

How AI assistants pick an HVAC company

We gave Grok, Meta Muse, Instinct and Fo the questions homeowners ask about AC repair and replacement in 143 US markets across 30 states. In 1,319 recorded answers they ran 6,285 searches, picked 3,885 companies and passed on 5,591, each time saying why. This is what they searched for, how they explained themselves, and the pages they chose between.

Recorded answers

1,319

Searches the assistants ran

6,285

Companies passed on, with a reason

5,591

- 1. What the homeowner said, and what each assistant typed
- 2. Each assistant has a question of its own
- 3. What gets you picked, what gets you passed
- 4. How an assistant explains a pass, in its own words
- 5. One company, twelve towns
- 6. Picked and passed, side by side, with the sentence that separated them
- 7. Six changes, in the order the data ranks them

What the homeowner said, and what each assistant typed

The same sentence went to every assistant. None searched it as written. Each turned it into the question it cares about. Asked about Dallas, TX.



Each assistant has a question of its own

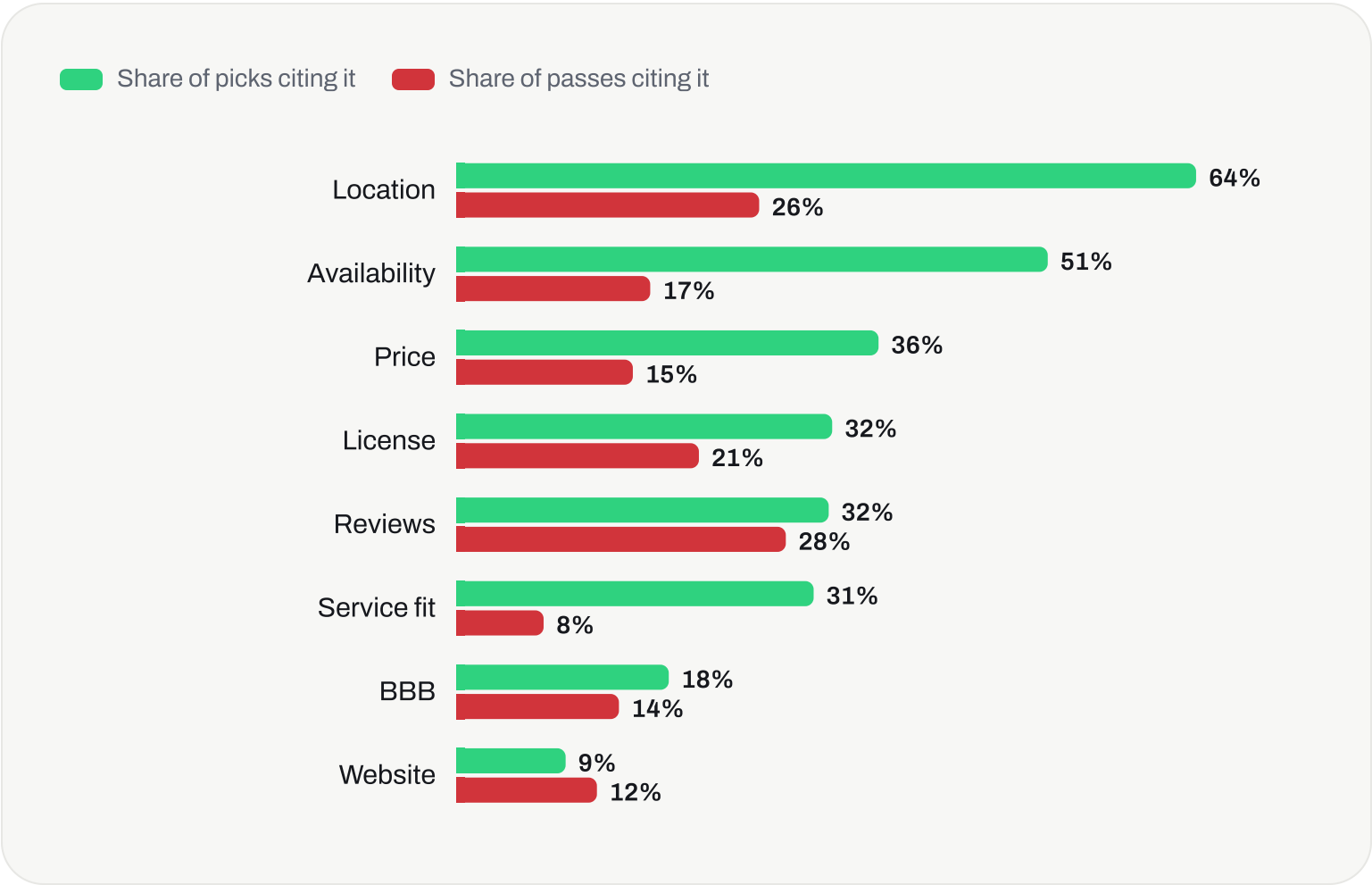
Share of each assistant's 6,285 searches that mention each thing, across all 1,319 answers. A search can count in several rows. A company that never appears for an assistant's kind of search is never considered at all.

