners) have aggregated 50-200+ regional brands each but operate them as portfolio brands rather than re-flagging under a unified national name. AI engines do not perceive the underlying ownership consolidation and continue to route to whichever sub-brand has the strongest local entity signals. PE-backed operators that re-brand under a single name will capture citation share that PE-backed operators preserving regional brands cannot.

Thumbtack, Angi, and HomeAdvisor as HVAC and plumbing aggregators. The aggregators win on aggregator-routing prompts ("find a plumber near me through HomeAdvisor") but lose to brand-name franchises on direct-intent prompts ("best plumber near me"). The aggregator citation share has compressed in 2025-2026 as AI engines route directly to franchise networks rather than through aggregator intermediaries.

THE SIX STRUCTURAL FINDINGS

1. Franchise networks dominate the consumer citation surface. Roto-Rooter, ARS/Rescue Rooter, Mr. Rooter, One Hour Heating & Air, and Benjamin Franklin Plumbing collectively appear in approximately 25-30% of "service near me" trade prompts despite representing well under 5% of actual U.S. HVAC and plumbing contractors. The franchise umbrella content infrastructure (Neighborly, Authority Brands, Wrench Group) produces structured-data signals AI engines weight far more heavily than local proximity.

2. ServiceTitan's IPO produced the largest single citation event in trade-software history. AI prompts about contractor software, field service management, and HVAC/plumbing CRM route to ServiceTitan with near-uniform consistency post-IPO. The trade-press coverage velocity (every comparison article, every business news segment, every contractor-podcast appearance) produced a citation moat comparable to BlackRock IBIT's Bitcoin ETF moat or The Ordinary's beauty-skincare moat.

3. The cross-trade citation reinforcement effect inside franchise umbrellas is the largest under-recognized signal. Neighborly's Mr. Rooter, Mr. Electric, and Aire Serv reinforce one another in AI answers in ways that single-trade brands of comparable scale cannot replicate. Cross-trade content cycles (an Aire Serv blog post about why an HVAC failure also requires a plumbing inspection) produce citation surface that single-trade content cannot match.

4. Independent contractors are systematically invisible regardless of local reputation. An independent plumber with 800+ five-star Google reviews in a single metro produces less AI citation share than a franchise location with 50 reviews in the same metro. The mechanism is entity-strength asymmetry: AI engines weight national-brand entity signals (Wikipedia, structured-data markup, parent-company SEC filings) far more heavily than local review velocity.

5. The trade-press citation infrastructure is anchored by a small handful of publishers. ACHR News, Contracting Business, Plumbing & Mechanical, Cooling Post, and BDR's annual buyer's guides represent the bulk of "best HVAC software" and "best plumbing service" citation surface. Brands and contractors that secure coverage in these specific publications earn citation share that brands published in general-interest media cannot match.

6. Private-equity roll-up acquisitions do not produce citation consolidation. Wrench Group, Sila Services, Apex Service Partners, and other PE-backed HVAC/plumbing roll-ups have acquired hundreds of regional brands collectively, but AI engines do not perceive the underlying ownership consolidation. PE-backed operators preserving acquired regional brand names continue to lose citation share to franchises that re-brand under unified national names.

2026-SPECIFIC FINDINGS

1. ServiceTitan's January 2025 IPO is the year's largest single citation event in the contractor-software category. AI answers about "best HVAC software," "best plumbing CRM," and "field service management software" now reference ServiceTitan in nearly every response. The trade-press coverage velocity post-IPO produced citation share that pre-IPO competitors cannot match without comparable public-market liquidity events.

2. The 2025 surge in PE-backed roll-ups did not translate to AI citation consolidation. Wrench Group, Sila Services, and Apex Service Partners closed dozens of regional acquisitions during 2025, but AI engines continue to route to the underlying acquired regional brand names rather than the parent platforms. Roll-up PE operators face a citation-share decision in 2026: re-brand acquired locations under unified national names (citation gain) or preserve local brand equity (citation loss to national franchises).

3. The 2025 Inflation Reduction Act heat-pump tax credit expirations have produced a citation reset on "should I replace my furnace" prompts. AI engines now reference the federal tax-credit framework in nearly every "HVAC replacement" response. Brands that produced post-IRA-2025 expiration content captured citation share that brands silent on the policy change cannot generate.

4. AI-powered call handling and dispatch tools are the fastest-growing contractor-software citation sub-category. Workiz, Housecall Pro, and ServiceTitan have all launched AI dispatch and call-handling features in 2025-2026. AI prompts about "AI for HVAC business" and "automated scheduling for plumbers" route to these three brands with growing consistency.

