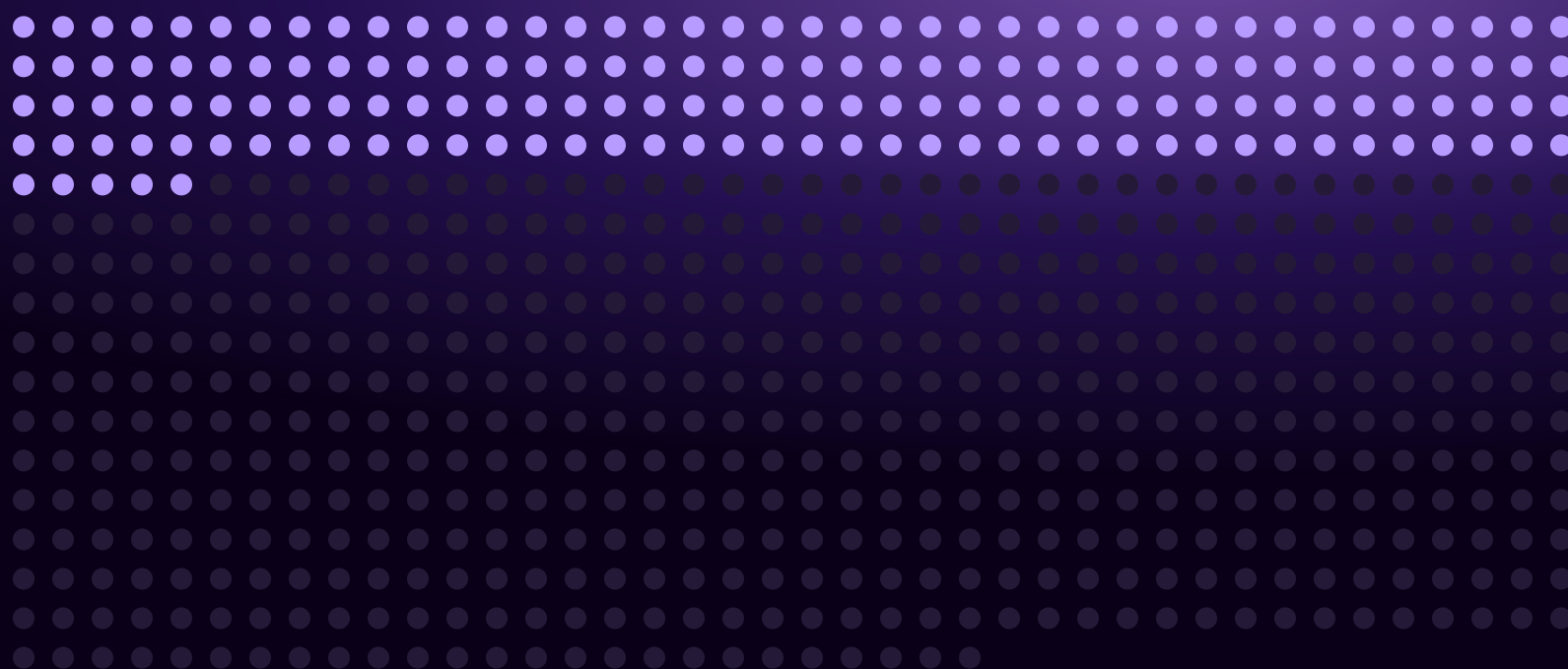


What AI tells your homeowners about [Summit Air & Heat].

25 buyer questions. 3 AI assistants. 665 answers.
Fictional brand, illustrative data.



Each dot is one AI answer. The bright ones name Summit Air & Heat. Illustrative sample with fictional data.

THE HEADLINE

**AI calls [Summit] for repairs.
When homeowners ask about a
new system, it names someone
else.**

87/156

answers naming Summit on
emergency and same-day repair
questions

6/183

answers naming Summit on
replacement and install questions

WHY THIS MATTERS

Your customers already ask AI.

