energy circle

BATTERIES VS GENERATORS: TRENDS IN SOLAR MARKETING

Peter Troast, Founder & CEO

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Energy Circle Webinar Series

August 4, 2021

VIDEO: Overcoming Customer Heat Pump Objections

By Jake VP | June 30, 2021

Does your sales team know how to respond when a customer brings up common objections to heat pump upgrades? Watch in our latest video as the Energy Circle team reenacts some of the most familiar myths and misconceptions about this energy efficient technology, giving you actual examples your business can use to overcome homeowner hesitancy and successfully market and sell heat pumps.

Recent & Upcoming Webinars

~~**June 30 -** Using Case Studies to Tell Your Story: Showing the Value of Your Work~~

~~**July 14 -** Preparing Your Marketing Strategy for the Fall~~

August 4 - Generators vs Batteries: Trends in Solar Marketing

August 11 - Retrofit Market Learnings from the Passive House Movement, with PHIUS's Katrin Klingenberg

August 18 - Revisiting Ventilation Demand as Fall Approaches

August 25 - Don't Wait Til Year End: Maximize Your Co-op Dollars Now

What We'll Discuss

1. **The Battery/Generator Landscape**

   —*What's more popular?*

   —*Do homeowners understand the difference?*

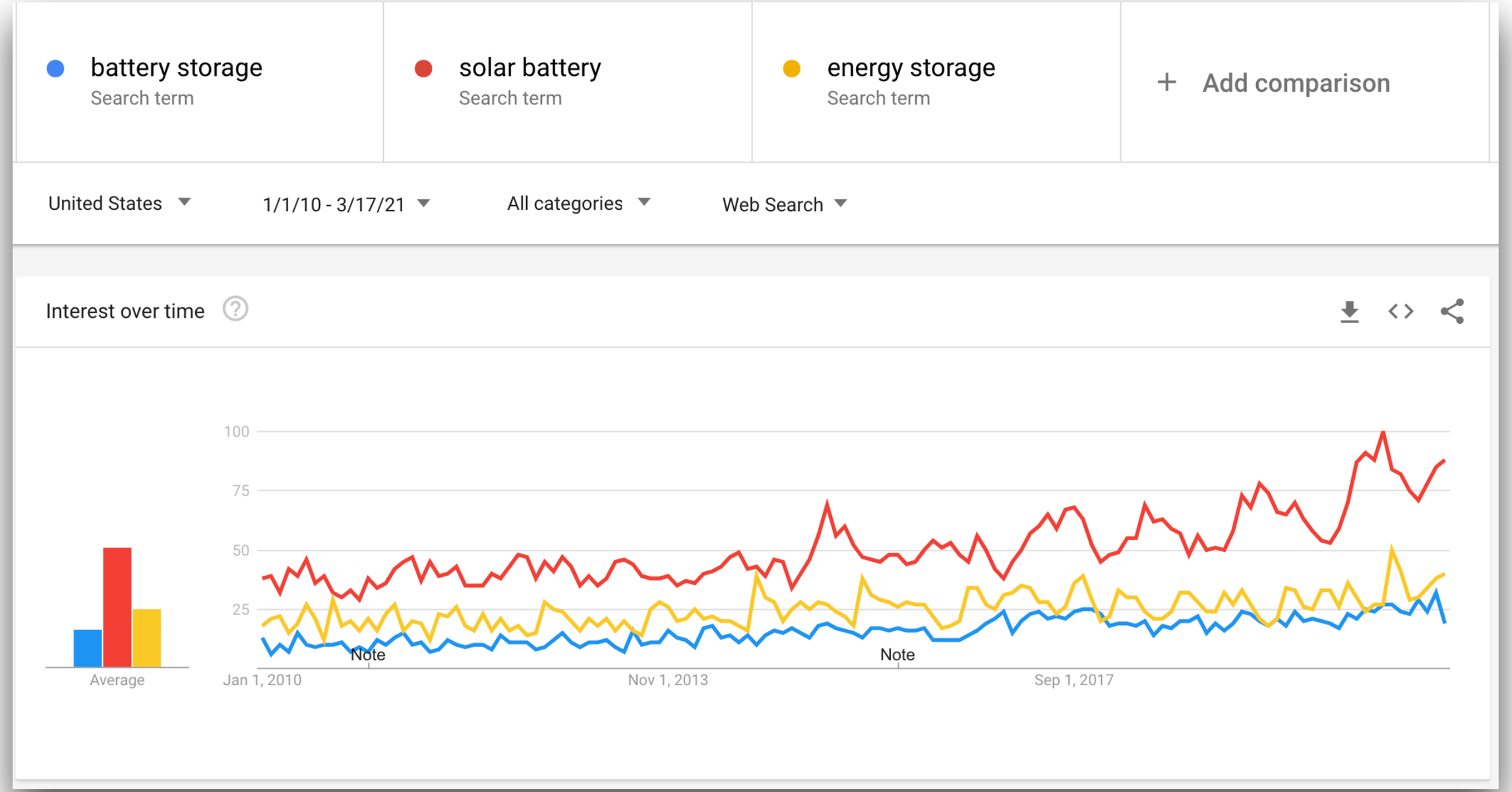
2. **Some Energy Circle Client Results**

