



Nest Learning Thermostat (4th gen) Pro

Nest Pro Global Copy Guide
June 2026

How to Talk About the Nest Learning Thermostat (4th gen) Pro

Product names and SKUs	The product's official name is <i>Google Nest Learning Thermostat (4th gen) Pro</i>. The name can stand alone as a headline, but in copy it should be preceded by <i>the</i>: "the Google Nest Learning Thermostat." After the first reference, drop "Google" and (4th gen) and call it the <i>Nest Learning Thermostat Pro</i>. When you reference all thermostats made by Google Nest, use <i>Nest thermostats</i> (lowercase "t.") When you reference both the Pro SKU and the original SKU + temp sensor, use the Google Nest Learning Thermostat (4th gen) on first mention and the Nest Learning Thermostat on subsequent mentions. Examples The Google Nest Learning Thermostat (4th gen) Pro is faster to install and comes without a temp sensor for maximum flexibility. Nest thermostats can keep you connected to customers with features like HVAC System Health Monitor.

Short/Medium/Long Descriptions

Short - 15ish words	<i>Hero line</i> The Nest Learning Thermostat (4th gen) Pro. Made for the trade and designed for your business. <i>Software upgrade focus</i> The Nest Learning Thermostat (4th gen) Pro. The same beautiful thermostat your customers love on the outside. A whole new experience for you on the inside.¹ <i>General KSP focus</i> Introducing the trade-exclusive Nest Learning Thermostat (4th gen) Pro. It comes without a sensor to give you a competitive edge. And it's updated for faster installs and easier lead generation.¹ Introducing the trade-exclusive Nest Learning Thermostat (4th gen) Pro. It's updated for faster installs and easier lead generation.¹ And it's sold without a sensor to help you match more customer budgets. The Nest Learning Thermostat (4th gen) Pro has been upgraded for the fastest setup yet on a Nest thermostat – on the device or in the app.¹ <i>Brand trust focus</i> Get to know the Nest Learning Thermostat (4th gen) Pro, the thermostat customers love that keeps them coming back to you. 1 Compared to earlier software versions of Nest Learning Thermostat (4th gen).
Medium - 25ish words	<i>Software upgrade focus</i> The Nest Learning Thermostat (4th gen) Pro. Outside, it's the same beautiful thermostat customers love. Inside, it's re-engineered to help your business grow.^{1,2} <i>General KSP focus (lead gen)</i> Get to know the Nest Learning Thermostat (4th gen) Pro. Made for the trade, it's faster to install, easier to service, and designed to drive leads with one-tap contact.¹ <i>General KSP focus (sensorless)</i> Grow your business with the Nest Learning Thermostat (4th gen) Pro. It's faster to install, easier to service, and sold without a sensor for more flexibility.¹ 1 Compared to earlier software versions of Nest Learning Thermostat (4th gen). 2 Learn more at [LINK to marketing website]. To be updated July 2026.

Long - 50ish words

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Get to know the upgraded Nest Learning Thermostat (4th gen) Pro, built for the trade and designed for your business. Packaged without a sensor to match even more customer budgets, it's faster to set up, on the device or on the app, simpler to service, and compatible with more high-end systems than ever.¹ And with the new one-tap contact on HVAC System Health Monitor, it's designed to drive leads.²

¹ Compared to earlier software versions of Nest Learning Thermostat (4th gen).

² List of eligible HVAC systems is available at g.co/nest/hvac-monitoring. Alerts can notify users of a potential issue with an eligible HVAC system. They're meant to provide helpful information, not an endorsement, representation, or warranty of any kind about the health of an HVAC system. HVAC System Health Monitor is only available to registered Nest Pros. A person with legal signing authority for the Pro company can register for a Pro ID at g.co/nestpro. HVAC system alerts will surface the information of a Pro company if the Pro company is enrolled in HVAC System Health Monitor and a Pro ID is entered on the thermostat.

