

Denver Metro Independent HVAC Market Snapshot, Fall 2026

Standard Report (sample) · GridFleet LLC · Denver, CO · <https://gridfleet.ai> · hello@gridfleet.ai
Research completed **October 18, 2026**. All "date seen" references mean that day (Mountain Time).

About this sample. GridFleet wrote this report as a sample of its \$349 Standard Report. No client commissioned it, and none of the companies named here took part or were contacted. Every fact comes from a public web page listed in Section 9. If we couldn't find a number, we say so and don't estimate it.

1. The question and the short answer

Question: If you run a small, independent HVAC shop in the Denver metro, what are your competitors charging and promising this fall, and where can you stand out?

Short answer:

- 1. Entry offers are a price war, but repair pricing is not.** Posted fall tune-up and inspection prices run from **\$39** (a new-customer promo) to **\$129**. Diagnostic fees range much more widely, from **\$89** to **\$300**. Racing to the bottom on tune-ups is a losing game for a small shop. A clear, mid-priced offer with a published checklist is a realistic way to compete.
- 2. "Owner-operated, honest, no upsell" is now the default pitch, so it no longer sets anyone apart.** At least six of the ten companies we reviewed use some version of it. Only four show a review *count* you could check, so verifiable proof is the real gap.
- 3. Rebates changed a lot in 2026, and the shops that explain them clearly have an opening.** The federal 25C credit ended on December 31, 2025. Denver's city heat-pump rebate was fully subscribed in March 2025, and we could not find a live official page confirming its 2026 status. A new **\$1,500 regional rebate (Power Ahead Colorado)** started in July 2026, but only verified contractors can offer it. Contractors who want to claim the Colorado heat-pump tax credit on 2026 installs must register by December 31, 2026.

2. Market overview

2.1 Workforce and wages (what you compete with for labor)

Measure	Value	Source
HVAC mechanics & installers employed, Denver-Aurora-Centennial MSA (SOC 49-9021), May 2025	4,360	BLS OEWS May 2025, as republished by WageDex [S1]
Median annual wage, Denver MSA	\$71,580 (\$34.41/hr)	same [S1]

Measure	Value	Source
Median annual wage, U.S.	\$61,010	BLS Occupational Outlook Handbook [S2]
Projected U.S. employment growth, 2025-2035	11% ("much faster than average")	BLS OOH [S2]

Note: The BLS metro table wouldn't load for our automated tools, so the Denver figures come from a site that republishes BLS data and cites the May 2025 OEWS release. Before relying on these numbers, check them in the BLS OEWS metro table.

Denver pays about 17% more than the national median for HVAC technicians. That makes hiring and keeping a second technician expensive, which is one reason many independents stay owner-operated.

2.2 Number of HVAC businesses and market size

- **Number of HVAC contractors in the metro: not found in this pass.** The best source is the U.S. Census County Business Patterns data (NAICS 238220, "Plumbing, Heating, and Air-Conditioning Contractors"). Its API needed a key we didn't have during this research. We didn't estimate the figure.
- **Total dollar market size for Denver HVAC: not found** in a free, citable public source. We didn't estimate it.