45%

of consumers have used AI like ChatGPT to find a local business

1B

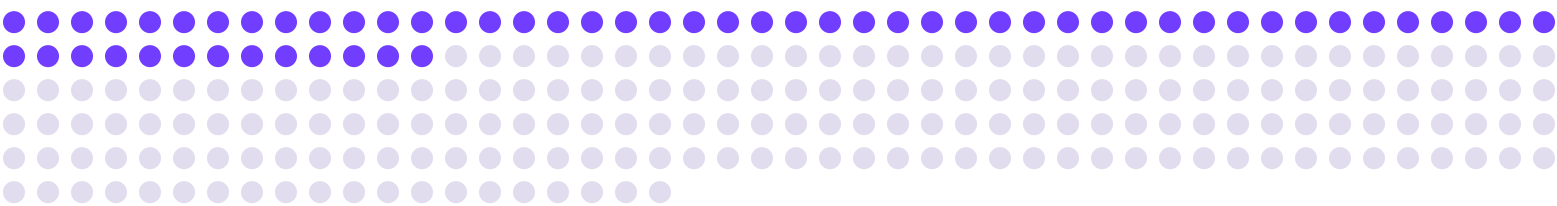
people use Google's AI Mode every month

Sources: BrightLocal, Local Consumer Review Survey 2026. Google (May 2026).

How often each AI names Summit.