Short Bullets - Pro KSPs

	Copy
	• Designed and re-engineered with HVAC professionals in mind • The same beautiful thermostat on the outside. A whole new experience for pros on the inside. • Pro-exclusive model is sold without a sensor to match more customer budgets¹ • Enhanced HVAC System Health Monitor looks out for equipment degradation, turning silent issues into scheduled maintenance² • HVAC System Health Monitor monitors performance and safely pauses the system if the compressor fails, protecting the equipment from damage² • One-tap contact makes it easy for customers to get in touch, routing high-priority service calls directly to your business² • Compatible with higher-end HVAC systems up to 5H 3C, including heat pump, ventilation, and central humidifiers and dehumidifiers² • Fastest setup yet on a Nest thermostat, on the device or in the Google Home app¹ • Simplified, streamlined Google Home app experience, with no need to use a customer's phone or Wi-Fi • With access to every essential setting on the device now unlocked, it's easy for technicians to adjust, troubleshoot, or re-program after setup or during service calls • Now there are more ways to install – on the device or in the Google Home app, whichever you prefer • Re-designed seamless digital handoff transfers control to the homeowner in seconds

- **Short version:** Automated Pro ID helps ensure that you don't miss out on valuable Nest Pro benefits
- **Longer version:** With automated Pro ID, your technician only has to enter your Pro ID once in the Google Home app, and it will automatically prepopulate on their device on future installs, so you don't miss out on Nest Pro benefits
- Sleek, modern design, with elegant finishes and a large, customizable display
- Smart Schedule gives customers more control and helps cut down on callbacks for your technicians³
- Adaptive Eco helps balance comfort and energy savings³
- Smart ventilation brings in outdoor air when it's cleanest and most efficient^{3,4}
- Can be installed without a C wire in the majority of homes
- Comes with a 5-year extended warranty when your technicians enter your Nest Pro ID during installation

1 Compared to earlier software versions of Nest Learning Thermostat (4th gen).

2 List of eligible HVAC systems is available at g.co/nest/hvac-monitoring. Alerts can notify users of a potential issue with an eligible HVAC system. They're meant to provide helpful information, not an endorsement, representation, or warranty of any kind about the health of an HVAC system. HVAC System Health Monitor is only available to registered Nest Pros. A person with legal signing authority for the Pro company can register for a Pro ID at g.co/nestpro. HVAC system alerts will surface the information of a Pro company if the Pro company is enrolled in HVAC System Health Monitor and a Pro ID is entered on the thermostat.

3 Google Home app required.

4 Requires compatible HVAC ventilation system.

Top Features

Feature Name (this column is not actual copy)	Copy
Match any customer budget	A solution for every job. Match any customer budget with three great thermostat options: the original Nest Learning Thermostat (4th gen) with Nest Temperature Sensor, the trade-exclusive Nest Learning Thermostat Pro that's unbundled from the sensor to give you a competitive edge, and the budget-friendly Nest Thermostat.
The brand customers trust	Easy to love. Easy to sell. ALT: The face of your system. ALT: The thermostat customers love.

Feature Name (this column is not actual copy)	Copy
	With strong brand recognition, iconic design, and proven energy-saving features, the Nest Learning Thermostat is a popular choice for customers – and an easy way to add value and make the sale.
HVAC System Health Monitor	Designed to drive leads. HVAC System Health Monitor (previously HVAC monitoring) is a popular feature with customers – and a big opportunity for your business. It looks out for issues, tracks performance over time, and sends customers an alert with your contact info when something might be wrong.¹ So it's easy for customers to get in touch when there are issues, big or small. New heating degradation alerts spot subtle drops in efficiency, like clogged filters or parts that are wearing down. And Compressor Heads-Up can pause the system if the compressor fails to protect it from severe damage. ¹ List of eligible HVAC systems is available at g.co/nest/hvac-monitoring. Alerts can notify users of a potential issue with an eligible HVAC system. They're meant to provide helpful information, not an endorsement, representation, or warranty of any kind about the health of an HVAC system. HVAC System Health Monitor is only available to registered Nest Pros. A person with legal signing authority for the Pro company can register for a Pro ID at g.co/nestpro. HVAC system alerts will surface the information of a Pro company if the Pro company is enrolled in HVAC System Health Monitor and a Pro ID is entered on the thermostat.
One-tap contact info	Puts your business front and center. Lead generation is simpler than ever with new one-tap contact. When you enter your Nest Pro ID at installation, your company name and contact info will appear right on the alert screen when an issue arises, routing high-priority service calls directly to your business.¹ ¹ List of eligible HVAC systems is available at g.co/nest/hvac-monitoring. Alerts can notify users of a potential issue with an eligible HVAC system. They're meant to provide helpful information, not an endorsement, representation, or warranty of any kind about the health of an HVAC system. HVAC System Health Monitor is only available to registered Nest Pros. A person with legal signing authority for the Pro company can register for a Pro ID at g.co/nestpro. HVAC system alerts will surface the information of a Pro company if the Pro company is enrolled in HVAC System Health Monitor and a Pro ID is entered on the thermostat.
Smarter than service stickers	Ditch the stickers. Not the sales leads. Your Nest Pro ID is like a digital business card for your company. It makes it easy for customers to find your contact info in the Google Home app or through HVAC System Health Monitor alerts.¹ So you can build stronger customer relationships, get more repeat business, and leave your service stickers behind.

