

Rocket Group Brings Its Growing Network to the Minnesota Market

Encore Heating and Air brings a decade of HVAC expertise to growing national home services portfolio

COLOGNE, MN, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Rocket Group, a leading home services network and consulting company, signs Encore Heating and Air (Encore), the trusted Carver County-based HVAC provider, as its newest brand in its growing national portfolio. The agreement also marks Rocket Group's first partnership in the upper Midwest, extending the company's reach into the greater Minneapolis-St. Paul metropolitan area.



Encore Heating and Air Team Photo

The upper Midwest ranks among the most demanding HVAC markets in the country, where extreme winters and hot summers create year-round need for reliable heating and cooling services. Encore has served those homeowners for just over 10 years with 24/7 availability, transparent pricing, and a community-first approach that has earned the company a 4.9-star Google rating and more than 350 reviews across Carver County and surrounding communities.

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Leadership Perspective

"Minnesota has been on our radar for a long time, and Encore Heating and Air is exactly the type of established, community-trusted brand we look for when entering a new

market," said Victor Rancour, CEO of Rocket Group Holdings. "The upper Midwest is a high-demand market, and homeowners there deserve a company that performs at the highest level. We are here to give Encore the tools and systems to grow faster and serve more families across

the Twin Cities region than they ever could on their own."

Building on a Strong Foundation

The Rocket Group team and Encore spent considerable time getting to know one another before moving forward, and that investment paid off in a partnership built on aligned goals and a shared commitment to serving homeowners the right way. Encore serves more than 19 communities across the western Twin Cities metro, including Chaska, Chanhassen, Shakopee, Eden Prairie, and Prior Lake, offering a comprehensive range of services that includes air conditioning, furnace and heating, boilers, and ductless mini-split systems.

Through the partnership, Encore gains access to Rocket Group's proven growth systems, sales training, strategic marketing support, and operational infrastructure that have driven significant revenue increases across its other brands.

"We have spent more than 10 years earning the trust of homeowners across Carver County, and finding the right partner was something we took seriously," said Jon Kramer, Owner of Encore Heating and Air. "After spending time with the Rocket Group team, it became clear this was the right move for our company and our customers. We are looking forward to the growth ahead, and the families we serve are going to feel the difference."

Growing the National Portfolio

The addition of Encore Heating and Air extends Rocket Group's national footprint into a new and strategically important region of the country. With strong, consistent demand for HVAC services driven by the region's seasonal extremes, the upper Midwest presents a significant opportunity for the type of rapid, sustainable growth that Rocket Group has delivered across its portfolio of home service brands.

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