ChatGPT

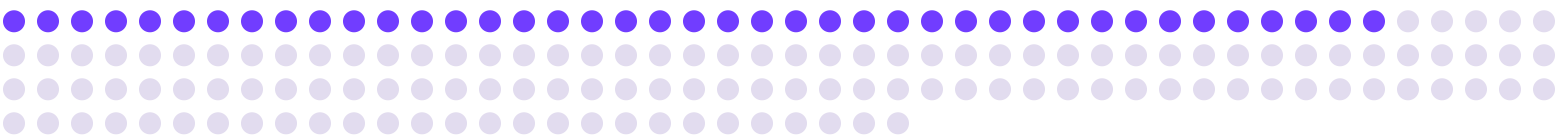
59 of 250



Top other brand: **Apex Climate Co**, 73 of 250

Google AI Overviews

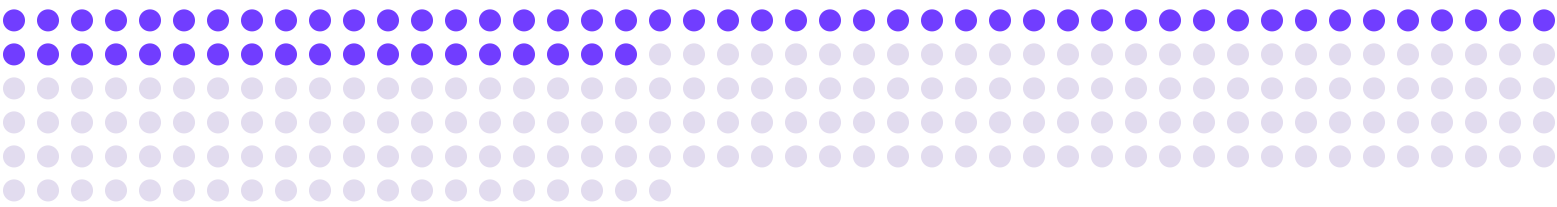
41 of 165



Top other brand: **Apex Climate Co**, 32 of 165

Perplexity

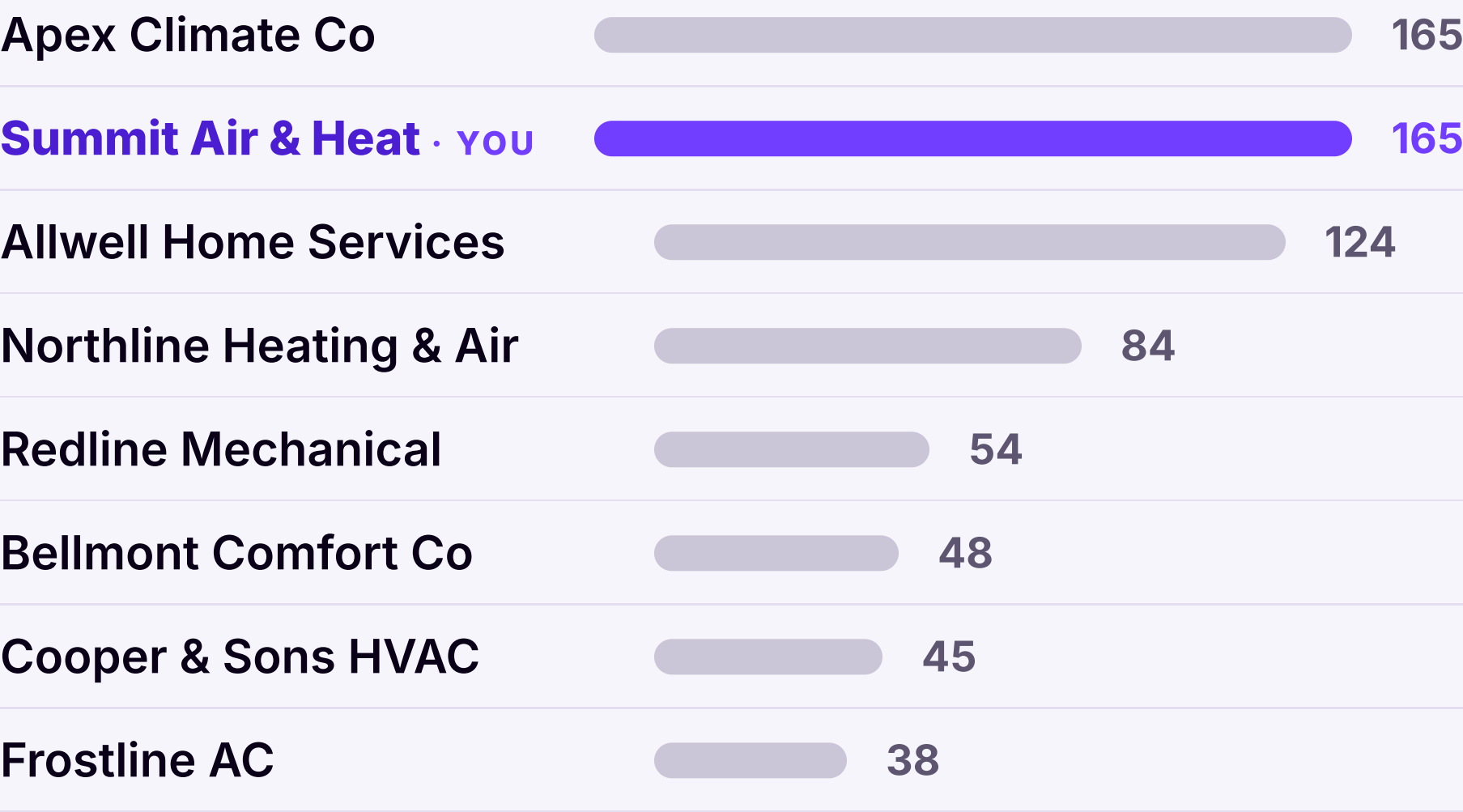
65 of 250



Top other brand: **Apex Climate Co**, 60 of 250

Tied for first, with different strengths.

Answers naming each brand, out of 665.



Summit and Apex Climate Co are each named in 165 answers. Allwell Home Services is third with 124, and 73 of those come on questions where Summit is never named.

WHERE YOU SHOW UP

[Summit Air & Heat] is named on 17 of 25 questions.

Answers naming you, out of all answers to each question.