   —*Highly successful content strategies*

3. **Action Steps You Can Take**

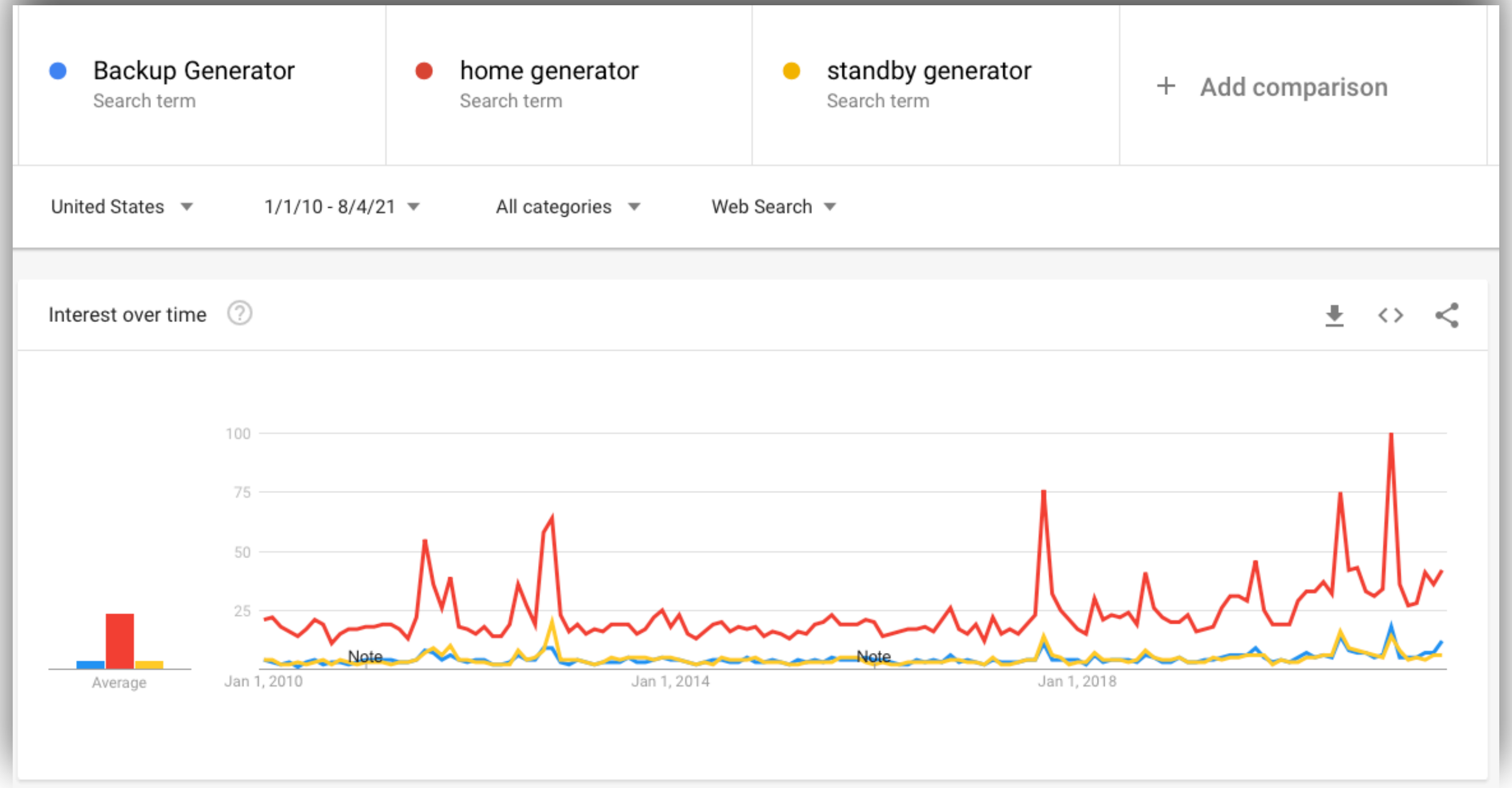
THE BATTERY (STORAGE) & GENERATOR LANDSCAPE