2.3 Incentives and rebates (status as of Oct 18, 2026)

Program	What it offers	Status / key date	Source
Federal 25C Energy Efficient Home Improvement Credit	Was 30% up to \$2,000/yr for heat pumps	Ended for property placed in service after Dec 31, 2025	IRS [S3]
Colorado Heat Pump Tax Credit (via registered contractors)	2026: air-source \$1,000 credit; at least \$333 must be passed to the customer as an invoice discount	Active; Dec 31, 2026 is the last day to register and still claim credits for 2026 installations	Colorado Energy Office [S4]
Power Ahead Colorado (DRCOG) rebate	\$1,500 for ENERGY STAR cold-climate heat pumps installed by a <i>verified</i> contractor	Launched July 2026; part of a four-year, \$40M program; about 50 verified contractors at launch per CPR	DRCOG [S5], CPR News [S6]
City of Denver residential heat-pump rebate	Denver's residential heat-pump rebate: we could not find a live official page confirming its 2026 status (the previously published page now returns an error). Confirm with the City's Climate Action office before quoting it.	Unconfirmed	City of Denver [S7] (page now returns an error)
Xcel Energy Colorado heat-pump rebate	\$750 per heating ton, or \$1,500 per heating ton with the bonus for homes heated with Xcel gas (effective Oct 1, 2026; previously \$2,250 per heating ton)	Installs/invoices by Dec 31, 2026	Third-party tracker Electrify Colorado, citing Xcel [S8] (<i>confirm on Xcel's own page</i>)

Why this matters to a small shop: Homeowners are hearing mixed messages about rebates. Some competitors still advertise large "stacked rebate" totals (see Right Way Mechanical below). We couldn't match those totals to the programs above, because the federal credit is gone and Denver's city rebate has no confirmed 2026 status. A shop that publishes a short, dated, accurate rebate explainer, and is actually registered or verified for the state credit and the Power Ahead rebate, has a real selling point.

2.4 Benchmark: what a national player is offering

Service Experts (a national HVAC brand with a Denver location) posts a **\$49 HVAC tune-up** ("\$140 off our standard \$189 rate," valid 9/19–10/31/26), a **\$0 diagnostic with a paid repair** in October 2026, and leased systems from **\$155/month** [S9]. Small shops face this price anchor in local search results.

3. Competitor snapshot (10 Denver-metro companies)

We chose these companies because they serve Denver-metro homeowners, describe themselves as local or family-owned, and showed up in ordinary local searches for furnace repair and tune-ups. Some are true one-truck owner-operators. Others are larger local multi-trade firms that compete for the same customers. Review figures are **what each company shows on its own website**, which may lag behind its live Google profile (see Section 8).

#	Company (area) · website	Core services	Posted prices / promos (seen Oct 18, 2026)	Reviews as shown publicly (source, date seen)
1	Atlas Mechanical (Lone Tree) atlasmechanicalco.com	Furnace, AC, heat pump, boiler, water heater, plumbing, swamp coolers	Furnace or AC tune-up \$129 ; boiler tune-up \$189	5.0★, 86 Google reviews (company site, Oct 18)
2	Cedar Creek Mechanical (Denver) ccmdenver.com	Furnace, boiler/hydronics, AC, water heaters, evaporative coolers	Diagnostic \$300 (travel ≤10 mi + first hour); repair \$200/hr + parts; after-hours diagnostic \$500, \$350/hr; \$10 cash discount; video consult \$2/min	Says customers "consistently rate us with 5 stars"; no count shown (site, Oct 18)
3	Right Way Mechanical (Wheat Ridge) rightwaymechanicalco.com	Residential only: furnace, AC, heat pump, mini-split, boiler, water heater	Diagnostic \$89 , repairs from \$189 ; after-hours diagnostic \$149 ; tune-up listed as \$99 / \$149 (2+ units) / \$229 annual plan in one place and \$129 single in another; furnace install \$4,500–\$9,500 ; heat pump \$8,500–\$16,000 (About page; \$8,500–\$17,500 elsewhere on its site) before rebates	"16+ Google reviews" ; no star average shown (About page, Oct 18)