Fastest AC repair near me Top other company: Apex Climate Co 18/26	18 _{/26}
24-hour HVAC repair in Bellmont Top other company: Apex Climate Co 8/30	20 _{/30}
Weekend emergency heating repair Top other company: Northline Heating & Air 20/25	13 _{/25}
Same-day furnace repair Top other company: Northline Heating & Air 18/24	12 _{/24}
Emergency AC repair near me Top other company: Frostline AC 15/25	12 _{/25}
AC not cooling, who to call Top other company: Apex Climate Co 16/26	12 _{/26}
Family-owned HVAC company Top other company: Cooper & Sons HVAC 21/30	12 _{/30}
Service for older AC units Top other company: Redline Mechanical 13/29	11 _{/29}

Plus 9 more questions where you are named.

WHERE YOU DON'T

Not named once on 8 questions.

Highest search demand first.

Best company to replace a furnace Top other company: Northline Heating & Air 21/29	0/29
Cost of a new AC unit installed Top other company: Allwell Home Services 18/27	0/27
HVAC financing options Top other company: Allwell Home Services 17/25	0/25
Heat pump installers near me Top other company: Bellmont Comfort Co 16/26	0/26
Is an HVAC maintenance plan worth it Top other company: TrueTemp Services 12/25	0/25
Commercial HVAC service Top other company: Redline Mechanical 14/25	0/25
Rebates for energy-efficient AC Top other company: Allwell Home Services 13/23	0/23
Indoor air quality and air purifiers Top other company: Bellmont Comfort Co 6/26	0/26

"Which HVAC companies in Belmont offer 24-hour repair?"

Named in 20 of 30 answers, more than any other company. This is what winning looks like.

ChatGPT

NAMED

Summit Air & Heat 4/10

Apex Climate Co 3/10

Google AI Overviews

NAMED

Summit Air & Heat 7/10

Perplexity

NAMED

Summit Air & Heat 9/10

Apex Climate Co 3/10

Brands named in a quarter or more of each engine's answers.

"How much does a new AC unit cost installed in Bellmont?"