Google Trends: Battery Terms



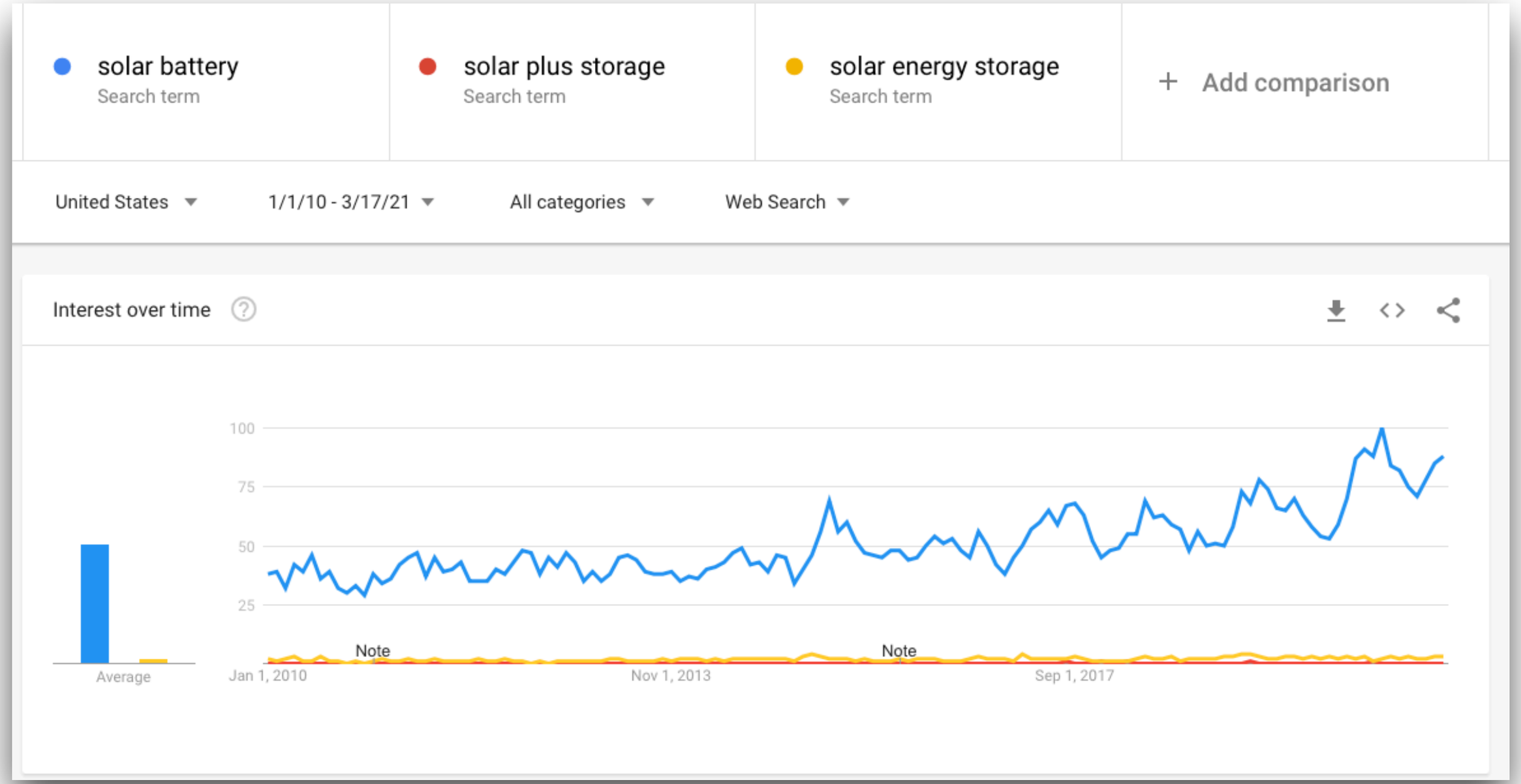
January 2010 to Present

Google Trends: Generator Terms



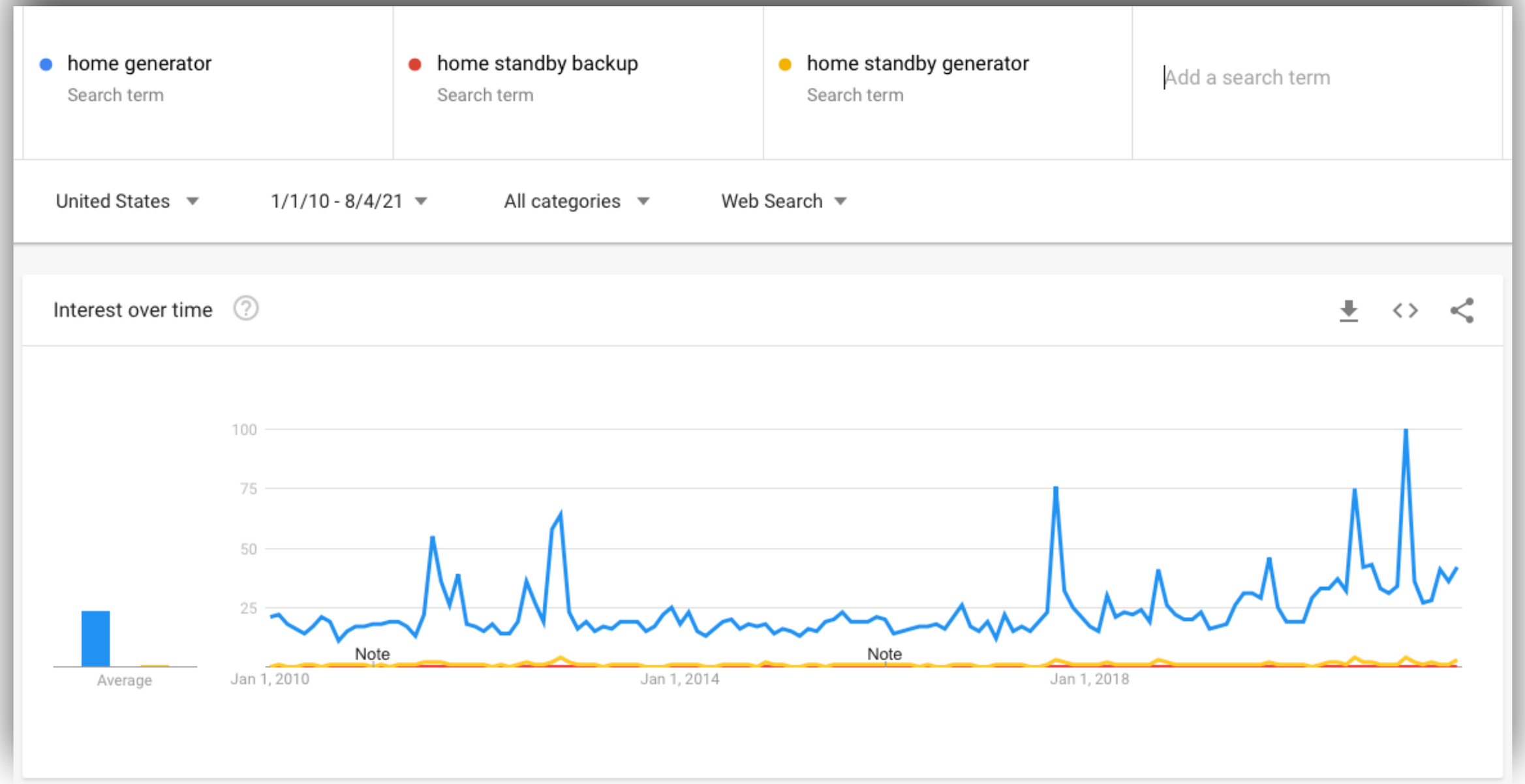
January 2010 to Present

Beware Industry Speak



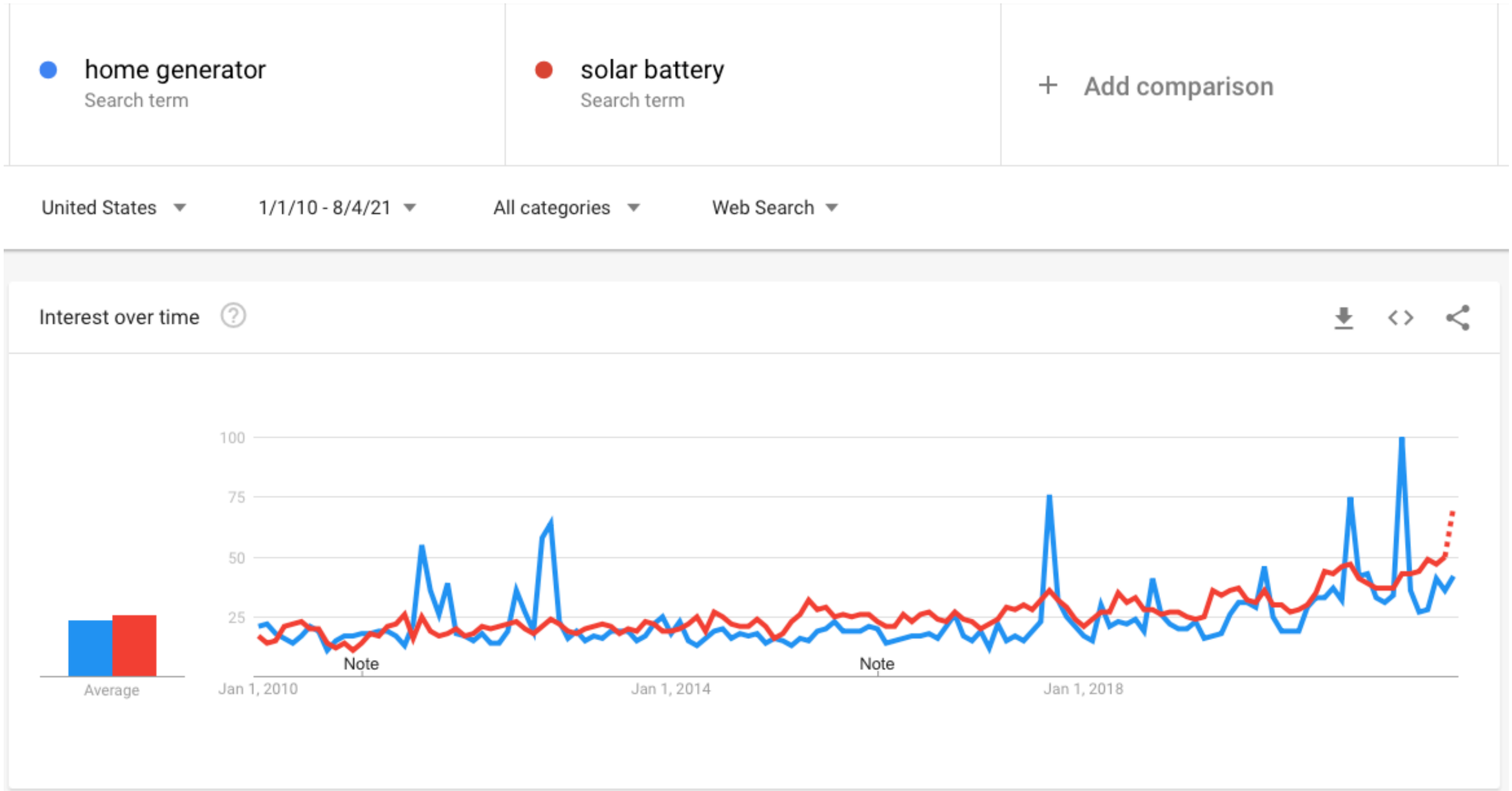
January 2010 to Present

Beware Industry Speak



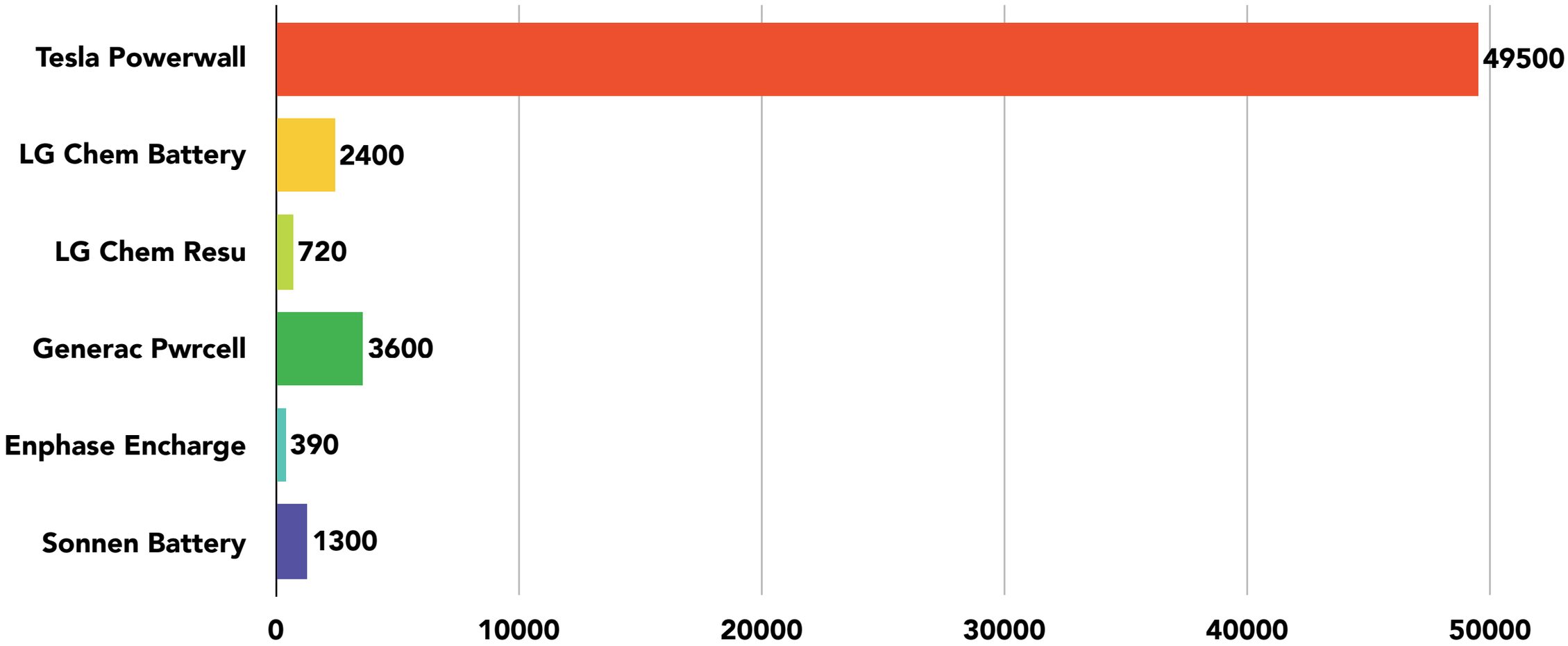