Instinct and Meta Muse run one search and read what comes back. Grok runs a median of 13: a few to find candidates, then one per company for its license, its BBB profile and a Reddit thread. Fo queries a places index instead. Only 1% of Instinct's picks and 10% of Grok's rested on a directory page; the rest cite the company's own site.

The search mentions	I 1 / ANSWER	👁 13 / ANSWER	👤 2 / ANSWER	F 2 / ANSWER
Same-day, emergency, open now	40%	11%	18%	26%
Cost, price, fee	43%	7%	22%	21%
Reviews, ratings	11%	21%	48%	19%
Best, top rated	10%	10%	40%	9%
License number	6%	19%	0%	0%
BBB	2%	30%	2%	0%
A named company	0%	7%	4%	0%
Financing	6%	1%	9%	12%
Reddit	0%	4%	0%	12%

The same eight things decide both

Share of 3,825 coded pick reasons and 4,085 coded pass reasons that cite each theme, across all assistants. One sentence can cite several.



Location is the biggest lever on both sides. 64% of picks cite being in or near the town; 26% of passes cite being somewhere else.

Availability gets you picked more than it gets you passed. Half of picks quote a same-day, 24/7 or arrival window; a missing one is cited in 17% of passes.

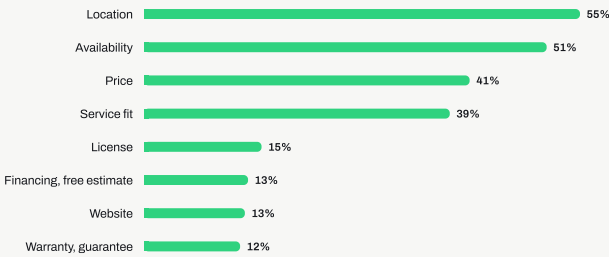
Price is the easiest fix. 36% of picks quote a published fee or range, and no price is cited in 15% of passes.

What each assistant cites when it picks

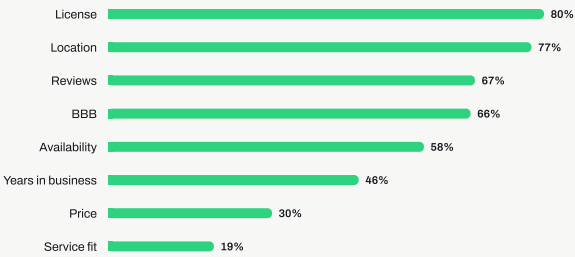
Share of each assistant's coded picks citing each theme. Grok wants a license and a BBB page, Meta Muse wants reviews, Instinct wants a price and barely mentions reviews.