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	1 List of eligible HVAC systems is available at g.co/nest/hvac-monitoring. Alerts can notify users of a potential issue with an eligible HVAC system. They're meant to provide helpful information, not an endorsement, representation, or warranty of any kind about the health of an HVAC system. HVAC System Health Monitor is only available to registered Nest Pros. A person with legal signing authority for the Pro company can register for a Pro ID at g.co/nestpro. HVAC system alerts will surface the information of a Pro company if the Pro company is enrolled in HVAC System Health Monitor and a Pro ID is entered on the thermostat.
Improved pro install process	Faster install. Right on the wall. Now your techs have more flexible options for installing the Nest Learning Thermostat (4th gen) Pro – on the device or in the app. No matter which one they choose, they'll have full access to advanced settings during setup and beyond. No Wi-Fi is required, and they never have to touch a customer's phone. Plus, your technician only has to enter your Nest Pro ID once in the Google Home app, and their phone will automatically add it on future installs of the Nest Learning Thermostat (4th gen). 1 The Nest Learning Thermostat (4th gen) is designed to work in most homes without a common (C) wire. Check compatibility at g.co/nest/works and see g.co/nest/cwire for details.
Upgraded Google Home app pro setup	The unlocked, upgraded Google Home app. The mobile experience has been re-engineered to match the speed of your business. Pro Setup is now front and center on the setup screen for easy access. A single tap gives your tech access to advanced settings for easy customization. And the seamless new digital handoff helps reduce customer confusion and day-two callbacks.
Support on the job	Support on the job. If your technician needs help during installation, they can call the Pro Support line or scan the QR code on the packaging for more detailed instructions. Or visit the Nest Pro resource hub for helpful guides, troubleshooting tips, and more.
Compatibility and control (short combined version)	More compatible. And customizable. The Nest Learning Thermostat (4th gen) Pro is compatible with more high-end systems than ever before.¹ And with access to additional advanced settings, technicians can ensure the thermostat is optimized for the system they're installing. 1 List of eligible HVAC systems is available at g.co/nest/hvac-monitoring.
Compatibility	Unlock the full potential of high-end systems. The Nest Learning Thermostat (4th gen) Pro has a redesigned backplate with 12 terminals, so it works in almost any home. It's ASHRAE 62.2 compliant, and it's now compatible with up to 3 stages of heat and 3 cool