January 2010 to Present

Remarkably Similar



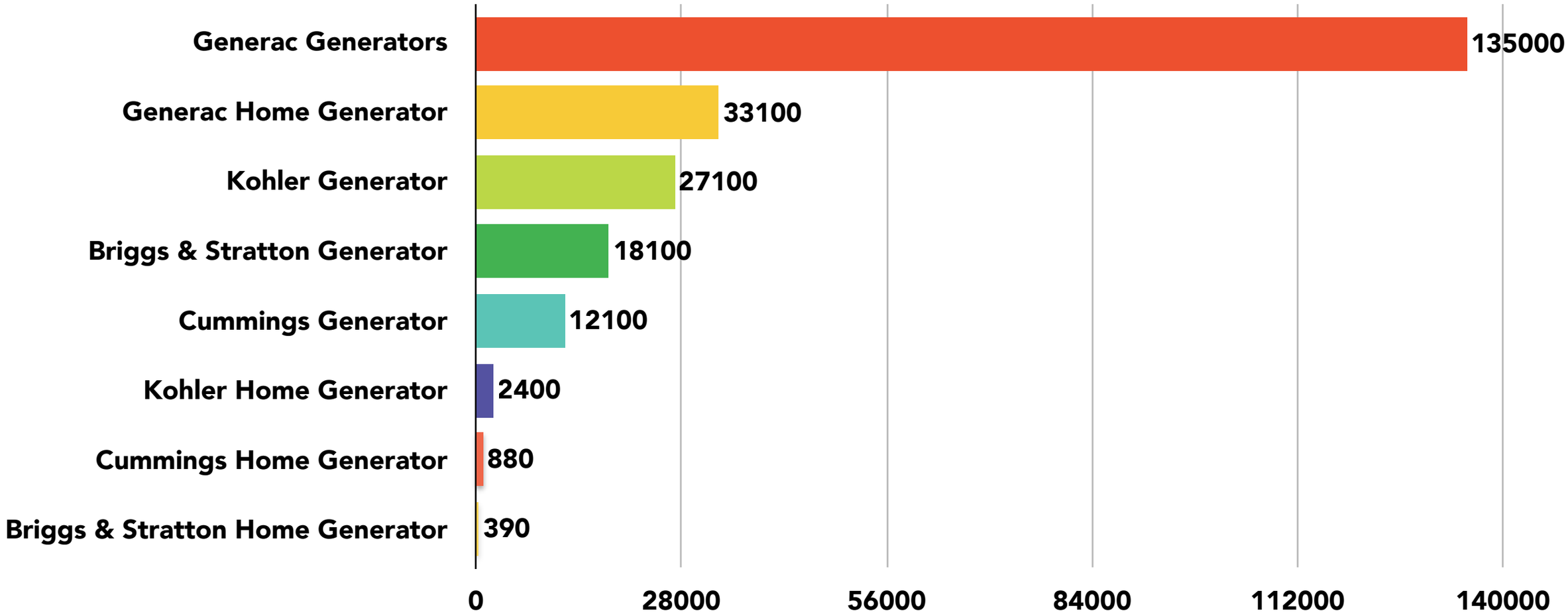
January 2010 to Present

Brand Volumes—Batteries



Data from SEM Rush 3.17.21

Brand Volumes—Generators

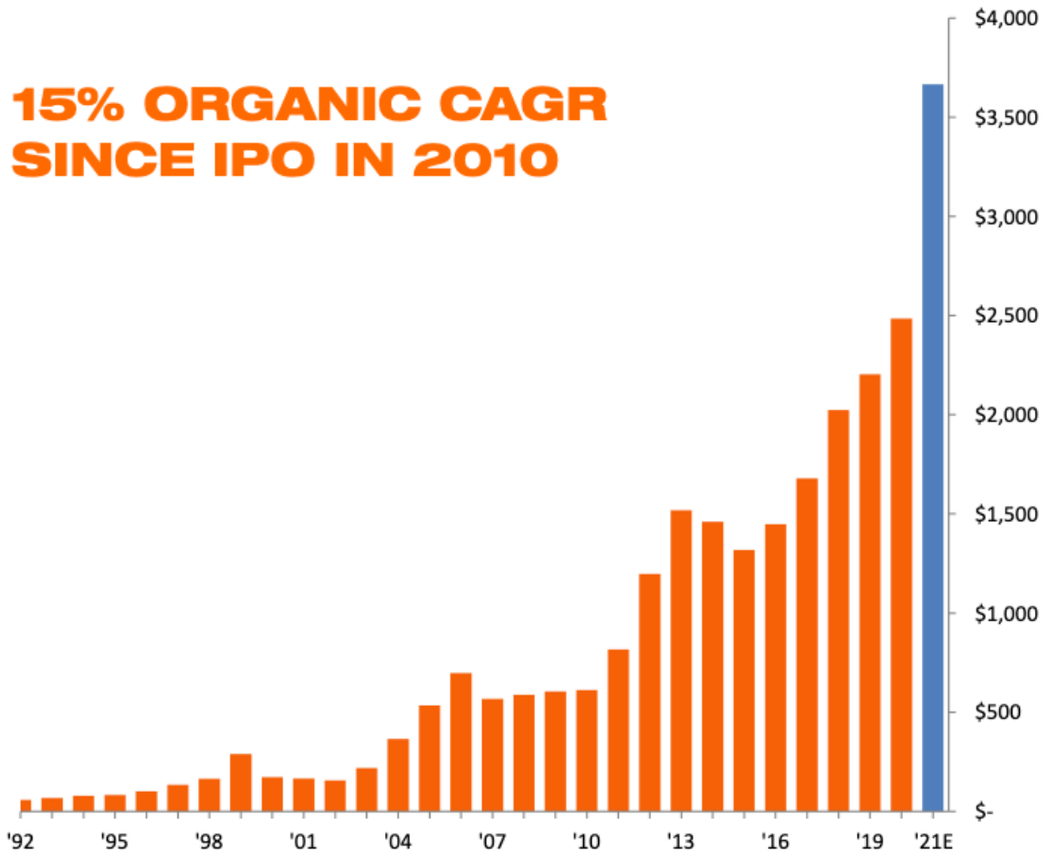


Data from SEM Rush 8.4.21

Generac Investor Presentation: August 2021

MACRO INVESTMENT THEMES

15% ORGANIC CAGR SINCE IPO IN 2010



Note: $ amounts in millions. Represents gross sales excluding freight revenue. Excludes "Portable Product" sales prior to the division's divestiture in 1998. Figures include results from acquisitions completed during 2011 – present; see slide titled "Summary of Acquisitions" for further details.
2021 figure assumes midpoint of guidance.