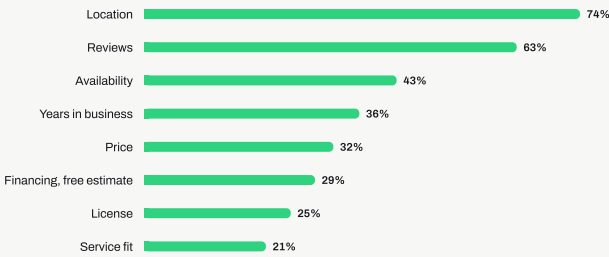
2,204 coded picks



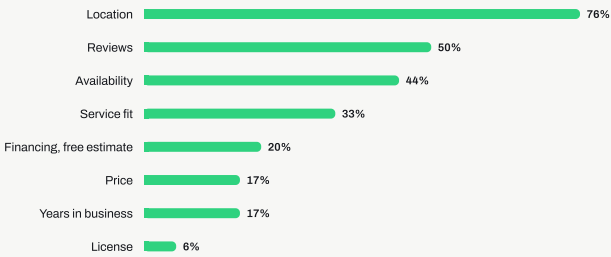
951 coded picks



616 coded picks



54 coded picks



How an assistant explains a pass

One sentence each, quoted from the recorded answers. The reasoning is specific, confident, and sometimes a guess.

READS REDDIT AS EVIDENCE

“Radiant has a BBB A rather than A+, 24 complaints in 3 years, and was the company r/Austin users most agreed to avoid because of upselling.”

 on Radiant Plumbing, Air Conditioning & Electrical, asked about Austin, TX

FINDS THE OWNERSHIP CHANGE

“Popular on Reddit, but the BBB page says it is NOT accredited and lists an alternate name 'Florida Coastal HVAC Acquisition, Inc'. DBPR shows new licensing under that acquisition entity from July 2026, which suggests a recent ownership change.”

 on Belle Air Inc, asked about Orlando, FL

COUNTS COMPLAINTS, NOT STARS

“It states good warranty terms and is BBB A+ accredited, but it publishes no prices and BBB shows 20 closed complaints in 3 years and a 1.5 out of 5 review average.”

 on Goettl Air Conditioning & Plumbing, asked about Phoenix, AZ

JUDGES BY THE NAME ALONE

“Lower rating at 4.5 stars with only 26 reviews, and its name suggests it is a parts distributor rather than a residential repair service.”

 on Century HVAC Distributing, asked about Mansfield, TX 76063

FACT-CHECKS THE PAGE

“It has a McKinney branch, free estimates and license TACLB00052136E, but it is a large multi-trade DFW company with no published brand, pricing or warranty, and it wrongly suggests federal tax credits may still apply.”

 on Baker Brothers Plumbing, Air & Electric, asked about McKinney, TX

A BLOCKED SITE IS A MISSING BUSINESS

“It has an active Clearwater license and 5.0 stars from 376 reviews on ProsGrade, but its site blocked me and I found no BBB profile, so there was too little reputation data to rank it.”

 on Poulin Cooling A/C and Refrigeration, asked about Clearwater, FL

Frosty's HVAC: picked at home, passed down the road

A Farmers Branch, TX contractor with a published \$85 diagnostic and its license number on every page, seen in 404 answers across DFW. Same site, same terms; only the town changed.

Carrollton, TX	picked 17 of 17	100%
Irving, TX	picked 19 of 24	79%
Farmers Branch, TX	picked 16 of 21	76%
Dallas, TX	picked 22 of 30	73%
Dallas, TX 75225	picked 14 of 20	70%
Lewisville, TX	picked 12 of 20	60%
Frisco, TX	picked 12 of 21	57%
Arlington, TX	picked 9 of 21	43%
Richardson, TX	picked 8 of 19	42%
Fort Worth, TX	picked 9 of 22	41%
Plano, TX	picked 7 of 18	39%
Denton, TX	picked 8 of 22	36%

PICKED

“Same-day business-hour dispatch to Frisco is routine, with a published flat-rate price list (\$85 diagnostic waived on repair, most repairs \$350-\$1,500) and license TACLA126718E.”

I asked about Frisco, TX

PASSED

“Transparent pricing (\$85 diagnostic waived with repair, license TACLA126718E, 4.9 stars from 143 reviews), but it is based in Farmers Branch about 45 minutes away and says non-members usually book 1–2 days out.”

asked about Fort Worth, TX

Nothing on the site changed between these two answers. The assistant read the address, estimated the drive, and ranked a company with no published price above the one with the clearest. For a contractor, service-area pages are not SEO; they are the answer to “how far away are you”.

The two pages, and the sentence that separated them

From one answer each: the company the assistant put first and one it looked at and passed on, as their sites appeared, with the assistant's reason for each.

I DALLAS, TX

“My AC stopped cooling. Find me an HVAC company in Dallas, TX that can come out today.”