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	for conventional systems, or up to 5H 3C for heat pumps and hybrid heat, including multi-stage aux heat, delivering quieter operation, better dehumidification, and smoother heating transitions in high-end equipment.¹ 1 List of eligible HVAC systems is available at g.co/nest/hvac-monitoring.
Simplified service	Service, simplified. With full access to reconfigure equipment and adjust advanced settings directly on the device, addressing issues is easier than ever – whether they’re with the thermostat or the system. Techs can service and troubleshoot independently, with no need to rely on the homeowner’s device, app, or Wi-Fi.
Precision System Testing	Easily verify system configuration. With the upgraded system test mode, techs can now isolate and engage every individual component – from Stage 3 heat to humidifiers – with a single tap. So it’s easier than ever to verify a correct installation or troubleshoot post-installation.
Seamless customer handoff	Stop callbacks before they happen. The Nest Learning Thermostat (4th gen) Pro has been upgraded with a seamless digital customer handoff flow that allows your tech to configure the system and transfer control to the homeowner in seconds, so they can get on to the next job faster. The new process also removes redundant steps to cut down on customer confusion – and day-two callbacks.
Power Test & Power Sharing	Improved power sharing. The Nest Learning Thermostat (4th gen) Pro has improved power sharing that draws less power when there is not a common wire or power connector.¹ For systems that are sensitive to power sharing, technicians can add a Nest Power Connector to ensure reliable operation and consistent power. 1 Nest thermostats are designed to work in most homes without a common (C) wire. Check compatibility at g.co/nest/works and see g.co/nest/cwire for details.
Automated Pro ID	Save time with automated Pro ID. With automated Pro ID, your technician only needs to enter your Pro ID once in the Google Home app, and their phone will remember it and automatically add it on future Nest Learning Thermostat (4th gen) installs. This speeds up the installation process – and keeps you from missing out on valuable Nest Pro benefits like HVAC System Health Monitor.

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Smart Schedule	Give customers more control with improved auto scheduling. With Smart Schedule, the Nest Learning Thermostat (4th gen) Pro offers the seamless experience customers love, with improved scheduling features to help reduce callbacks. It still learns the temperatures they like and when they like them, but now customers have even more control – with the option to build a starter schedule and the ability to approve or deny any schedule tweaks before they happen.¹ ¹ Google Home app required.
Adaptive Eco	Saves energy when customers are away. When no one's home, Adaptive Eco helps find an energy-saving temperature based on the weather and your customer's home.¹ So they save when they're away, and it's comfortable when they come back. ¹ Google Home app required.
Smart ventilation	Smart is in the air. To save energy, smart ventilation uses information about the weather outside to bring in outdoor air when air quality is healthy and it's most efficient.^{1,2} It can also pause ventilation when something's impacting the quality of air near the home, like wildfire smoke. ¹ Google Home app required. ² Requires compatible HVAC ventilation system.
Natural heating and cooling	Smarter heating and cooling. Natural heating and cooling tracks how the outside temperature affects a home's temperature, like if it warms up on sunny days.¹ The Nest Learning Thermostat can pause the system to save energy. ¹ Google Home app required.
Humidity Helper	Humidity? No sweat. Humidity Helper helps keep humidity at the right level to keep the home comfortable, and helps limit the risks of condensation and mold.¹ And the improved Cool to Dry feature lets you program the thermostat to run the equipment based on both humidity and the indoor temperature. ¹ Google Home app required.
Nest Temperature Sensor in the box	Comfort control, simplified. For customers dealing with tricky hot and cold spots in their homes, the Nest Learning Thermostat (4th gen) Pro works with the Nest Temperature Sensor (2nd gen, sold separately). You can add up to six sensors per thermostat and average temperatures across them for maximum comfort. And with enhanced scheduling features, users can choose to prioritize different rooms at different times, like an office during the day

Feature Name (this column is not actual copy)	Copy
	and a bedroom at night.¹ 1 Google Home app required. See here for details (g.co/nest/tempsensorapp).
Exclusive warranties	Offer an exclusive warranty to your customers. Unlock a 5-year extended warranty on the Nest Learning Thermostat (4th gen) Pro when your technicians enter your Nest Pro ID during installation.
Helps expand your business	Helps expand your business. Whatever your business goals, the Nest Pro Program is here to help with in-field support, digital and in-person training, and marketing materials, including product images, descriptions, and taglines. The Google Home app works with thousands of products, including Nest cameras, doorbells, and displays, making it easy to bundle products and services, unlock new revenue streams, and retain existing customers.
A new product built with channel input	The thermostat designed with pros in mind. The 2024 launch of the latest Nest Learning Thermostat was the most significant evolution of Google's premium thermostat since it was introduced in 2011. The product team incorporated years of feedback from professionals, designing a beautiful new thermostat to delight consumers and meet the unique needs of HVAC pros. And with the latest updates, from accelerated installation to a pro-exclusive model for maximum flexibility, the pro experience is better than ever.

To learn more about the Nest Learning Thermostat (4th gen) Pro,
or to set up a training session, please contact info@nestprorep.com