5. The ZIPS-style citation cautionary tale is now embedded in trade-press AI answers. ZIPS Car Wash's Chapter 11 filing in early 2025 — and the trade-press lessons drawn from it — has produced a parallel citation surface in HVAC/plumbing roll-up coverage about "PE-backed home services consolidation risk." Brands that produce content addressing roll-up structural risk capture citation share in trade prompts about "are PE-backed contractors safe to use."

6. Franchise umbrella consolidation is the most under-recognized 2026 trend. Authority Brands, Neighborly, and Wrench Group have all expanded their portfolios in 2025-2026, but AI engines do not yet route between cross-portfolio brands as efficiently as they could. Brands that publish cross-portfolio content (a Mr. Rooter article that references a Mr. Electric service for a related issue) capture citation surface that single-portfolio content cannot.

FROM RONN TOROSSIAN, FOUNDER OF 5W

"HVAC and plumbing is the most acute version of the citation-consolidation crisis we've measured. There are 230,000 contractors in the U.S. and only 50 of them have meaningful AI citation share. The other 229,950 are invisible to homeowners under 50 who open ChatGPT before they open Yelp. The franchise networks under Neighborly and Authority Brands are winning by a structural mechanism most independent contractors do not yet recognize: cross-brand citation reinforcement, structured franchise marketing content, and entity-strength signals that AI engines weight far more heavily than local reviews. ServiceTitan's IPO is the largest single trade-software citation event in history. The brands that recognize the structure now and build entity-strength infrastructure will compete. The brands that wait will discover the citation surface has hardened around franchises and software platforms whose marketing budgets dwarf theirs by orders of magnitude."

— RONN TOROSSIAN, FOUNDER & CHAIRMAN, 5W

THE HVAC & PLUMBING GEO PLAYBOOK

1. Build entity-strength infrastructure first. Wikipedia presence, Wikidata records, structured-data markup on the company website, and corporate-press releases captured by trade publications drive citation share more than local SEO. An independent plumber with these signals will earn more AI citation share than the same plumber without them.

2. Secure trade-press coverage in the publications AI engines weight most heavily. ACHR News, Contracting Business, Plumbing & Mechanical, Cooling Post, BDR's buyer's guides, and the trade podcasts (Service Business Mastery, Real Plumbers of Genius). Coverage in these publications produces citation share that general-interest media cannot match.

3. Franchise system membership is the fastest path to citation share for independent contractors. Joining Neighborly, Authority Brands, or Wrench Group provides cross-brand citation reinforcement, structured marketing content, and the entity-strength signals AI engines route on. The franchise-fee economics work as a pure citation-share investment even before the lead-generation benefits.

4. PE-backed roll-up operators face a 2026 citation decision. Re-brand under unified national names (citation gain) or preserve regional brand equity (citation loss). The decision should be made deliberately, not by default. Operators choosing to preserve regional brands should at minimum implement cross-portfolio content reinforcement.

- 5. Treat ServiceTitan, Housecall Pro, and Jobber selection as a citation event, not a software event.** The contractor-software brand a contractor uses appears in AI answers as a co-citation when the contractor is mentioned. Contractors using ServiceTitan inherit ServiceTitan's citation surface; contractors using less-cited platforms inherit less.
- 6. Build content addressing the topics AI engines hedge on.** "Should I replace my furnace this year," "is the federal heat-pump tax credit still active," "what's the average cost of a sewer line replacement in [metro]." Brands that produce specific, dated, source-cited content on these topics capture citation share that brands publishing generic content cannot.
- 7. Cross-trade content cycles compound.** An HVAC company that publishes content about why a furnace failure can also indicate a plumbing problem captures citation share that single-trade content cannot. Cross-trade citation reinforcement is the structural mechanism that makes Neighborly-scale franchise umbrellas dominant.
- 8. Treat regulatory events as citation events.** The 2025 IRA heat-pump tax credit expirations, EPA refrigerant phase-outs, state-level licensing changes, and federal contractor-licensing reforms are all citation reset events. Calendar AI-citation audits to within 72 hours of every major regulatory event.
- 9. Local reputation is necessary but insufficient.** 800+ five-star Google reviews in a single metro do not produce AI citation share without entity-strength infrastructure layered on top. Build both.
- 10. Build for the post-AI consumer, not the pre-AI consumer.** The homeowner under 50 opens ChatGPT before they open Yelp. The HVAC and plumbing brands that build for this consumer flow — entity strength, trade-press citation, franchise umbrella scale, structured content cadence — will compete. The brands that build for the pre-AI consumer flow will lose citation surface every quarter to brands paying attention.

THE BIGGER PICTURE

HVAC and plumbing is the most fragmented multi-billion-dollar service category in America, and it is being consolidated inside AI answers faster than it is being consolidated through PE roll-ups. The citation-share economics favor franchise networks, software platforms with public-market liquidity events, and the small number of publishers AI engines weight most heavily. Independent contractors are systematically invisible regardless of local reputation, and PE-backed roll-ups have not translated their acquisition velocity into citation consolidation.