SERVICES DUCTWORK SERVICE AC COST FROSTY FINANCING RECENT BLOG NUESTRA ABOUT (469) 254-0548 REQUEST SERVICE

AREA CALCULATOR CLUB WORK FAMILIA OUT

PICKED

★★★★★ 4.9 stars 143 Google reviews

AC REPAIR IN DALLAS, TX 2026

Frosty's HVAC services AC repair in Dallas, TX with \$85 diagnostics waived on repair, flat-rate pricing, and same-day service. Licensed TACLA126718E. (469) 254-0548.

(469) 254-0548 Request Service

Frosty's HVAC

frostyshvac.com/ac-repair-dallas-tx

“Its Dallas AC repair page posts an \$85 diagnostic waived with repair, flat-rate pricing, same-day service, a license number, and dated recent Dallas repair stories, though actual same-day availability was not confirmed.”

TOTAL AIR & PLUMBING PASSED

HVAC Plumbing About Us Shop Filters (972) 608-3143 Book Now >

24-HOUR EMERGENCY AIR CONDITIONER REPAIR IN PLANO

Air conditioner problems are never good news, nor are they going to wait for a "convenient time" to show up. But not all problems are exactly the same, and many are far more problematic than others. Your Ac could be having trouble staying on, or your Ac could be making a loud noise. Do you have an air conditioning issue in your Plano or Dallas home that is keeping you from being comfortable? If so, you don't just need repair — you need emergency air conditioning service!

Our certified and licensed emergency AC repair team is available any day, at any hour to meet your needs with complete service solutions. We place your comfort above all else and strive to bring priority service that gets you back to comfortable as soon as possible. For 60 years, we've been the best in the business, and we stand ready to help you out, no matter your needs.

Total Air & Heat

totalair.com/air-conditioning/emergency/

“Its Dallas-Plano emergency page confirms 24/7 emergency AC repair and 60 years in business, but it posts no diagnostic fee or repair pricing.”

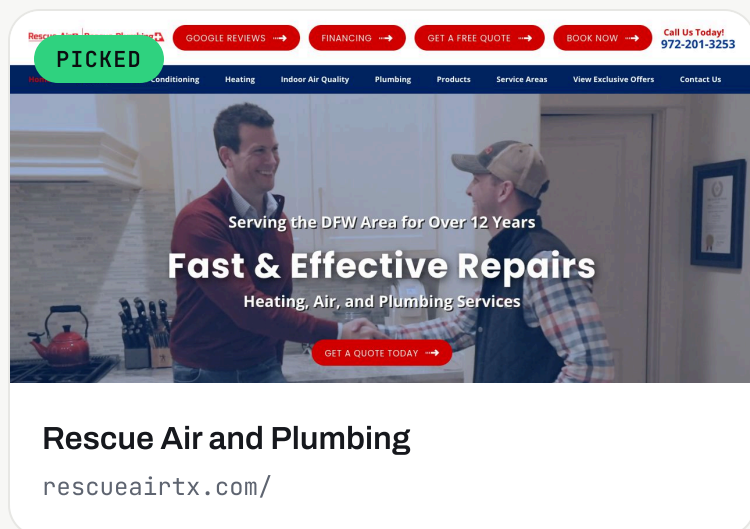
“Who is the best AC repair company in Frisco, TX?”



The screenshot shows the homepage of Air Repair Pros. At the top, there's a red navigation bar with 'Satisfaction Guaranteed' and '24/7 Emergency Service'. A green 'PICKED' badge is in the top left. The main header features the company logo and a 'SCHEDULE NOW' button. Below the navigation bar, a large grey banner reads 'Comfort You Can Count On. Expert Ac, Heating & Plumbing Services.' The footer includes the company name 'Air Repair Pros AC, Heating & Plumbing' and the website 'airrepairpros.com/'.

“Frisco-based since 1998 with HVAC license TACLB019076C, a 4.9 rating from thousands of reviews on its site and Frisco directories, and BBB accreditation since 2005.”

“I need a new AC unit installed in Dallas, TX. Who should I get quotes from, and roughly what will it cost?”