CREATING A LEADING "ENERGY TECHNOLOGY SOLUTIONS" COMPANY

Power Quality Issues Continue To Increase
- Power outage severity increasing significantly over LT baseline average during 2017-2021
- Aging and under-invested electrical grid more vulnerable to unpredictable and severe weather
- Aging population and overall consumers are more dependent on power

Home Standby Market Growth Opportunity is Massive
- ~5.0% of US HH's have a HSB today (TAM=55M HH's)
- Every 1.0% of penetration is approximately $2.5 billion market opportunity (at retail)
- Generac's 75%+ share due to unique go to market strategy

California and Texas markets for backup power increasing significantly
- Represents two largest addressable market opportunities within U.S. for home standby generators
- HSB penetration rates in both states well below national average of ~5.0% (CA ~1%, TX ~3%)
- California - numerous power shutoff events impacting millions of customers in an attempt to mitigate risk of wildfires
- Texas – recent major outage event expected to accelerate demand for backup power over the next several quarters

Energy Storage & Monitoring Markets Developing Quickly
- New markets focused on energy cost reduction and resiliency
- Battery cost and performance continue to improve
- Generac uniquely positioned with distribution, marketing & brand

Natural Gas Generators Driving Superior Growth Rates
- Cleaner, greener & more cost effective for on-site power
- US is ~40% gas gen sales annually and growing 2x diesel
- Global opportunity is nascent – low-single digits percentage of market

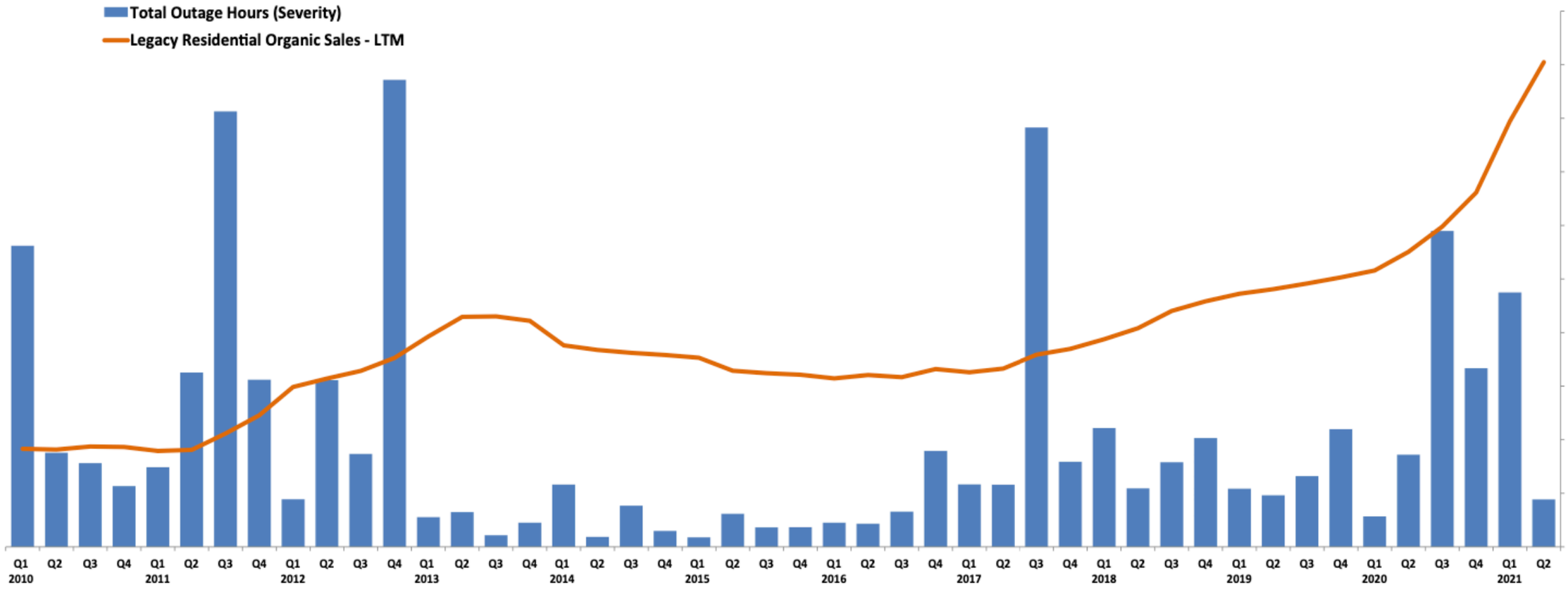
Rollout of 5G Will Require Improved Network Reliability
- 5G will enable many new technologies - uptime critical
- ~400K cell towers in U.S., ~40% penetration, Generac #1 market share
- Technology to rollout globally – Generac footprint can serve

6

Generac Investor Presentation: August 2021

EXPANDING POWER OUTAGE **SEVERITY**(1)

GENERAC



(1) Represents power outage hours for mainland U.S. only

Elevated Baseline Outages + Major Events + Home as a Sanctuary = Catalysts for Growth

20

Generator vs Battery Broad Match

By number | By volume

All keywords: **67** | Total volume: **480** | Average KD: **24%**

All keywords	67
solar	13
backup	12
bank	9
home	8
gas	7
7	6
day	6
die	6
power	6
6v	5
rv	4
tesla	4
alternative	3
house	3

Keyword	Volume	Trend	KD %
generator vs battery	140		23
battery backup vs generator	110		23
home battery backup vs generator	40		21
tesla home battery vs generator	40		29
house battery backup vs generator	20		n/a
whole house generator vs battery backup	20		28
battery bank vs generator	10		n/a
battery generator vs gas generator	10		n/a
battery vs gas generator	10		n/a
generator vs battery bank	10		n/a
generator vs battery inverter	10		n/a

Backup Power Broad Match

Keyword	Volume	Trend	KD %
backup power supply	1,900		58
power backup	1,900		52
battery backup power supply	1,300		56
home battery backup power supply	1,300		50
power backup for home	1,300		60
battery backup power	1,000		56
backup power generator	880		63
backup power supply for home	880		52

Backup Power + Generator Broad Match

Keyword	Volume	Trend	KD %
backup power generator	880		63
backup power generator for home	260		66
how to install backup power generator	70		49
backup power generator reviews	50		48
best backup power generator	50		57
power outage generator backup	50		50
residential backup power generator	50		57

Backup Power + Battery Broad Match

Keyword	Volume	Trend	KD %
battery backup power supply	1,300		56
home battery backup power supply	1,300		50
battery backup power	1,000		56
emergency battery backup power	590		43
power outage battery backup	480		51
home battery backup power	390		47
solar power battery backup	390		44

Battery Backup + Solar Broad Match

Keyword	Volume	Trend	KD %
solar battery backup	3,600		55
battery backup for solar panels	880		50
solar battery backup system	720		51
solar power battery backup	390		44
solar battery backup for home	320		50

Home Generator Broad Match

Keyword	Volume	Trend	KD %
home generators	49,500		73
generac home generators	33,100		67
best generator for home	14,800		63
home backup generator	12,100		70
whole home generator	9,900		50

ENERGY CIRCLE CLIENT EXAMPLE: STRONG RESULTS

Share:

22 JUL

Solar Battery vs. Generator: Which One Is Right for You?