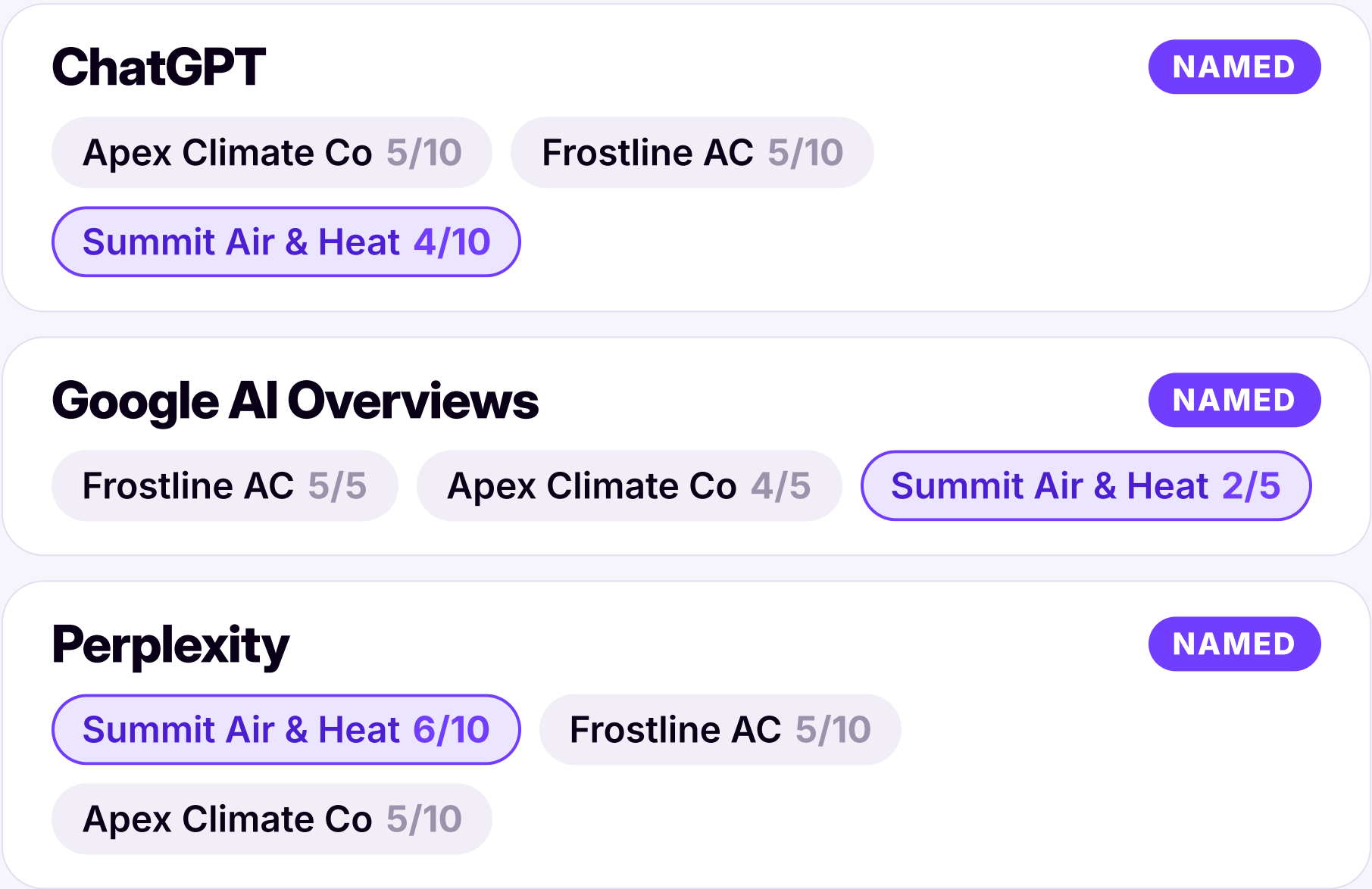
One of the most-asked questions in the set. AI named Summit in 0 of 27 answers.

ChatGPT Apex Climate Co 6/10 Allwell Home Services 5/10	NOT NAMED
Google AI Overviews Allwell Home Services 6/7 Apex Climate Co 3/7	NOT NAMED
Perplexity Allwell Home Services 7/10 Apex Climate Co 5/10	NOT NAMED

Brands named in a quarter or more of each engine's answers.

"Who does emergency AC repair near me in Belmont?"

Named in 12 of 25 answers. Frostline AC is named in 15.



Brands named in a quarter or more of each engine's answers.

"Who's the best company to replace a furnace in Belmont?"

A furnace replacement is worth far more than a repair call. AI named Summit in 0 of 29 answers.

ChatGPT

NOT NAMED

Northline Heating & Air 7/10

Allwell Home Services 6/10

Google AI Overviews

NOT NAMED

Northline Heating & Air 7/9

Allwell Home Services 3/9

Perplexity

NOT NAMED

Allwell Home Services 7/10

Northline Heating & Air 7/10

Brands named in a quarter or more of each engine's answers.

"Who installs heat pumps near Belmont?"

Your site has a heat pump page. AI named you in 0 of 26 answers.

ChatGPT Bellmont Comfort Co 7/10 Northline Heating & Air 7/10	NOT NAMED
Google AI Overviews Bellmont Comfort Co 5/6	NOT NAMED
Perplexity Northline Heating & Air 5/10 Bellmont Comfort Co 4/10	NOT NAMED

Brands named in a quarter or more of each engine's answers.

WHAT YOUR BUYER ACTUALLY READS

Who's the best company to replace a furnace in Belmont?