The screenshot shows the homepage of Rescue Air and Plumbing. It features a red navigation bar with 'GOOGLE REVIEWS', 'FINANCING', 'GET A FREE QUOTE', and 'BOOK NOW' buttons. A green 'PICKED' badge is in the top left. The main image shows two men shaking hands, with text 'Serving the DFW Area for Over 12 Years' and 'Fast & Effective Repairs Heating, Air, and Plumbing Services'. A 'GET A QUOTE TODAY' button is at the bottom. The footer includes the company name 'Rescue Air and Plumbing' and the website 'rescueairtx.com/'.

“9639 Greenville Ave, Dallas 75243, (972) 201-3253, 4.8 across 4,067 ratings, listed open 24 hours; the largest reviewed operation found, so the likeliest to schedule an install survey quickly.”



The screenshot shows the homepage of One Hour Heating & Air Conditioning of Frisco. It features a red navigation bar with 'Services', 'Resources', 'About Us', 'Areas We Service', and 'BOOK NOW' buttons. A green 'PICKED' badge is in the top left. The main image shows a technician working on a unit, with text 'Bringing Comfort Home Frisco HVAC Services' and 'One Hour Heating & Air Conditioning® of Frisco'. A '4.8 (657 reviews)' rating is displayed. A 'BOOK NOW' button is at the bottom. The footer includes the company name 'One Hour Heating & Air Conditioning of Frisco' and the website 'onehourheatandair.com/frisco'.

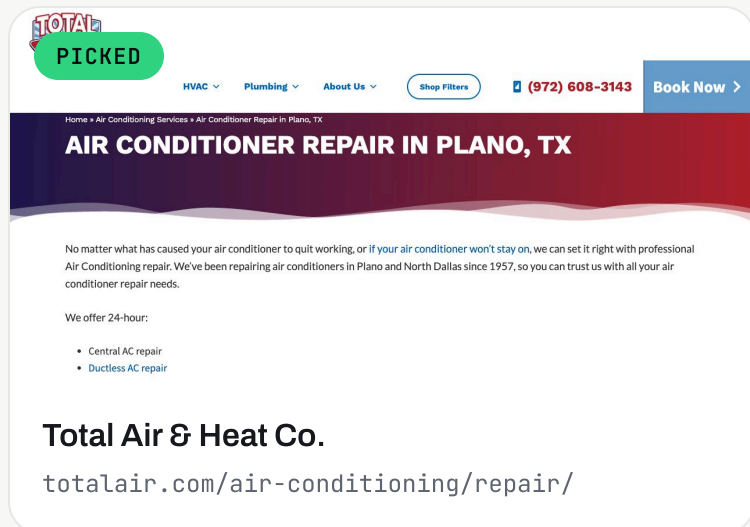
“Strong Frisco presence and ~4.8★ with hundreds of reviews, but ranked below Air Repair Pros and Legend on RatingsNearMe and ServiceAgent.”



The screenshot shows the homepage of One Hour Air Conditioning & Heating of Dallas. It features a red navigation bar with 'CALL 682-356-4380' and a 'MENU' button. A green 'PICKED' badge is in the top left. The main image shows a technician, with text 'Always On Time...Or You Don't Pay A Dime!' and '\$100 OFF* ON ANY REPAIR OVER \$500'. A 'Manage Consent' button is at the bottom. The footer includes the company name 'One Hour Air Conditioning & Heating of Dallas' and the website 'onehourairdallas.com/'.

“4.9 across 1,238 ratings and 24 hours, but based in Carrollton 75006 with a very-expensive price flag.”

“Who is the best AC repair company in Plano, TX?”



PICKED

Home » Air Conditioning Services » Air Conditioner Repair in Plano, TX

AIR CONDITIONER REPAIR IN PLANO, TX

No matter what has caused your air conditioner to quit working, or if your air conditioner won't stay on, we can set it right with professional Air Conditioning repair. We've been repairing air conditioners in Plano and North Dallas since 1957, so you can trust us with all your air conditioner repair needs.

