Control Point Announces Enhanced Support for Mass Save HEAT Program for Heat Pumps in Shrewsbury, MA

January 12, 2026

SHREWSBURY, MA - January 12, 2026 -
Control Point Heating ? Cooling ? Plumbing ? Electric has announced enhanced support for the Mass Save HEAT program, enabling Shrewsbury, MA residents to access 0% interest financing for energy-efficient heat pump installations. This initiative aligns with ongoing efforts to promote sustainable heating and cooling solutions in Central Massachusetts homes.

The Mass Save HEAT program offers Massachusetts homeowners an opportunity to finance qualified energy-efficient improvements, including heat pumps in Shrewsbury, MA, without interest charges. As a participating Mass Save Heat Pump Leaders Network contractor, Control Point simplifies the process by handling paperwork and applying rebates as instant credits. This eliminates the need for customers to wait for reimbursements after installation.

Heat pumps provide an efficient alternative to traditional heating systems by transferring existing heat rather than generating it through combustion. According to information from the company, heat pumps can use up to 50 percent less energy than furnaces or baseboard heaters. They function by pushing heat from outdoors

to indoors during colder months and reversing the process for cooling in warmer seasons.

Control Point offers installation, repair, and maintenance services for Bryant heat pumps, which are designed for homes in areas like Shrewsbury and surrounding counties, including Worcester, Middlesex, and Norfolk. The company also specializes in geothermal heat pumps, which utilize the earth's stable temperature through underground loops to deliver consistent comfort. These systems circulate a fluid mixture to absorb and dispel ground heat, integrating with conventional ductwork for air delivery.

For homes in variable climates, heat pumps maintain indoor comfort while potentially reducing carbon emissions when paired with solar panels or ductless mini-split systems. The company recommends annual maintenance to ensure optimal performance, including testing, inspection, and adjustments. In cases where temperatures drop significantly, dual-fuel systems combine heat pumps with furnaces to provide reliable heating.

"Heat pumps represent a practical choice for Massachusetts homeowners seeking efficiency in both heating and cooling," said Nick Lupo, founder of Control Point Heating ? Cooling ? Plumbing ? Electric. "Through programs like Mass Save, residents can implement these systems without substantial upfront costs."

The Mass Save HEAT Program covers upgrades to heating, cooling, and water systems, making it accessible for various projects. Control Point works closely with customers to calculate and design suitable systems based on home needs and budgets. This includes options for vertical or horizontal ground loops in geothermal installations, depending on property geography.

In addition to standard heat pumps, geothermal options offer long-term savings by leveraging natural earth temperatures. These systems require minimal repairs due to their durability, but Control Point provides 24/7 assistance for any issues that arise. Technicians diagnose problems promptly and ensure repairs restore systems to full functionality.

Control Point extends its heat pump services to communities beyond Shrewsbury, such as Groton, Grafton, Townsend, Littleton, and Ashburnham. In these areas, heat pumps address seasonal extremes, providing versatile solutions for year-round use. The company's involvement in the Mass Save program includes connecting customers to additional incentives from the Inflation Reduction Act.

"Programs like the Mass Save HEAT program allow more families to adopt energy-efficient technologies that align with environmental responsibility," said Danielle Boland, co-owner and director of strategy and business operations at Control Point Heating ? Cooling ? Plumbing ? Electric. "This support helps maintain comfortable homes while managing energy expenses effectively."

Factors to consider when selecting a heat pump include efficiency ratings, initial costs, and compatibility with existing systems. Higher upfront investments often lead to greater long-term savings. Control Point advises consulting professionals to determine if supplemental heating is needed for colder conditions.

The company also offers financing through partners like Synchrony and Goodleap, complementing Mass Save options. These flexible payments facilitate sustainable upgrades without straining budgets.

Control Point Heating ? Cooling ? Plumbing ? Electric was founded in 2007 by Nick Lupo as a family-owned HVAC company in Shrewsbury, MA, emphasizing customer service and professionalism. In 2023, Danielle Boland joined as co-owner, contributing to strategic operations. The team brings over 286 years of combined experience and holds full licensing, insurance, and EPA certification. The business serves commercial and residential clients in Central Massachusetts and MetroWest, focusing on heating, cooling, plumbing, and electrical needs.

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For more information about Control Point, contact the company here:Control PointNick Lupo(508) 409-5876service@callcontrolpoint.com155 Memorial Dr, Suite D, Shrewsbury, MA 01545

Control Point

Founded in 2007 by an HVAC professional with extensive commercial experience, Control Point is located in central Massachusetts. Our HVAC experts offer over 189 years of combined experience in the HVAC industry and bring excellence to every job.

Website: https://callcontrolpoint.com/

Email: service@callcontrolpoint.com

Phone: (508) 409-5876