#	Company (area) · website	Core services	Posted prices / promos (seen Oct 18, 2026)	Reviews as shown publicly (source, date seen)
4	Right Away Heating & Air Conditioning (Denver) rightawayheating.com	Furnace, AC, boilers, mini-splits, commercial HVAC; plumbing (re-piping, drains, sewer camera); Carrier Authorized Dealer	No prices posted	Reviewer first names listed; no rating or count shown (site, Oct 18)
5	Lou's Heating & Cooling (Lakewood) loushvac303.com	Furnace, AC, maintenance, swamp coolers; Carrier Authorized Dealer; 24/7	"Flat rate," free estimates; no price list posted	5.0★ across "50+" reviews on Google, HomeAdvisor and Yelp combined ; claims BBB A+ accredited since July 2024 (site, Oct 18)
6	M&M HVAC Heating & Cooling Solutions (Lakewood) heatingandcoolingsolutionsmm.com	AC repair, furnace install, system replacement, water heaters; 24/7 line in English and Spanish	Free estimates; no prices posted	"5.0 Average Google rating"; no count shown (site, Oct 18)
7	Lakeside Heating & Air Conditioning (Arvada) lakesideheating.com	Residential HVAC, heat pumps, mini-splits, IAQ, water heaters; family-owned since 1971	Lennox fall promotion: up to \$1,800 in rebates on qualifying systems; separate offers, rebates, financing, tax-credit pages	"4.8 / 5" shown; source and count not stated (site, Oct 18)
8	All In One Home Services (Denver) allinonehomeservices.com	HVAC, plumbing, electrical; veteran- and women-owned	Oct 1–Nov 30, 2026: \$49 furnace safety inspection, \$99 boiler tune-up, \$99 swamp-cooler winterization; new-install gifts (thermostat, 1-yr maintenance plan)	"Excellent, based on 28 reviews" (Google, via site widget, Oct 18)
9	Fix-it 24/7 (Golden HQ; metro-wide) fixmyhome.com	HVAC, plumbing, electrical; Green Club membership; family-owned since 2013	\$39 furnace tune-up & deep clean for new customers ("regularly \$139"); \$0 diagnostic with repairs	"Trusted by 5,000+ households"; no rating/count shown on pages checked (site, Oct 18)
10	Done! (Aurora) itsdone.com	HVAC, plumbing, drains, electrical; Done Care Club; local since 1999	\$50 off any HVAC repair; \$83 drain clearing; a \$49 tune-up + free AC offer expired Sept 30	Claims "Thousands of 5-Star Reviews" and BBB A+; no count shown (site, Oct 18)

Excluded after checking: "Precision Heating & Air" (precisionheatac.com) showed up in a Denver tune-up search with an \$89 coupon. Its site is for **Austin, Texas**, so we left it out. This kind of error is exactly why every listing gets a second check.

4. Short competitor profiles

1. Atlas Mechanical (Lone Tree). Family-owned and owner-operated: the owner does the work and his wife answers the phone, so there's "no call center." Open daily 6 AM-9 PM, with same-day service when the schedule allows. *Strengths:* the only company in this set that clearly posts evening hours to 9 PM. It also posts tune-up prices and a verifiable review count (86). *Weak spot:* one technician limits capacity during cold snaps, and the "same-day" promise is qualified.

2. Cedar Creek Mechanical (Denver). Owner-operated, with 25+ years of hydronics (boiler) expertise. Posts an hourly rate card. *Strengths:* a full price list, a boiler specialty, and a \$2/min video consult option. *Weak spots:* a \$300 diagnostic is the highest entry price in this set, hours are weekdays 8-5, and no review count is shown.

3. Right Way Mechanical (Wheat Ridge). Founded 2021, owner-operated, residential only. Posts more prices than anyone else in the set. *Strengths:* an \$89 diagnostic, written price ranges for installs, and an annual-plan price. *Weak spots:* the tune-up price appears two different ways on the same page (\$99 vs. \$129). The page also cites "\$6,000+ in stacked rebates" for heat pumps, which we couldn't reconcile with the 2026 programs in Section 2.3.

4. Right Away Heating & Air Conditioning (Denver). Family-owned for 25+ years, with a "repair first, replace when it makes sense" message. Carrier dealer that also offers plumbing and commercial service. *Strength:* longevity and breadth. *Weak spots:* no posted prices, no visible rating or count, and weekday-only office hours (24/7 emergency service is advertised).

