



PREPARING TO JUMP THE CLIFF—NAVIGATING THE SOLAR TAX CREDITS

Peter Troast, Founder & CEO

Energy Circle Webinar Series

December 11, 2019



Video Recap: Energy Circle's 2019 Team Retreat



By Jake VP | November 20, 2019

2019 marked the second year that the Energy Circle team has taken a few late-fall days to break from our everyday work schedule and gather offsite for team building and long-term strategic planning.

Equal parts fun and informative, we're now back in the office, looking ahead to the end of 2019 and the new year with enthusiasm and initiative. But we put together this video so everyone else can get a glimpse of what happens when you put 18 EC employees in a ski house for three days in November!





Energy Circle's CEO Interviewed on the Grow Maine Podcast



By Jake VP | December 4, 2019

In the snowy Portland Maine offices of Energy Circle, we are usually so engrossed with helping our HVAC, home performance, and solar clients with their digital marketing needs that we don't take the time to talk much about... ourselves. But a couple of weeks ago, Marty Grohman of the [Grow Maine Podcast](#) (get it — Grohman, Grow-Maine?) asked our CEO, Peter Troast, to stop by his radio studio and talk a bit about our mission here at Energy Circle.

Sure, Energy Circle may be a growing Maine business, but the mission that drives each and every employee from our in-house development and PPC teams to our designers, content creators and account managers reaches far beyond Maine's state lines.

Listen in:

The Grow Maine Show

0:00

15 1X 15

0:00

Shownotes Download Subscribe Share

Not Your Average Marketing Services Company



NAVIGATING THE TURBULENCE: THE LATEST CHANGES IN GOOGLE MY BUSINESS

Peter Troast, Founder & CEO, Energy Circle

Energy Circle Webinar Series

October 23, 2019

www.energycircle.com/webinars



PREPARING TO JUMP THE CLIFF—NAVIGATING THE SOLAR TAX CREDITS

Peter Troast, Founder & CEO

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What We'll Discuss

- 1 The Tax Credit Step Down**
 - Have we as an industry overstated?
 - What's the data say?
- 2 Overall Outlook for Residential in 2020**
- 3 Our Prediction: A Potentially Slower than Usual Q1**
- 4 Actions to Get Ready/Activate the Market**



THE TAX CREDIT STEPDOWN



GO SOLAR IN 2019: LAST CHANCE FOR 30% SOLAR TAX CREDIT



More Than the Usual Interest This Year

Google Trends

Related queries	Rising	↓	<>	↔
1 irs solar tax credit 2019	Breakout			
2 solar panel tax credit 2019	Breakout			
3 federal solar tax credit 2020	Breakout			
4 federal solar tax credit 2019 irs	Breakout			
5 solar panel tax credit 2020	Breakout			

Related queries	Rising	↓	<>	↔
6 2019 solar tax credit	+1,050%			
7 federal solar tax credit 2019	+500%			
8 solar tax credit 2020	+300%			
9 hawaii solar tax credit	+40%			



More than 5000% growth

Solar Sales Cycle

2019

May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
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							30																				

September							October							November							December							
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8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	
29	30	27	28	29	30	31	24	25	26	27	28	29	30	29	30	31	29	30	31									

**Summer demand
Tax credit urgency**

Race to install

2020

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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5	6	7	8	9	10	11	2	3	4	5	6	7	8	8	9	10	11	12	13	14	5	6	7	8	9	10	11
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19	20	21	22	23	24	25	16	17	18	19	20	21	22	22	23	24	25	26	27	28	19	20	21	22	23	24	25
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May							June							July							August												
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24	25	26	27	28	29	30	28	29	30	26	27	28	29	30	31	23	24	25	26	27	28	29	30	31									

**Winter doldrums
No urgency**

Solar Sales Cycle

2019

May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
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26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31	25	26	27	28	29	30	31				
							30																				

September							October							November							December							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
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8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	
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29	30	27	28	29	30	31	24	25	26	27	28	29	30	29	30	31	29	30	31									

