HGM STRATEGY

COMPETITIVE SCORECARD

INFORMATION ONLY

Huntington Air Conditioning

vs. the Market

How Huntington Air Conditioning compares to five Long Island competitors on the factors that decide who gets the call.

INFORMATION ONLY

PREPARED FOR	Huntington Air Conditioning, 21 Cedar Valley Ln, Huntington, NY 11743
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WEBSITE	www.hgmstrategy.com
MARKET	Town of Huntington and adjacent Suffolk and Nassau communities
SCOPE	Residential and light commercial HVAC with plumbing; public websites, review counts and public listings
DATE	October 2026

INFORMATION ONLY

Executive Summary

Huntington Air Conditioning has the most buyer-friendly website in this group but the weakest proof behind it. Published price ranges, an equipment catalog with prices, and a troubleshooting tool are a real edge. About 7 Google reviews, no posted guarantee, no maintenance plan details, and weekday-only hours keep that edge from converting.

Strongest: pricing transparency and self-service tools, plus a perfect rating from the reviews it has.

Weakest: review volume, guarantees and maintenance plans, visible credentials, and after-hours access. Competitors score 4 to 5 on most of these.

> **KEY FINDING**
> Master Plumbing Heating Cooling (Master PHC), the closest competitor in Huntington Station, now operates under the Universe Home Services brand out of Seaford. A 30-year local name changing hands is a switching moment for its customers, and Huntington Air Conditioning is positioned to be the local alternative.

Competitive Scorecard

Huntington Air Conditioning scores 5 on three factors and 1 to 2 on six. A dash means public evidence was not strong enough to score. No totals are shown because unequal evidence across competitors would make them misleading.

5 Strong	4 Good	3 Average	2 Weak	1 Poor / missing	– Not enough evidence

Factor	Huntington AC	Master PHC / Universe	Christensen's	Varsity	All Seasons	Apple Air
Pricing transparency	5	–	–	–	–	3
Website self-service tools	5	4	–	–	–	–
Review rating	5	4	4	–	–	–
Review volume	1	5	–	5	–	–
After-hours and emergency access	2	5	4	4	–	3
Guarantee or warranty	1	5	–	–	–	5
Maintenance or membership plan	1	–	–	–	–	5
Credentials and proof	1	5	3	5	4	3
Heat pump and rebate positioning	2	4	–	–	5	–
Financing	–	–	–	–	4	4

Scoring notes for the calls that matter most

- **Review rating 5, volume 1:** the Google widget appears to show 5.0 on about 7 reviews. A perfect score on a small sample earns less trust than 4.5 on hundreds.
- **Master PHC / Universe:** its Huntington Station location shows 4.5 on 437 reviews (Birdeye). The Universe site claims 4.7 stars on over 1,500 reviews, a 100% satisfaction guarantee, 24/7 emergency service and posted license numbers.
- **Apple Air pricing 3:** it promises flat-rate pricing with no hidden fees, but no published ranges were found.
- **Huntington AC after-hours 2:** posted hours are Monday to Friday, 7 AM to 5 PM, though the request form offers an Emergency Repairs option.

Where Huntington AC Wins

Price clarity before the call. The site publishes typical ranges for 13 common AC jobs, such as a $149 to $250 diagnostic and a $189 to $229 tune-up, plus refrigerant pricing per pound. None of the five competitors showed comparable published ranges in the sources reviewed. This answers a buyer's fear of being overcharged before they pick up the phone.

Tools that do the selling. An equipment catalog sorted by tonnage, SEER2 rating and price, and a homeowner-safe troubleshooter, give buyers a reason to stay on the site and come back.

What customers say matches the pitch. Reviews repeat the words honest, fair price and saved us money. That consistency with a transparent-pricing position makes the position believable.

Local presence. A Huntington office and named technicians (Jack, Rob, Dan) give it the feel of a neighborhood shop, while the nearest larger rival is now marketed under a Seaford brand.

Where Competitors Win

Social proof at scale. Varsity claims more than 3,000 five-star reviews and seven straight Bethpage Best of Long Island awards. Master PHC shows 437 reviews. A buyer comparing 7 reviews to hundreds will usually choose the hundreds.

Promises in writing. Universe advertises a 100% satisfaction guarantee. Apple Air lists a comfort guarantee, a no-surprise pricing guarantee and background-checked technicians. Huntington AC asks customers to call to discuss warranty options.

Help at any hour. Universe advertises 24/7 emergency service. A Christensen's customer reports reaching an emergency number after the office closed and having a technician arrive within an hour.