New England homeowners are no strangers to power outages that can cause blackouts for a few hours or up to a few days. Traditionally, homeowners looked to portable or whole-home standby generators to keep their essential appliances running when a Nor'Easter hits. However, in recent years, there has been an increase in interest in using a solar PV (photovoltaic) system with solar battery storage.

In 2020, while there is a lot going on that we can't control, we can control how we get our energy and how we can store it for our homes. So, solar battery vs. generator, which one of these backup energy systems is best for you, and how do they work?

Solar Battery Backup

Solar battery systems store excess energy from a power source like your solar panels or the electricity grid, and save it for later use.

When you combine energy storage from a solar battery, like Tesla Powerwall or sonnenBatterie, with your solar PV system, the battery will save any of the excess energy generated by your solar panels for use during times of low solar output, like at night. Tesla Powerwall stores 14 kWh of energy while sonnenBatterie has products that range from 5 to 20 kWh capacity, depending on your home's energy needs. Tesla Powerwall comes with a 25 year performance guarantee.

During a power outage, a grid-tied solar PV system will be shut off and you will be left without power just like your neighbors who are hooked up directly to the grid as well. When combining solar panels with a solar battery, your system will disconnect from the grid but your battery will start powering your home without any interruption. You can also size your battery backup system to power your essential energy loads or your whole-home.

Examples of the times you might use a solar battery backup are:

- At night or low solar output
- During an outage
- Times of high electricity rates (in the case of time-of-use programs)

THE PROS:

- No added noise/quiet operation
- Operates on renewable energy when combined with solar
- Increases your daily solar consumption 24/7
- Qualifies for MA state and federal tax credit incentives
- Extremely low maintenance
- Seamless operation during an outage

SELF SCHEDULE A FREE CONSULTATION

Or fill out the form below and we will contact you

Solar battery or backup generator? We can help you decide.

First Name *

Last Name *

Email *

Phone *

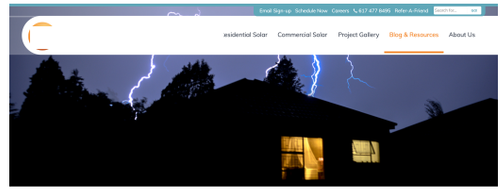
Zip Code *

Preferred Contact Time *

Comments

I'm not a robot reCAPTCHA Privacy - Terms

CONTACT US



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Solar battery or backup generator? We can help you decide.

First Name *

Last Name *

Email *

Phone *

Zip Code *

Preferred Contact Time *

Comments

I'm not a robot

CONTACT US

Powered Backup Generators

Portable or standby generators are the backup power technology most homeowners are already familiar with. Backup generators create their own electricity by burning fossil fuels like propane, natural gas, or even diesel. They are installed outside the home, and can include sensors to detect an outage when it occurs for automatic operation. Backup generators are more affordable to purchase, but they do come with some small monthly costs since they often require weekly self-tests, on top of any fuel you use while they're running during an outage. A well-maintained standby generator will tend to last 10,000 to 30,000 hours in its lifespan (or if run consecutively that's up to 3.5 years).

Backup Generator Pros:

Less expensive than solar batteries

Can be connected to an existing natural gas line

Can provide power 24/7, given a steady fuel supply

Flexible options from a small portable to whole-home standby

Backup Generator Cons:

Noisy operation

Higher carbon footprint

Requires maintenance

Monthly fuel costs

Choosing the Right Backup Power

So, which option is going to be best for your home? Here are our recommendations.

If You Are:

- Only looking for emergency power
- Not planning to install solar panels in the future
- In a home with an existing natural gas line

...Then a standby backup generator may be the best option for your home.

If You Are:

- Wanting to combine backup power with a solar energy system
- Looking to power your home 24/7 and in an outage all from renewable energy
- Looking to reduce peak electricity charging

...Then a solar backup battery may be the best option for your home.

If you are looking to make the right choice for your home when it comes to backup power, Boston Solar is here to answer your questions, like how long a Tesla Powerwall or sonnenBatterie last, what a Tesla or sonnen battery costs, or any other questions you might also have about solar power. Get an idea of what solar battery backup would look like with a free solar quote today!

Looking to keep the lights on during an outage? Choose the right backup power solution with Boston Solar. Call 617-477-8495 or get in touch for a free quote.

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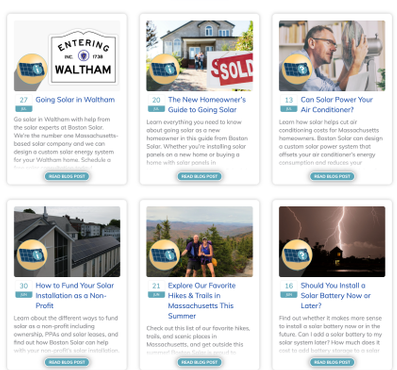
RECENT BOSTON SOLAR BLOG POSTS



27 JUL Going Solar in Waltham

Go solar in Waltham with help from the solar experts at Boston Solar. We're the number one Massachusetts-based solar company and we can design a custom solar energy system for your Waltham home. Schedule a

READ BLOG POST

20 JUL The New Homeowner's Guide to Going Solar

Learn everything you need to know about going solar as a new homeowner in this guide from Boston Solar. Whether you're installing solar panels on a new home or buying a home with solar panels in

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13 APR Can Solar Power Your Air Conditioner?