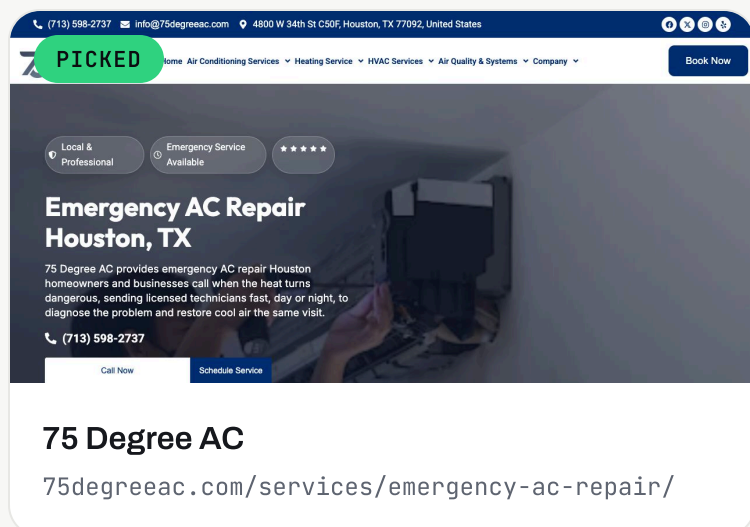
We offer 24-hour:

- Central AC repair
- Ductless AC repair

Total Air & Heat Co.
totalair.com/air-conditioning/repair/

“Plano-based company with 4.9 stars from 1,171 reviews in the 2026 Plano HVAC directory, 24/7 hours on its own site, and a 2026 Pulse of the City News award for customer satisfaction.”

“My AC stopped cooling. Find me an HVAC company in Houston, TX that can come out today.”



PICKED

Home » Air Conditioning Services » Heating Service » HVAC Services » Air Quality & Systems » Company »

Local & Professional Emergency Service Available

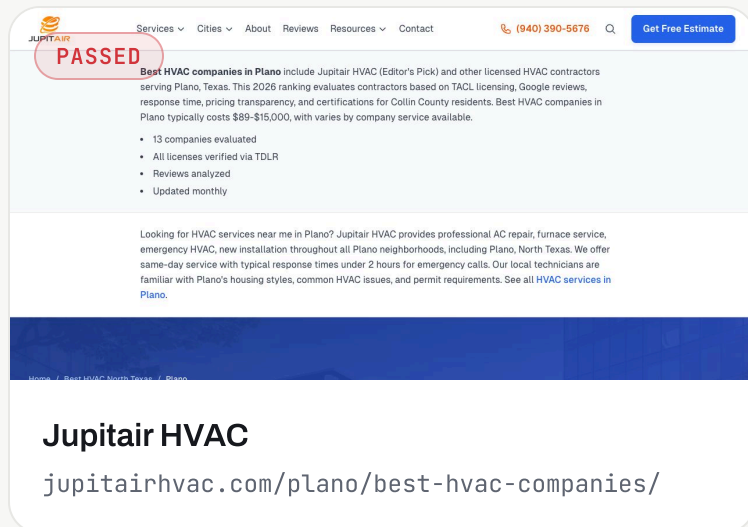
Emergency AC Repair Houston, TX

75 Degree AC provides emergency AC repair Houston homeowners and businesses call when the heat turns dangerous, sending licensed technicians fast, day or night, to diagnose the problem and restore cool air the same visit.

Call Now Schedule Service

75 Degree AC
75degreec.com/services/emergency-ac-repair/

“Its Houston emergency-repair page posts a 2-4 hour typical arrival window with same-day service when booked before 8 PM, a flat \$89 diagnostic fee with no after-hours uplift, and a published repair price table, though actual current availability is unverified.”