5. Lou's Heating & Cooling (Lakewood). The owner has worked in Denver HVAC since 2014 and incorporated in 2022. The site leans on faith, family and flat-rate pricing, and says "Se habla Español." Positions itself as Denver's "evaporative cooling specialist." *Strengths:* a swamp-cooler niche, Spanish service, and a BBB claim. *Weak spot:* the "50+ reviews" figure combines three platforms, so it's hard to verify.

6. M&M HVAC (Lakewood). Family-owned since 2022, NATE-trained, with a dedicated Spanish 24/7 line. *Strengths:* bilingual emergency line and free written estimates. *Weak spots:* young business, no review count, no posted prices.

7. Lakeside Heating & Air Conditioning (Arvada). Family-owned since 1971, a Lennox-focused dealer with a fall promotion and financing. *Strength:* 50+ years in business. *Weak spots:* shows a "4.8 / 5" score with no source or count, and it offers lean on manufacturer promotions instead of its own service pricing.

8. All In One Home Services (Denver). Multi-trade (HVAC, plumbing, electrical), veteran- and women-owned. Runs a well-organized seasonal specials page with dated terms. *Strengths:* clear fall offers (\$49 / \$99 / \$99) and a Google review widget. *Weak spot:* 28 reviews is a fairly small count for a multi-trade firm.

9. Fix-it 24/7 (Golden). Family-owned since 2013 and now a large multi-trade brand with a membership club. *Strengths:* the most aggressive entry offer (\$39 vs. \$139 regular) and a \$0 diagnostic with repair. *Weak spot (for them), opening (for you):* a \$39 offer brings in bargain-seekers, so a small shop shouldn't try to match it.

10. Done! (Aurora). In business since 1999, multi-trade, and advertises live phone answering and same-day service. *Strengths:* scale, weekend hours, and a membership club. *Weak spot:* review

claims ("thousands") aren't backed by a visible count on the homepage, and its tune-up promotion ended Sept 30.

5. Themes in how competitors sell

We didn't scrape or analyze third-party review text for this sample. These themes come from how the companies describe themselves and from the testimonials they choose to show.

- **What they promise:** a live person answering, the owner showing up, honest repair-first advice, no commission or upselling, and same-day service.
- **What their featured testimonials praise:** punctuality, clear explanations, fair or lower-than-expected prices, and techs who clean up.
- **What's rarely shown:** a verifiable review count, a dated price list, membership prices, and a clear rebate breakdown.

6. Gaps and openings

Gap	Evidence (of the 10 reviewed)	Opening for a small shop
Verifiable reviews	Only 4 show a review count (Atlas 86, Lou's 50+, All In One 28, Right Way 16+). Others show stars or slogans only.	Show your live Google count with a direct link and the date.
Transparent, consistent pricing	4 post a multi-item price list (Atlas, Cedar Creek, Right Way, All In One). Others post a single promo or nothing. Right Way's tune-up price is listed two ways.	Post one clean rate card: diagnostic, tune-up, after-hours.
Mid-priced tune-up	Promos sit at \$39-\$49 (Fix-it, All In One, Service Experts) or \$129 (Atlas, Right Way).	A well-described \$89-\$119 tune-up fills the middle (see Rec. 1).
Accurate 2026 rebate guidance	Federal credit gone, Denver rebate status unconfirmed for 2026, new \$1,500 regional rebate needs verified contractors.	Be registered or verified, and publish a dated explainer.
Evening availability	Atlas is the only one advertising regular hours to 9 PM. Several list weekday 8-5 office hours.	Evening or Saturday tune-up slots for working households.
Spanish-language service	2 of 10 mention it (Lou's, M&M).	A real opening if you or a tech is bilingual.
Swamp cooler & boiler niches	Mentioned by Atlas, Cedar Creek, Lou's, All In One.	Fall winterization and boiler tune-ups are seasonal add-ons with little competition.
Membership pricing	Only Right Way posts a plan price (\$229/yr). Done!, Fix-it and Cedar Creek advertise plans without prices on the pages we checked.	Post your plan price so comparison shoppers can choose you.