CHATGPT · ILLUSTRATIVE ANSWER · OCT 1, 2026

For a furnace replacement in Belmont, these companies come up most often in reviews and local recommendations:

1. **Northline Heating & Air** – Heating specialists with strong reviews for full system replacements.
2. **Allwell Home Services** – Large local team, offers financing and handles rebate paperwork.
3. **Bellmont Comfort Co** – Known for high-efficiency installs and heat pump conversions.

Get at least two quotes, and ask each company what's included in the install.

Illustrative answer written for this sample. All brands are fictional.

A homeowner asked who should replace their furnace. AI named three companies, and never the one it recommends for same-day repairs.

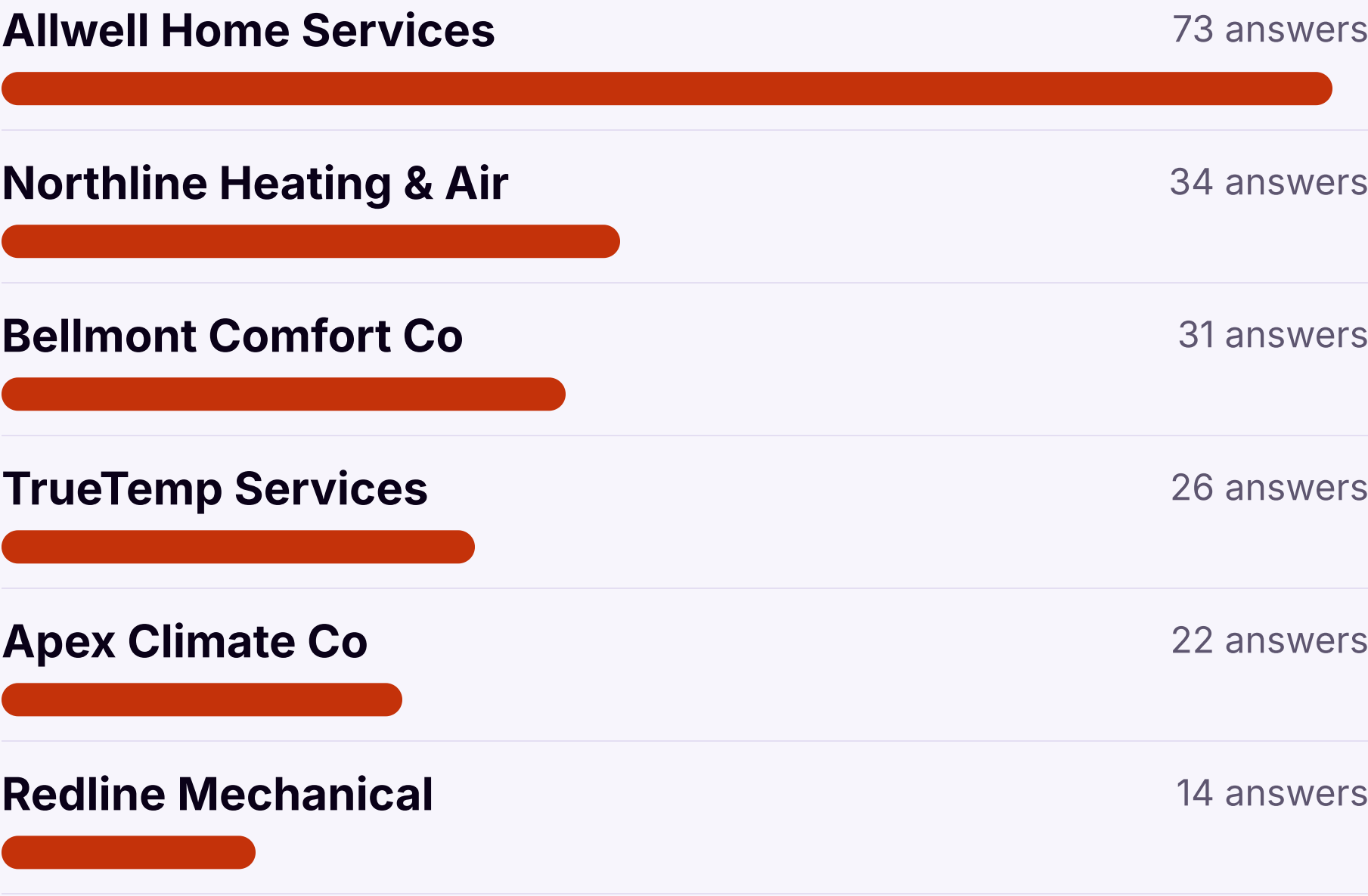
"Summit Air & Heat is a solid pick for fast repairs, with a lot of reviews mentioning same-day service and friendly technicians."