**Summer demand
Tax credit urgency**

Race to install

2020

January							February							March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	1	2	3	4	5	6	7					1	2	3	4
5	6	7	8	9	10	11	2	3	4	5	6	7	8	8	9	10	11	12	13	14	5	6	7	8	9	10	11
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19	20	21	22	23	24	25	16	17	18	19	20	21	22	22	23	24	25	26	27	28	19	20	21	22	23	24	25
26	27	28	29	30	31	23	24	25	26	27	28	29	29	30	31	26	27	28	29	30							

**Winter doldrums
No urgency**

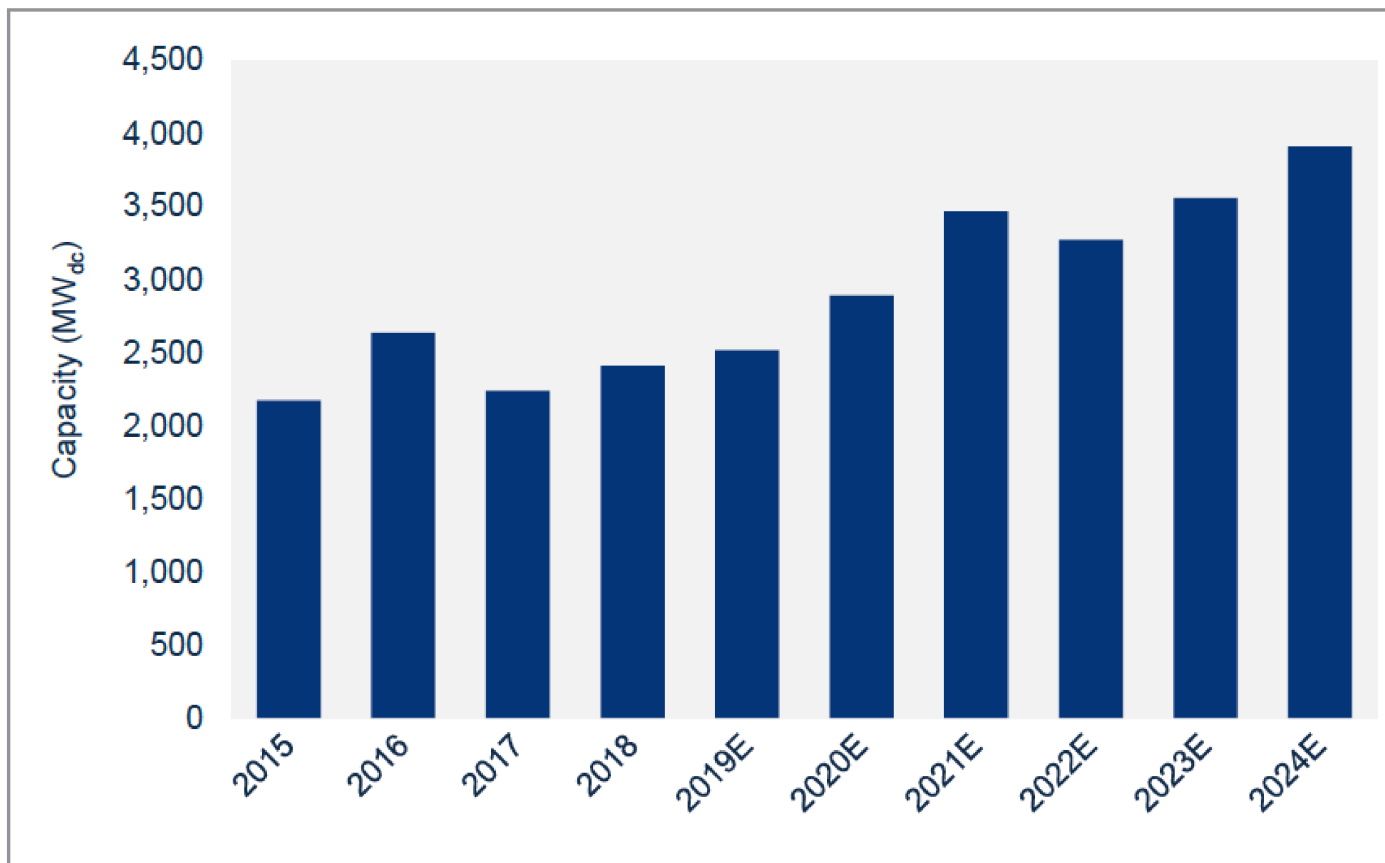
May							June							July							August							
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2020 OUTLOOK RESIDENTIAL SOLAR

