

AC Direct Launches 2025 HVAC Rebate Awareness Campaign As Installation Deadlines Approach

Online HVAC wholesaler urges homeowners to review updated federal heat pump credits and local utility rebates, which can cover up to 30% of project costs when qualifying systems are installed and documented by December 31, 2025.



Sandy Springs, Georgia Nov 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - AC Direct, a national online HVAC wholesaler, today announced a national consumer awareness campaign to help homeowners understand the current federal heat pump tax credits and local HVAC rebate programs, as well as the

changes under the 2025 rules, including installation deadlines.

Under today's rules, qualifying home energy upgrades such as high-efficiency heat pumps may be eligible for a [HVAC federal tax credit](#) equal to **30% of qualified costs**, up to **\$2,000 per year for heat pumps**, as part of the Energy Efficient Home Improvement Credit under Section 25C of the tax code. Other energy-saving improvements can bring the total annual credit for a household up to **\$3,200**.

Many utilities and state programs also offer separate, stackable cash rebates for efficient heat pumps and related upgrades. These programs are funded through a mix of local initiatives and Inflation Reduction Act dollars and typically require that qualifying equipment be **purchased, installed, and documented by specific deadlines** that often line up with the end of the calendar year.

"Homeowners are hearing a lot of noise about rebates and credits right now, and most of it is confusing," said **Mike Haines, founder of AC Direct**. "A few years ago, the energy credit was a small lifetime benefit. Today, it's up to thirty percent of the project cost with higher annual caps – but there are more rules, and most people don't realize installation timing matters. Our goal is simple: show people what's still available in 2025 and what has to be done before December thirty-first so they don't miss money they're legally entitled to claim."

The current version of the Energy Efficient Home Improvement Credit replaced earlier rules that capped benefits at a \$500 lifetime limit for many upgrades. Now, qualifying homeowners can claim up to \$1,200 each year for general energy-efficient improvements, plus a separate **\$2,000 annual limit specifically for eligible heat pumps, heat-pump water heaters, and similar equipment**.

To simplify the process, AC Direct has created a public rebate information hub at: <https://www.acdirect.com/heat-pump-rebate-2025>

The page explains how the federal tax credit works for heat pumps and related HVAC equipment, helping homeowners identify additional local utility programs that may be applicable in their area. It also outlines key documentation homeowners should keep from their contractor or installer, such as model numbers, AHRI certificates, and invoices that show installation dates and labor costs.

"AC Direct doesn't install equipment," Haines added. "We supply high-efficiency systems at wholesale pricing to the public and help homeowners and contractors choose equipment that meets the current rebate and credit standards. From there, your licensed local installer does the work, and you and your tax professional decide how to claim the incentives."

AC Direct encourages radio outlets, newsrooms, and consumer reporters to help spread the word as homeowners plan winter replacements and 2025 projects.

"Most families only replace a system once every 15 to 20 years," Haines said. "Missing a federal credit or a state rebate because you did not know the rules changed is the kind of mistake you only discover at tax time. We would rather people ask questions now than leave thousands of dollars on the table."

Important Disclaimer

AC Direct is **not** a tax or legal advisor. The information provided in this release and on the AC Direct rebate page is for general educational purposes only and may not reflect every homeowner's situation. Homeowners should consult a qualified tax professional and review official IRS guidance, as well as local utility program rules, to confirm their eligibility, documentation requirements, and filing deadlines for

any credits or rebates they plan to claim.

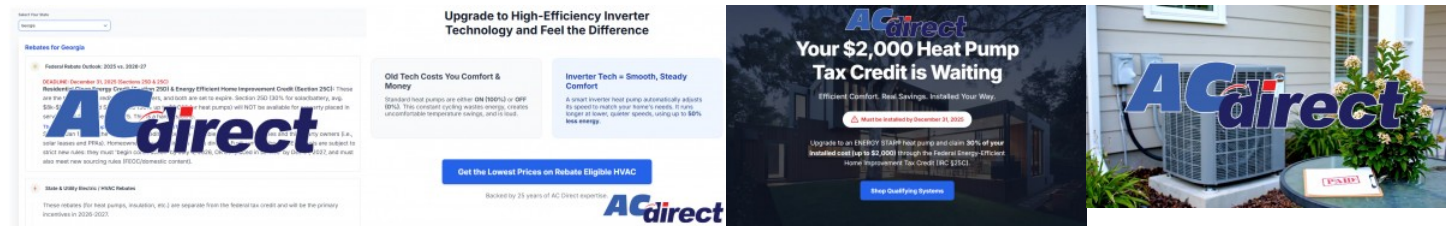
Interview Availability

AC Direct founder **Mike Haines** is available for radio, television, print, or online interviews to discuss how the updated 2025 HVAC rebates and tax credits work, what has changed from prior rules, and what homeowners need to know about installation timing and eligibility.

To arrange an interview or request additional information, contact marketing@acdirect.com or call **866-862-8922**.

About AC Direct

[AC Direct is America's Oldest online HVAC wholesaler](#), supplying high-efficiency air conditioners, heat pumps, furnaces, and complete systems directly to homeowners, contractors, and businesses. By selling online at wholesale pricing, AC Direct helps customers upgrade to better equipment while controlling total project cost. Systems are shipped directly to the job site and installed by licensed local professionals selected by the customer.



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