AI sees you as the repair company. On replacement, install and financing questions, it named you in **6 of 183 answers**.

WHO TAKES YOUR SPOT

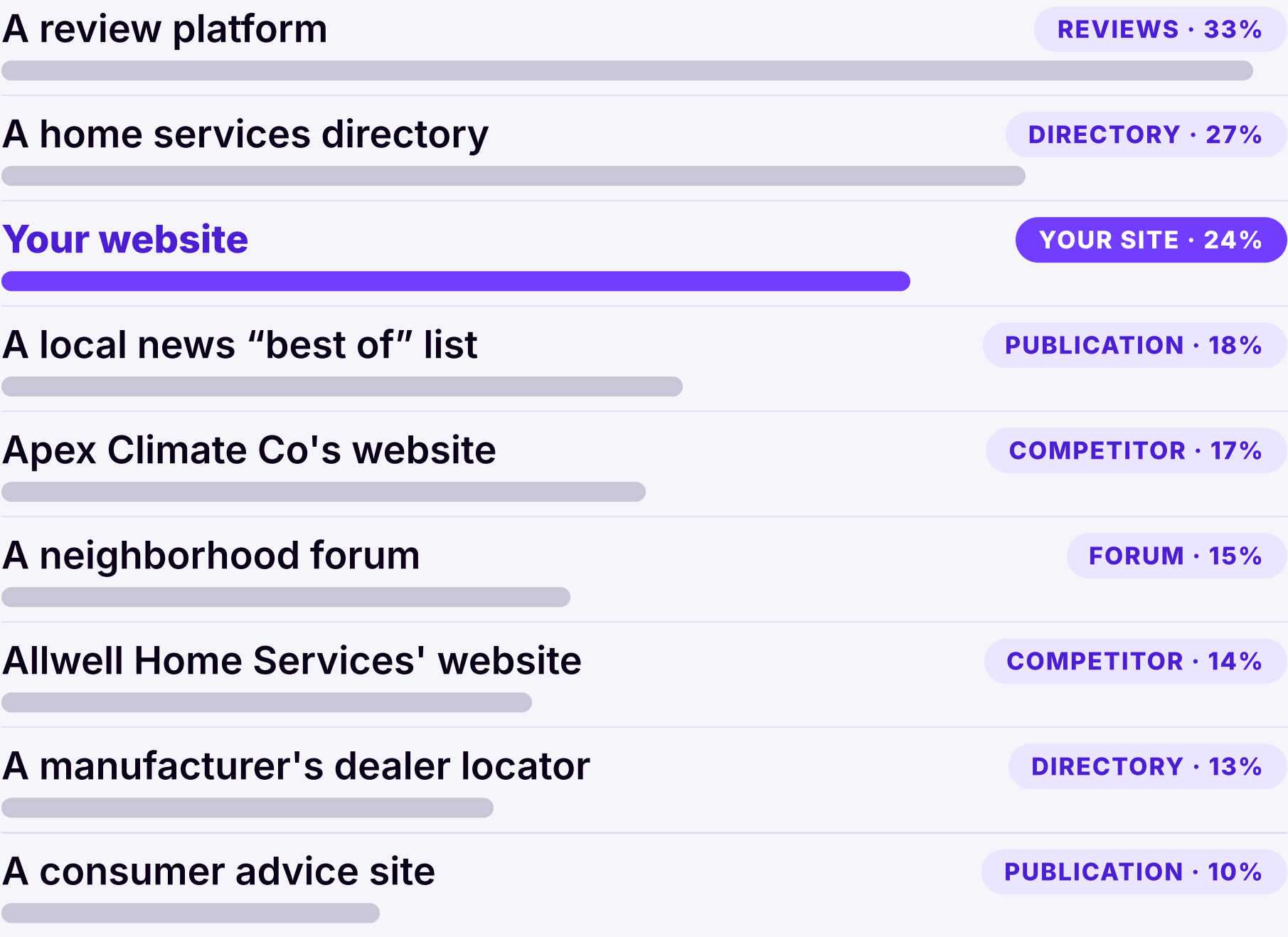
Who gets named when you don't.