2020 Still Expected to Be Growth Year

Figure 2.1 Residential PV installations and forecasts, 2015-2024E



Source: Wood Mackenzie Power & Renewables



©2019

Solar
Market
Insight
Report
2019 Q3



POLL



KEY TACTICS TO GET READY/ ACTIVATE THE MARKET

Tactics that are Fast to Deploy & Deliver Reach

- **Email to Unclosed Leads**
- **Paid Facebook Advertising**
- **Campaigns to Custom Audiences You've Already Built**
- **Display Advertising**
- **Paid Search Adjustments**
 - Increase geographic reach
 - Increase bids
 - More aggressive competitor campaigns
- **Modest Investment**

Site Content Audit—Old Tax Credit Copy



site:www.revisionenergy.com 30%



[All](#) [Maps](#) [Images](#) [Shopping](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 651 results (0.40 seconds)

2019 Update: Solar Energy Qualifies for 30% Federal Tax Credit

<https://www.revisionenergy.com> > [blogs](#) > [30-federal-tax-credit-and-other-...](#)

Jan 22, 2019 - The 30% federal tax credit is called the "Residential Renewable Energy Tax Credit" and was established by the federal Energy Policy Act of ...

People also ask

What is the solar credit for 2019?

Do solar generators qualify for tax credit?

How do I claim my solar tax credit?

What incentives are there for solar panels?

[Feedback](#)

Business Owners Can Now Take a 30% Grant in Lieu of the ...

<https://www.revisionenergy.com> > [blogs](#) > [business-owners-can-now-take-a-...](#)

Aug 3, 2009 - Instead of waiting until tax time, business owners are now able to receive a cash grant for solar energy systems in lieu of the 30% tax credit.

Don't Forget to File! Get the 30% Federal Tax Credit for 2009 ...

<https://www.revisionenergy.com> > [blogs](#) > [dont-forget-to-file-get-the-30-fed...](#)

Mar 9, 2010 - It's tax time, and while that's a cause for groans from many, you can be happy if you finished installation of a solar energy system in 2009!

Consistent, Repetitive Messaging

We help you capture the money-saving benefits of clean solar energy

Is solar right for you? Will solar work on your roof or land? How much would solar cost for you? How much could you save? We make it easy to get the answers to all your solar questions.

Simply fill out the form, and we'll get started!

Insider tip: 2019 is the final year to receive the full 30% off your solar power system from the federal tax credit. Act now to secure your 2019 installation!

Residential or Commercial*

First name* Last name*

Email*

Phone number* Street address*

Zip code*

Get Started



Insider Tip: Federal tax credits for solar and battery storage continue in 2020.

Consistent, Repetitive Messaging

SWITCHING TO SOLAR PANELS IS SIMPLE

WORLD CLASS SERVICE POWERFUL SAVINGS SOLAR BASICS TAX INCENTIVES

GET A FREE QUOTE

30% TAX CREDIT IS ENDING

Federal Solar Tax Credit Explained Watch later Share

SOLAR TAX CREDIT EXPLAINED

- Federal Solar Tax Credit Explained

*"26% TAX CREDIT
REMAINS FOR 2020."*

Emphasize \$ Value vs %

Solar Calculator Results

Assuming a rate of \$0.15 per kilowatt hour for grid electricity, we think your \$125/mo electric bill means you need 10,000 kilowatt-hours of solar energy to meet your needs each year. Our system matched you with a 7,560-watt solar array.

If you do nothing, we estimate you'll spend \$54,689 on electricity over the next 25 years.

What does a 7,560-watt Solar Array Look Like?

Assuming a good solar site, a 7,560-watt solar array will produce roughly 9,072 kilowatt-hours of electricity annually and take up about 432 Sq/Ft of space on the roof or the ground (exact sizing varies based on choice of standard or high-efficiency panels). The system will reduce your electric bill by roughly \$113/month.

Note: most utilities charge a minimum monthly fee to keep your account active (usually in the \$10-15 range) so you can't actually get a Zero-Dollar electric bill!