7. Five recommended actions (ranked by impact and effort)

Rank	Action	Why (evidence)	Effort
1	Publish a one-page rate card with a mid-priced tune-up (\$89-\$119) and a clear diagnostic fee. List exactly what the tune-up includes.	Posted tune-ups cluster at \$39-\$49 promos or \$129. Diagnostics run \$89-\$300. Few small shops post prices at all.	Low (1 day)
2	Make your reviews checkable. Put your live Google rating, count and profile link on the homepage, and ask every satisfied fall customer for a review.	Only 4 of 10 competitors show a count. "5.0" with no count is common and unconvincing.	Low (ongoing)
3	Get rebate-ready before Dec 31, 2026. Register for the Colorado heat-pump tax credit (Dec 31, 2026 is the last day to register and still claim credits for 2026 installations), apply to be a Power Ahead Colorado verified contractor, and confirm Xcel trade-partner status. Then publish a dated, plain-English "2026 rebates" page.	Federal 25C ended; Denver's city rebate has no confirmed 2026 status; the \$1,500 regional rebate requires verified contractors; Xcel invoices are due by Dec 31, 2026.	Medium (paperwork)
4	Pick one service niche and one availability edge. Examples: swamp-cooler winterization plus boiler tune-ups, evening or Saturday slots, or Spanish-language service.	Only Atlas advertises evenings to 9 PM; only 2 of 10 mention Spanish; the cooler and boiler niches are thinly covered.	Medium
5	Launch a priced maintenance plan. For example, two visits a year plus a repair discount, with the price posted. Sell it at every fall tune-up.	Only 1 of 10 posts a plan price (\$229/yr, Right Way). Larger rivals use clubs to lock in customers.	Medium

These are recommendations based on public information, not guarantees of results.

8. Unverified items and open questions

- **Live Google ratings and counts weren't checked directly.** Google Maps needs interactive browsing that our research workflow doesn't use, so review figures are what each company shows on its own site, and those can be out of date. A client version of this report would add a dated screenshot check of each Google Business Profile.
- **Metro business count and market size:** not found (see 2.2).
- **BLS Denver figures** came from a republisher of the May 2025 OEWS release (see 2.1).
- **Xcel rebate amounts** come from a third-party tracker that cites Xcel's Oct 1, 2026 rebate summary. Confirm them on Xcel's site before quoting to customers.
- Denver's residential heat-pump rebate: we could not find a live official page confirming its 2026 status (the previously published page now returns an error). Confirm with the City's Climate Action office before quoting it.
- **Right Way's "\$6,000+ stacked rebates"** claim couldn't be matched to current programs. It may predate the end of 25C.
- **Business claims** (BBB ratings, "thousands of reviews," years in business) are as stated by each company; we didn't verify them independently.

9. Methodology

1. **Scope:** Denver-metro residential HVAC companies that present themselves as local, independent or family-owned. We also included one national benchmark (Service Experts) for price context.
2. **Collection:** GridFleet's AI research workflow ran web searches, fetched each company's public homepage and key pages (pricing, specials, about, reviews), and pulled out services, prices, promotions and review figures. We used only public pages: no logins, no quote requests, no posing as a customer, and no contact with any company.
3. **Verification:** Every competitor's site was fetched directly on Oct 18, 2026, to confirm the location and the quoted facts. One search result (an Austin, TX company) was dropped after this check.
4. **Human review:** A person reviewed the draft. They checked each number against its source, removed anything unsourced, and marked gaps as "not found" instead of estimating.
5. **Limits:** Prices and promotions change often, especially during the fall season. Treat this as a snapshot as of the date above.