Most-named brands across the 8 questions where Summit never appears, out of 206 answers.



What the AIs read first.

Share of answers that pulled at least one page from each site.



A review platform and a home services directory are read more often than your own site. The pages AI pulls from your site are your repair pages, not your install pages.

WHAT IT COULD BE WORTH

\$80K

**a year in potential replacement jobs
Summit may be missing in AI answers.**

2

extra replacement
inquiries a month
from AI answers

× **35%**

of those that become
jobs

× **\$9,500**

average replacement
job

= \$6,650

a month, about \$80K a year

Illustrative estimate. Inquiries, close rate and job value are our assumptions, not measured figures. Swap in your own numbers and the math holds.

Four things the data says.

01 Urgent repairs are yours.

Across six emergency and same-day repair questions, AI named Summit in 87 of 156 answers.

02 Replacements and installs go elsewhere.

On seven questions about new systems, heat pumps, mini splits, financing and rebates, Summit was named in 6 of 183 answers.

03 Tied with Apex at the top.

Summit and Apex Climate Co are each named in 165 answers. Asked which company has the best reviews, AI named Apex in 16 answers and Summit in 10.

04 Financing and rebates are blank.

Financing and rebate questions named you in 0 of 48 answers. Allwell Home Services leads both.

Where we would start.

01 Build pages for the big jobs.

Dedicated pages for AC replacement, furnace replacement, heat pumps and ductless mini splits, each with price ranges and what's included.

Why: Replacement and install questions named you in 6 of 183 answers.

02 Spell out financing and rebates.

A financing page with terms in plain words, and a rebates page that lists the programs you help homeowners claim.

Why: Financing and rebate questions named you in 0 of 48 answers.

03 Be complete where AI looks.

Fill out your review platform and home services directory profiles with every service, installs included, and confirm your listing on your equipment manufacturer's dealer locator.

Why: The review platform and directory are read more often than your own site.

WHAT HAPPENS NEXT

AI answers keep changing.

This report is one moment in time. Managed AI Visibility tracks what moves each month and does the work to change it.

- Tracking of the questions that matter, on the AI assistants your buyers use
- New and rewritten pages that answer what buyers ask AI
- Technical fixes so AI systems can reach and read your site
- A plain-English monthly report on what moved and why

Get your free AI visibility report.

mentionedeverywhere.com/free-report

ABOUT THIS DATA

A snapshot, not a forecast.

This sample shows the format of a free AI visibility report: the same buyer questions asked of ChatGPT, Google AI Overviews and Perplexity, with every brand each answer names recorded. The brands and numbers here are invented. A real report uses your questions, your competitors and what AI actually said.

ChatGPT	250 answers
Google AI Overviews	165 answers
Perplexity	250 answers
Total	665 answers

Illustrative sample. Every business in this report is fictional and every number is made up to show what a free AI visibility report looks like. It is not a real report about a real company. "Not named" means the brand did not appear anywhere in the answer.

Prepared for Summit Air & Heat by Mentioned Everywhere · October 2026 · Illustrative sample, fictional data