How Much Does It Cost?

Worried about upfront cost? Don't be! Most people choose to go with a solar loan, which allows you to swap out your electric bill for an affordable monthly payment.



Gross Installed Cost	\$23,587
Federal Tax Credit	\$7,076
Net Investment	\$16,511

Update Website FAQ's

How much do solar panels cost in 2019? +

How much will it cost me and my family to solar power my home? +

How much will I save with solar panels? +

Is solar energy more expensive than utility rates? +

Is solar financing available? +

What is the latest news in Massachusetts solar energy incentives? +

How long will it take to install my system? -

For residential customers, the solar panel installation is typically a one or two day process. From the moment you sign a contract, it typically takes between 90 to 120 days to install the system and get it turned on. [View our average installation timeline by clicking here.](#)

What kind of maintenance do solar panels require? +

Will I still need to use the electric utility? +

Is there a warranty on my solar system? +



5908 Triangle Drive
Raleigh, NC 27617



Contact Us
Get started today!

30 Reasons To Go Solar in 2019

(And They're All the Solar Investment Tax Credit)

f 63 t in ✉ 63 SHARES

 Will Etheridge  March 1, 2019  Solar

2019 is the last year that you can claim the full 30% Federal Tax Credit for residential and commercial solar power systems. In 2020, the Solar Investment Tax Credit (ITC) – which has driven 59% compounded annual growth in the solar industry since it was enacted in 2005 – will begin its sunset process and fall to 26%. The tax credit will continue to decrease until 2022, at which point **it will disappear for residential solar projects and drop to 10% permanently for commercial systems.**

In order to beat the end of year rush and to ensure you get the full 30% tax credit, we encourage you to get a free solar assessment today so you can reserve your spot in our installation queue.

Upfront Tax Disclaimer: This is a post about a tax credit and we talk about taxes a lot (surprise!). However, we are not tax professionals and this post does not constitute professional tax advice or guidance. If you end up going on your solar journey with us, we'll connect you with Randy Lucas, a CPA specializing in energy related tax issues, that we keep on retainer as a service to our customers

Quick Facts

- + 30% Federal Solar Tax Credit decreases to 26% in 2020
- + As a result of the credit decrease, avg home solar system will cost approx \$1,000 more in 2020 vs the same system in 2019
- + In 2021 tax credit drops to 22%, in 2022 tax credit drops permanently to 0% for home solar and 10% for commercial solar.
- + Solar prices are expected to rise in 2nd half of 2019 as result of solar panel stockpiling in response to the decreasing tax credit
- + Installation capacity will be tight at the end of the year, start your solar journey now if you want to ensure you get the tax credit

Solar is a Question-Rich Category

RESULTS FOR SOLAR PANELS (TOP)