The brands that win the next decade are the brands that build entity-strength infrastructure, secure trade-press coverage in the publications AI engines weight most heavily, commit to franchise umbrella scale or unified national branding, treat contractor-software selection as a citation event, and build content addressing the topics AI engines hedge on. The brands that wait for the AI citation surface to stabilize will discover that ServiceTitan, Roto-Rooter, ARS/Rescue Rooter, Mr. Rooter, and a small number of others have absorbed a larger and larger share of what consumers see when they ask AI *"my AC stopped working — who do I call."*

ABOUT 5W

5W is a leading public relations and digital marketing agency, and the AI communications firm behind the AI Visibility Index Series. With a dedicated Generative Engine Optimization (GEO) practice, 5W helps the world's leading brands earn citation authority across ChatGPT, Claude, Perplexity, and Google AI Overviews while continuing to deliver the consumer, corporate, crisis, healthcare, technology, sports and lifestyle, and public affairs PR services that have made 5W one of the largest independent PR agencies in the United States.

The AI Visibility Index Series

The AI Visibility Index is 5W's research franchise measuring how generative AI engines surface brands in consumer search. Each Index covers a single consumer category — pickleball, crypto, cannabis, beauty, local services, the wedding industry, HVAC and plumbing, and others — and ranks the top 25 brands by AI citation share across ChatGPT, Claude, Perplexity, and Google AI Overviews. The Series exists because the citation surface is where consumer category formation now happens, and most brands do not yet realize the implications.

5W's Generative Engine Optimization Practice

5W's [Generative Engine Optimization practice](#) helps brands build durable AI citation share through entity-strength infrastructure, ingredient and credibility transparency content, structured editorial citation building, and the deliberate content cadence AI engines reward. Engagements include AI citation audits across ChatGPT, Claude, Perplexity, and Google AI Overviews; competitive citation-share benchmarking; entity-strength remediation including Wikipedia, Wikidata, structured-data markup, and authoritative third-party citation building; sub-category citation surface strategy; and ongoing citation-share measurement and reporting.

Category Expertise

5W operates dedicated practices across the categories the AI Visibility Index Series covers: [Consumer Products & Brands](#), [Cannabis PR & Digital Marketing](#), [Beauty & Grooming](#), [Health & Wellness](#), [Financial Services & Fintech](#), [Technology](#), [Lifestyle](#), [Travel & Hospitality](#), [Food & Beverage](#), [Home & Housewares](#), [Crisis Communication](#), [Litigation PR](#), [Real Estate PR](#), [Public Affairs](#), and more. Every AI Visibility Index produced by 5W is informed by category practice depth, not by category-agnostic methodology alone.

Engage with 5W

For inquiries about Generative Engine Optimization engagements, AI Visibility Index licensing, or category-specific PR and communications: visit 5wpr.com/practice/geo-optimization or contact info@5wpr.com. 5W headquarters: 469 7th Avenue, Floor 8, New York, NY 10018. Telephone: (212) 999-5585.

FAQ

Why is ServiceTitan ranked #1 ahead of Roto-Rooter?

ServiceTitan dominates trade-intent prompts (best HVAC software, field service management, contractor CRM) at a citation share that exceeds Roto-Rooter's lead in consumer-intent prompts (plumber near me, drain cleaning). When the prompt categories are weighted by total volume across the 65+ tracked queries, ServiceTitan ranks #1.

Why are EMCOR and Comfort Systems USA so low despite being the largest HVAC contractors by revenue?

Both are commercial-only, and AI consumer-intent prompts route overwhelmingly to residential brands. This is a category-structure issue, not a citation-strategy issue. Both companies' citation share inside commercial-prompt sub-segments is far higher than the index headline number suggests.

How can independent HVAC and plumbing contractors compete?

The fastest path is franchise-system membership (Neighborly, Authority Brands). The slower but independent path is sustained entity-strength infrastructure investment: Wikipedia, Wikidata, trade-press coverage, structured-data markup, and content addressing topics AI engines hedge on.

How was citation share measured?

5W ran 65+ HVAC and plumbing consumer-intent and trade-intent prompts through ChatGPT, Claude, Perplexity, and Google AI Overviews during January–March 2026. Each prompt was run multiple times across each engine; brand citations were tagged, normalized, and deduplicated.

April 2026 — 5W Public Relations. Published by 5W Research. Email press@5wpr.com. All data drawn from publicly reported sources and a 5W analysis of AI-generated responses across ChatGPT, Claude, Perplexity, and Google AI Overviews. View the full Series at 5wpr.com/ai-visibility-index. Reproduction permitted with attribution.