Learn how solar helps cut air conditioning costs for Massachusetts homeowners. Boston Solar can design a custom solar power system that offsets your air conditioner's energy consumption and reduces your

READ BLOG POST

30 JUN How to Fund Your Solar Installation as a Non-Profit

Learn about the different ways to fund solar as a non-profit including ownership, PPAs and solar leases, and find out how Boston Solar can help with your non-profit's solar installation

READ BLOG POST

21 JUN Explore Our Favorite Hikes & Trails in Massachusetts This Summer

Check out this list of our favorite hikes, trails, and scenic places in Massachusetts, and get outside this

READ BLOG POST

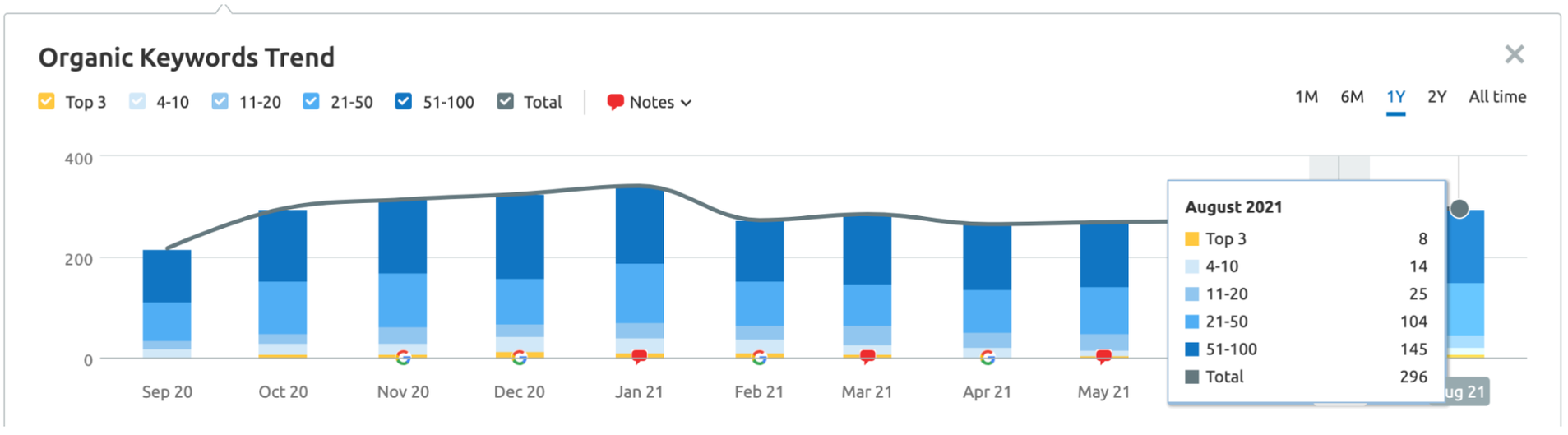
16 JUN Should You Install a Solar Battery Now or Later?

Find out whether it makes more sense to install a solar battery now or in the future. Can I add a solar battery to my solar system later? How much does it

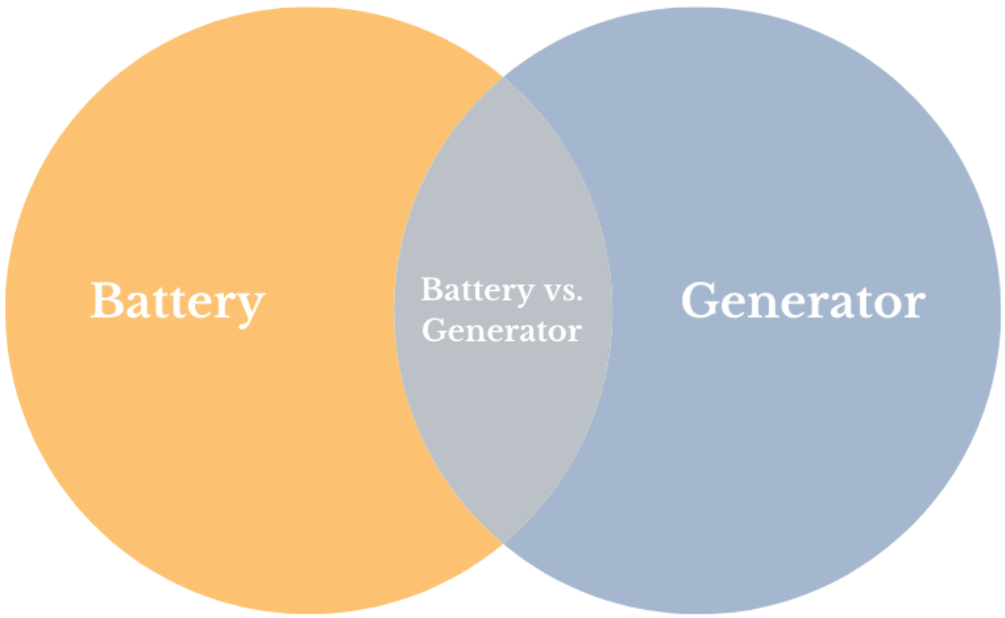
Blog Post Results

Industry / Region	Original Blog Published Date	Position in Top Organic Landing Pages (May - July ‘21)	Sessions
Solar - Southwest	03/2021	#1	811
Solar - Northeast	07/2020	#5	1,562
HVAC/HP/Solar - West	08/2020	#9	105

Blog Keyword Highlights: Which is Right for You?



3 Theme Trends for Ranking Keywords



Top Position/Top Volume Keyword Mix

Battery	Battery vs. Generator	Generator
- Solar panel backup power - Solar electric backup - Battery backup for solar - Whole home battery backup - Solar backup power - What is solar battery - Best home battery backup - Whole house / whole home battery	- Tesla Powerwall vs. Generator - Home backup battery vs. generator - Generator or backup battery - Generator vs. battery - Difference between generator and battery - Whole house generators vs. battery / whole home generators vs. backup battery - Standby generator vs. solar power - Generac vs. Powerwall - Solar vs. generator	- Generator with solar system - Generac backup generator - Whole house generator - Home backup generator

ACTIONS YOU CAN TAKE

Actions to Seize the Battery vs Generator Opp

- Service Pages for both Battery/Storage AND Generator
- Blog Content Emphasizing the Comparison
- Other Content Mentioning Key Brands (Powerwall & Generac esp)
- Video and Infographics: Educate to Help Homeowners Understand
- Facebook Advertising Targeting Solar/Energy/Home Improvement Interests

THANK YOU!

QUESTIONS OR COMMENTS?

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