QUESTIONS 110

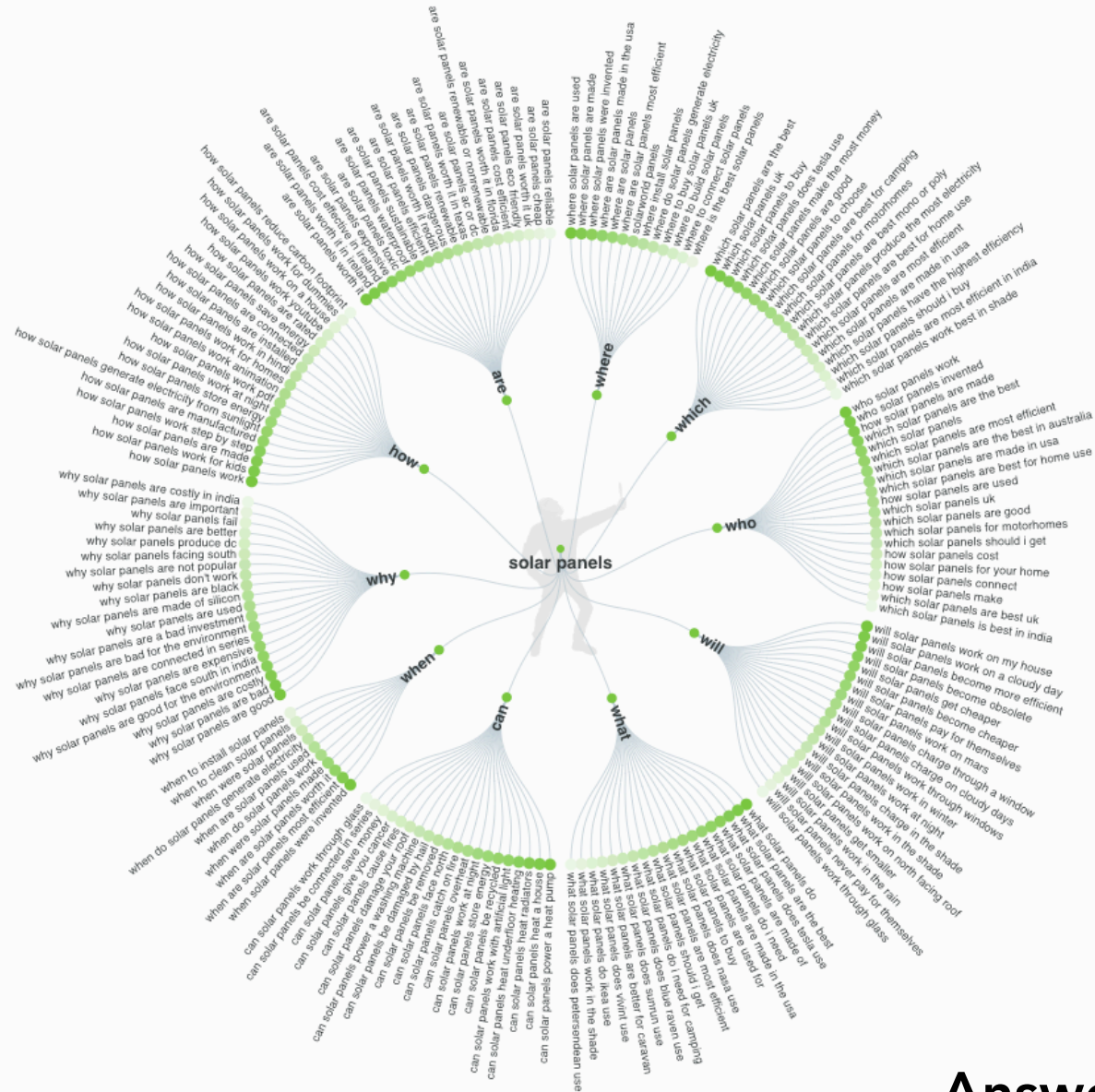
PREPOSITIONS 140

COMPARISONS 73

ALPHABETICALS 519

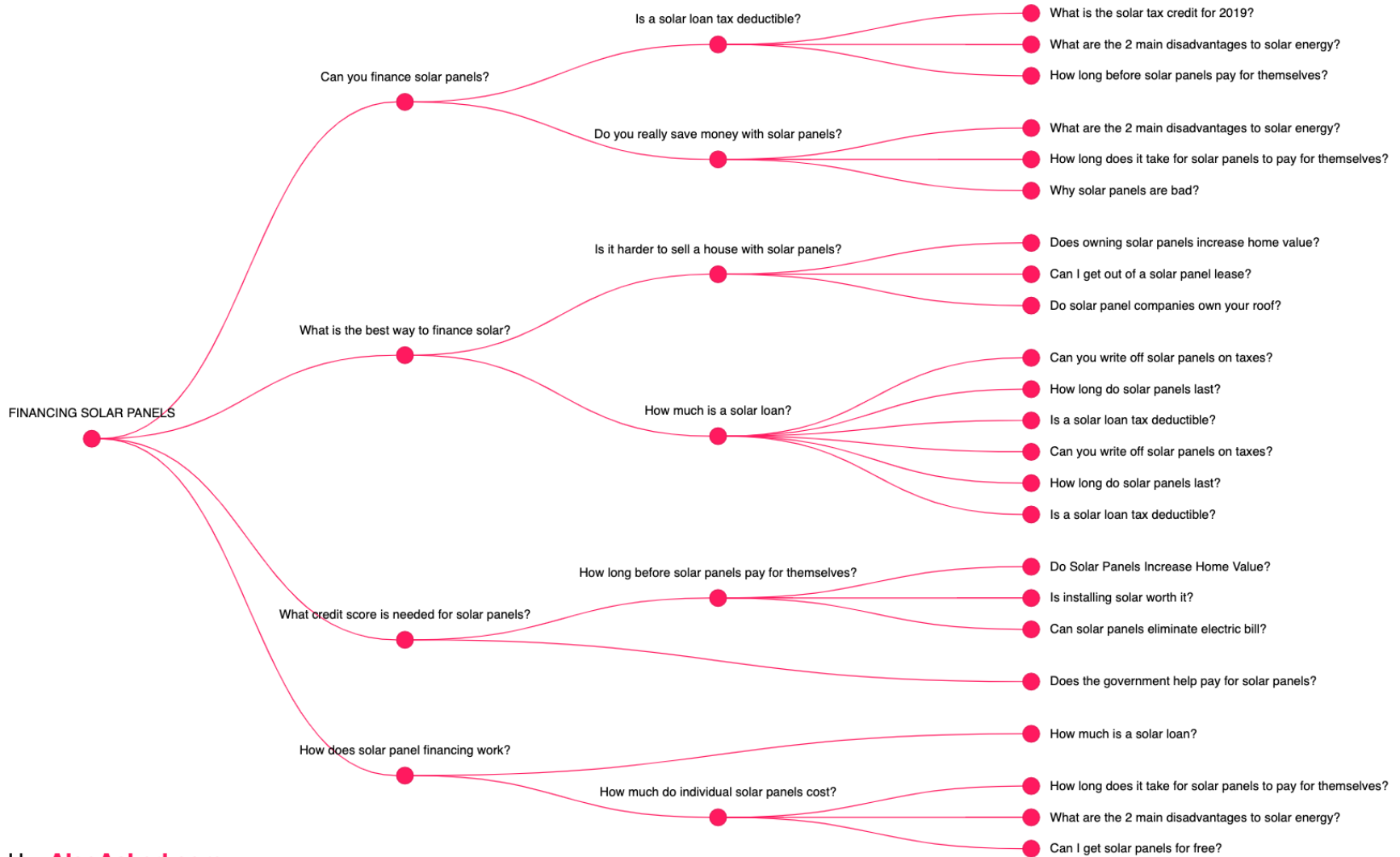
RELATED 20

Download CSV




Answer the Public

Solar is a Question-Rich Category





Display Ads: Wide Reach/Low Cost





2019- Last Year For 30% Credit

Don't Delay- It's The Last Month To Take Advantage Of The 30% Tax Credit.



2020 Solar Tax Credits Continue

Don't Delay- It's The Last Month To Take Advantage Of The 30% Tax Credit.



Take Advantage Of 2019 Credit

The Federal Solar Tax Credit Lets Homeowners Deduct 30% Of Their Total Solar Install.