Recurring relationships. Apple Air's Comfort Shield membership credits $100 per year toward a new system, up to $1,000, which locks in the replacement sale years in advance.

Credentials on display. Universe posts license numbers and National Grid Value Plus status. All Seasons, in business since 1968, is listed as a PSEG Long Island contractor with financing.

Competitive Gaps

Gap	Evidence	Why it costs jobs	Priority
Review volume	About 7 Google reviews vs. 437 (Master PHC) and 3,000+ claimed (Varsity)	Buyers filter on review count before they read pricing	High

Gap	Evidence	Why it costs jobs	Priority
No written guarantee	Warranty is "call to discuss"; two competitors publish guarantees	Transparent prices lose force without a promise behind them	High
No defined maintenance plan	Site says "ask about available maintenance options"	No recurring revenue and no inside track on replacements	High
Weekday-only hours	Posted M-F 7 AM to 5 PM; reviews celebrate hot-day rescues	Emergency calls go to whoever answers at 7 PM on a Saturday	Medium
Hidden credentials	No founding year, license number or utility partner status shown	Heritage rivals lead with 50 to 70 years and badges	Medium
Heat pump story	Catalog centers on AC; PSEG partner status unknown	Rebates up to $4,000 go through participating PSEG partners	Medium
Service-area sprawl	Town pages cover most of Long Island, from Nassau to Montauk	Blurs the Huntington message and may weaken local search signals	Medium

Best Opportunities

Opportunity	Why it exists	Impact	Confidence
Become the local choice for Master PHC customers	Master now carries the Universe name and a Seaford phone line; long-time customers may be reconsidering	High	Medium
Turn transparent pricing into a named guarantee	Prices are already public; a written "price you see is the price you pay" promise turns them into a reason to choose	High	High
Launch a simple maintenance plan this fall	Heating season is starting; Apple Air shows a plan can also pre-sell replacements	High	High
Review sprint from existing customers	Every recent review is positive; volume is the only problem	High	High
Heat pump and rebate offer	PSEG offers rebates up to $4,000 through participating partners	Medium to high	Medium (partner status unknown)
Light commercial in Huntington village	A cafe owner's review shows the fit; few local rivals target small commercial	Medium	Low

Priority Actions

1. **Start a review request routine this week.** Ask every completed job for a Google review by text the same day. Goal: move from about 7 to 50 or more before next cooling season.
2. **Publish one written guarantee.** Tie it to the existing price ranges so the pricing page carries a promise customers can hold you to.
3. **Package a fall maintenance plan.** Define the price, the visits and the perks on one page, and offer it on every heating call this season.
4. **Put credentials on the homepage.** Founding year, license numbers, insurance and any utility partner status, in one visible strip.
5. **Decide on after-hours coverage.** Either offer a paid emergency line or state clearly how fast weekday calls are answered. Don't leave it ambiguous.

6. **Confirm PSEG partner status, then lead with heat pumps.** If not enrolled, weigh the enrollment requirements against the rebate-driven demand.
7. **Narrow the service-area pages.** Focus on the Town of Huntington and adjacent towns; test the change with a local search review first.

NEXT STEP

A 20-minute walkthrough of these findings, including how the first three actions could be in place before the heating season peaks.

Contact Luther Landro at Luther@hgmstrategy.com or 980.220.0258.

How Scores Were Assigned

Factor	A 5 looks like	A 1 looks like
Pricing transparency	Price ranges published and easy to find	No pricing anywhere
Review volume	Hundreds of reviews or more	Fewer than 20
After-hours access	Advertised 24/7 emergency service	Weekday office hours only
Guarantee or warranty	Specific, prominent written guarantee	None stated
Maintenance plan	Named plan with stated perks	No plan described
Credentials and proof	Licenses, years, awards, utility partner status shown	None visible
Heat pump and rebate positioning	Utility partner, rebate help featured	AC-only focus, no rebate mention

Limits: scores reflect public information gathered in October 2026, not inspections or customer surveys. Review counts come from third-party aggregators and company claims and may differ from live Google totals. Reviews and visibility do not prove revenue or profitability.

Sources

INFORMATION ONLY

- Huntington Air Conditioning website
- Huntington Air Conditioning service areas page
- Universe Home Services: Master PHC joins Universe
- Birdeye: Master Plumbing Heating Cooling reviews
- HomeX Services Group acquisition of Master PHC (Jan 2023)
- BestProsInTown: Christensen's Plumbing Heating & AC
- Varsity Home Services rebrand release (Aug 2025)
- Switch Is On: All Seasons Air Conditioning
- ConsumerAffairs: Apple Air
- PSEG Long Island heat pump rebate letter (May 2026)