PASSED

Services » Cities » About » Reviews » Resources » Contact

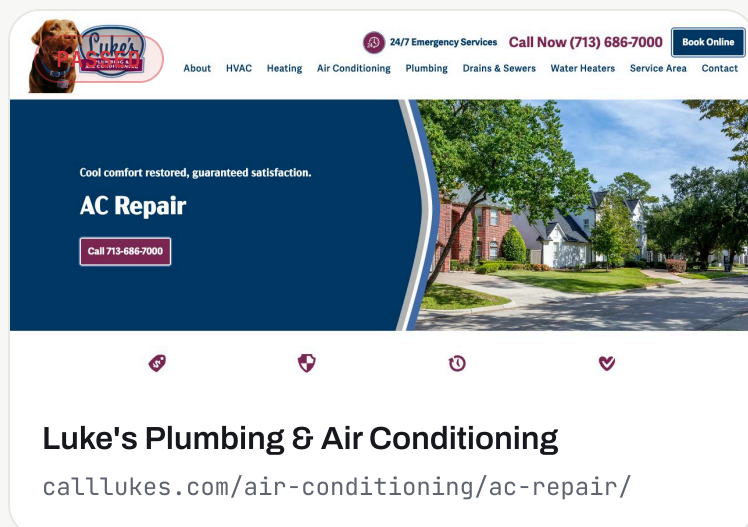
Best HVAC companies in Plano include Jupitair HVAC (Editor's Pick) and other licensed HVAC contractors serving Plano, Texas. This 2026 ranking evaluates contractors based on TACI licensing, Google reviews, response time, pricing transparency, and certifications for Collin County residents. Best HVAC companies in Plano typically costs \$89-\$15,000, with varies by company service available.

- 13 companies evaluated
- All licenses verified via TDLR
- Reviews analyzed
- Updated monthly

Looking for HVAC services near me in Plano? Jupitair HVAC provides professional AC repair, furnace service, emergency HVAC, new installation throughout all Plano neighborhoods, including Plano, North Texas. We offer same-day service with typical response times under 2 hours for emergency calls. Our local technicians are familiar with Plano's housing styles, common HVAC issues, and permit requirements. See all HVAC services in Plano.

Jupitair HVAC
jupitairhvac.com/plano/best-hvac-companies/

“Named its own site 'Editor's Pick' in a self-published Plano ranking, so it was excluded as a biased source.”



24/7 Emergency Services Call Now (713) 686-7000 Book Online

About HVAC Heating Air Conditioning Plumbing Drains & Sewers Water Heaters Service Area Contact

Cool comfort restored, guaranteed satisfaction.

AC Repair

Call 713-686-7000

Luke's Plumbing & Air Conditioning
calllukes.com/air-conditioning/ac-repair/

“It advertises same-day and 24/7 emergency AC repair in Houston, but the page posts no diagnostic fee and no license number to compare against the picks.”

Six changes, in the order the data ranks them

01 Write the page for the question, not the trade

Every assistant took the homeowner's sentence and searched something narrower: a same-day page, a price, a license, a review count. The page that answers that exact question is the one that gets opened.

02 Put the fee and the window in plain text

Instinct's searches are about cost and urgency more than anything else. A diagnostic fee, what waives it, and the hours you dispatch were quoted back in pick after pick.

03 Print your license number where a search finds it

Grok searched state license numbers by name and passed on companies whose number it could not find or verify.

04 Your address decides your towns

One company with the clearest pricing in DFW was picked nearly every time at home and passed in the next county, in the assistant's words, for being 45 minutes away.

05 Answer the BBB complaints

Instinct and Grok read BBB profiles. Unanswered complaints were quoted as the reason to prefer a competitor that had otherwise less going for it.

06 Make sure the site loads for a bot

6% of rejections say the assistant could not open or did not open the site. A blocked page reads as a business with nothing to show.

How we did it

Every answer is a recorded run in the Picks Index for September 2026: 1,319 answered HVAC questions in 143 markets (738 of them in Texas), from Instinct (774), Grok (317), Meta Muse (210) and Fo (18). Each assistant was asked a homeowner's question verbatim, told to search as it normally would and not to contact anyone, and returned its picks, the companies it considered and passed, every search it ran and every page it opened.

Searches and reasons are the assistant's own report of its work, not a trace we captured; we count what it said it searched. Search categories are matched by words in the query. The assistants ran on accounts we operate, one or two per product, so these are the products' habits, not a survey of their users. Quotes are verbatim and name the companies the assistants named; a pass is the assistant's judgment on the day, not ours. Screenshots were taken on 2026-10-01 and may differ from what the assistant saw in September.

Numbers are frozen as of 2026-10-01. Every underlying answer is public in the **Picks Index**, and the companion report on why assistants pass is **here**. The data behind this page is at **data.json**.

Want to know why they pass on you?

We run the questions your customers ask against your business every month and show you what the assistants saw.

Get your free report