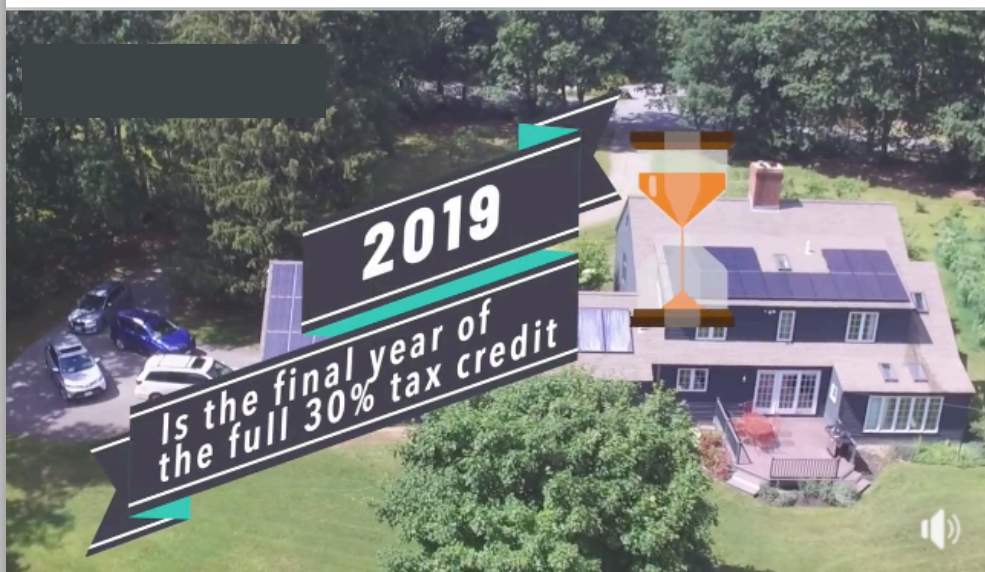
Take Advantage of 2020 Credit

The Federal Solar Tax Credit Lets Homeowners Deduct 30% Of Their Total Solar Install.



Facebook Advertising: Low Cost/Targeted

Don't wait to invest in solar — 2019 is the final year you can deduct the max 30% of the cost of installing solar from what you owe on your federal taxes!



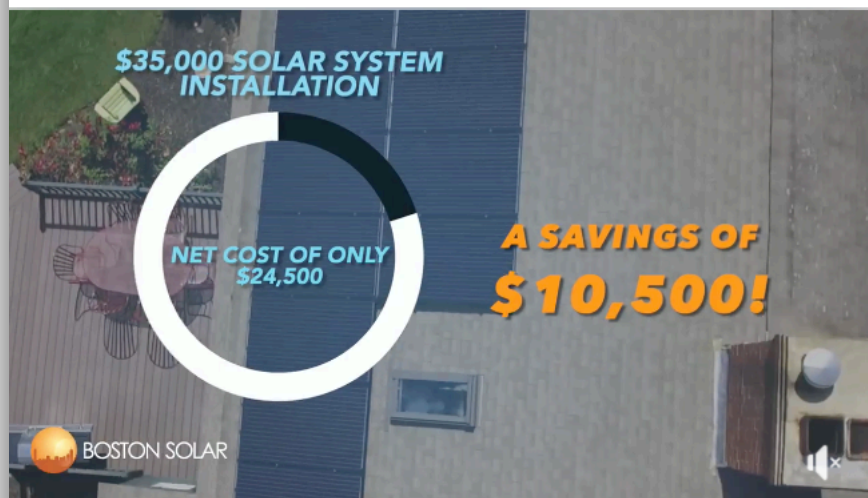
Go Solar Before The End of 2019

Schedule your solar installation before the end of the year!
The sun will start to set on the Federal Solar Tax Credit after 2019 and disappear completely after 2022.

[Learn More](#)

Facebook Advertising: Low Cost/Targeted

How much will you save on solar panels with the 30% Solar Tax Credit?
A \$35,000 system could mean a savings of \$10,500! But hurry – the
Federal Solar Tax Credit will start to decline after 2019.