10. Disclaimer

This sample report is for general information only. It isn't legal, tax, financial or engineering advice, and it doesn't endorse or criticize any company. Information comes from public sources believed accurate on the date seen. Companies may change their prices, offers and claims at any time, so verify before acting. Company names are used only to identify them. GridFleet LLC has no relationship with any company named.

Sources (all accessed October 18, 2026)

Market and incentives

- [S1] WageDex, "HVAC Mechanics and Installers in Denver-Aurora-Centennial" (BLS OEWS May 2025): <https://wagedex.com/jobs/heating-air-conditioning-and-refrigeration-mechanics-and-installers/metro/denver-aurora-centennial-co>
- [S2] U.S. BLS, Occupational Outlook Handbook, HVAC Mechanics and Installers: <https://www.bls.gov/ooh/installation-maintenance-and-repair/heating-air-conditioning-and-refrigeration-mechanics-and-installers.htm>
- [S3] IRS, Energy Efficient Home Improvement Credit: <https://www.irs.gov/credits-deductions/energy-efficient-home-improvement-credit>
- [S4] Colorado Energy Office, Colorado Heat Pump Tax Credits: <https://energyoffice.colorado.gov/hptc>
- [S5] DRCOG, "Power Ahead Colorado launches heat pump rebate" (July 23, 2026): <https://drcog.org/news/power-ahead-colorado-launches-heat-pump-rebate>
- [S6] CPR News, "New rebate program slashes heat pump costs for Denver-area residents" (July 15, 2026): <https://www.cpr.org/2026/07/15/new-heat-pump-rebate-program-denver/>
- [S7] City and County of Denver, Rebates for Heat Pumps: <https://www.denvergov.org/Government/Agencies-Departments-Offices/Agencies-Departments-Offices-Directory/Climate-Action-Sustainability-and-Resiliency/Cutting-Denvers-Carbon-Pollution/Electrifying-Denvers-Homes/Resources-for-Home-and-Townhouse-Owners/Get-a-Heat-Pump/Rebates-for-Heat-Pumps> (returned HTTP 404 when rechecked Oct 18, 2026)

- [S8] Electrify Colorado, "Xcel Energy Colorado heat pump rebates" (verified by them Oct 8, 2026): <https://electrify-colorado.com/rebates/xcel-heat-pump-rebates>
- [S9] Service Experts Denver, Offers: <https://www.serviceexperts.com/denver-co/resources/offers/>

Competitors

- [C1] Atlas Mechanical: <https://atlasmechanicalco.com/> and <https://atlasmechanicalco.com/about>
- [C2] Cedar Creek Mechanical: <https://www.ccmdenver.com/> and <https://www.ccmdenver.com/reviews>
- [C3] Right Way Mechanical: <https://rightwaymechanicalco.com/> and <https://rightwaymechanicalco.com/about/>
- [C4] Right Away Heating & Air Conditioning: <https://www.rightawayheating.com/>
- [C5] Lou's Heating & Cooling: <https://www.loushvac303.com/> and <https://loushvac303.com/about/>
- [C6] M&M HVAC Heating and Cooling Solutions: <https://www.heatingandcoolingsolutionsmm.com/> and <https://www.heatingandcoolingsolutionsmm.com/about.html>
- [C7] Lakeside Heating & Air Conditioning: <https://lakesideheating.com/>
- [C8] All In One Home Services: <https://allinonehomeservices.com/> and <https://allinonehomeservices.com/specials/>
- [C9] Fix-it 24/7: <https://www.fixmyhome.com/> and <https://www.fixmyhome.com/services/heating/furnace-tune-up>
- [C10] Done!: <https://itsdone.com/> and <https://itsdone.com/special-offers/furnace-bogo/>
- [Excluded] Precision Heating & Air (Austin, TX): <https://www.precisionheatac.com/>

*GridFleet LLC · 1500 N Grant St Ste C, Denver, CO 80203 · hello@gridfleet.ai · Sample report.
GridFleet is in alpha. Reports are produced with AI research workflows plus a human review step.*