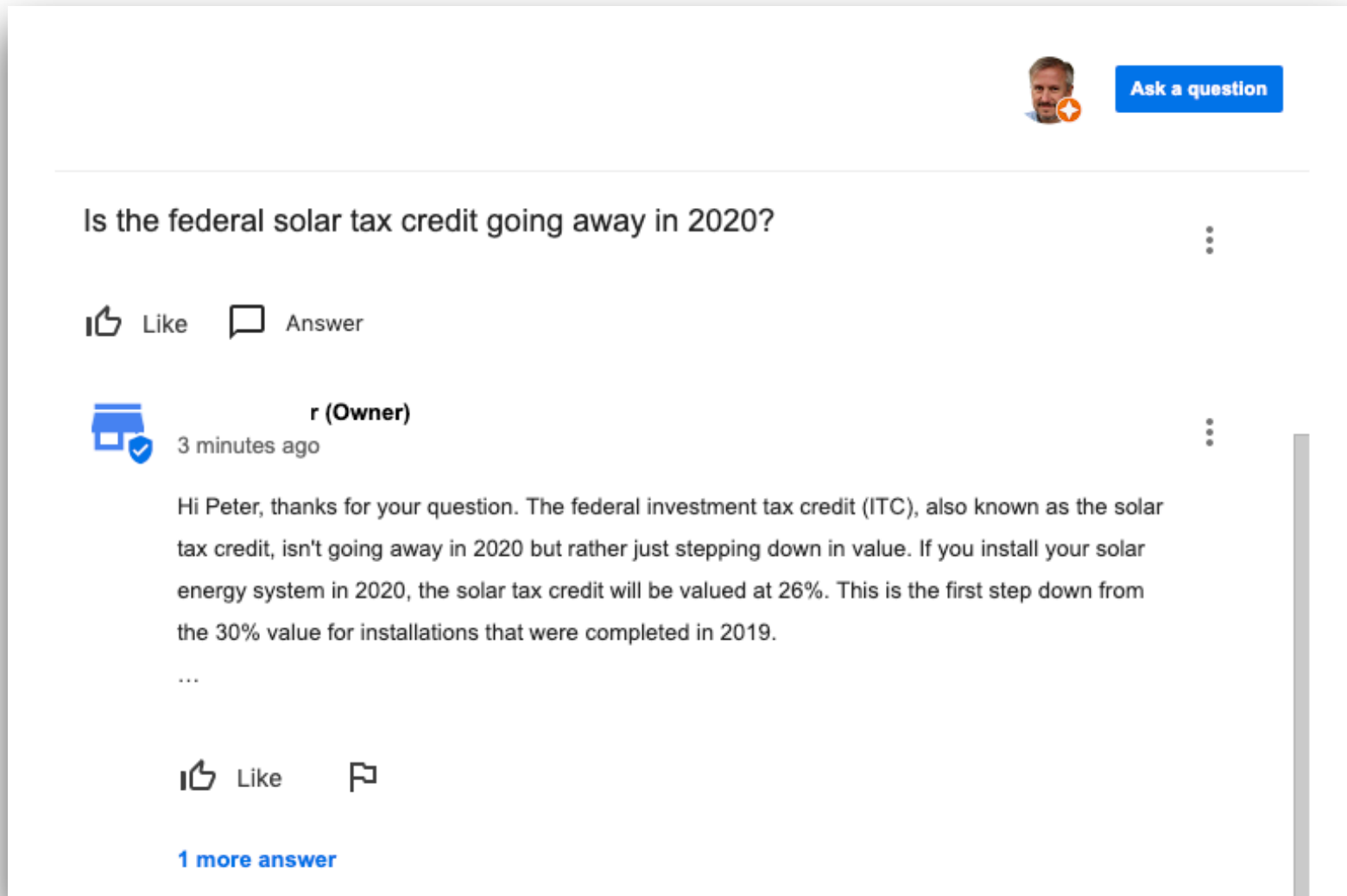
Install Solar Before The End of 2019

Find out what your solar savings could look like with the
Federal Investment Tax Credit when you install with

[Learn More](#)

**Repurpose:
Emphasis on \$ Value
Rather than %**

Google My Business Q&A




The screenshot shows a Google My Business Q&A interface. At the top right, there is a profile picture of a man with a plus sign and a blue button labeled "Ask a question". Below this is a question: "Is the federal solar tax credit going away in 2020?". Underneath the question are icons for "Like" and "Answer". A verified business profile, represented by a blue storefront icon with a checkmark, has responded. The response is from "r (Owner)" and is dated "3 minutes ago". The answer text reads: "Hi Peter, thanks for your question. The federal investment tax credit (ITC), also known as the solar tax credit, isn't going away in 2020 but rather just stepping down in value. If you install your solar energy system in 2020, the solar tax credit will be valued at 26%. This is the first step down from the 30% value for installations that were completed in 2019." Below the answer are icons for "Like" and a flag icon. At the bottom left of the post area, it says "1 more answer".

Ask a question


Is the federal solar tax credit going away in 2020?

Like Answer

 **r (Owner)**
3 minutes ago

Hi Peter, thanks for your question. The federal investment tax credit (ITC), also known as the solar tax credit, isn't going away in 2020 but rather just stepping down in value. If you install your solar energy system in 2020, the solar tax credit will be valued at 26%. This is the first step down from the 30% value for installations that were completed in 2019.

...

Like 

[1 more answer](#)

Google Posts to Amplify Messaging

Overemphasize Continuation of Tax Credit

Reviews ? Write a review Add a photo

W "As a homeowner, I was delighted with the **worker/owners** who did the **work**."

E "Excellent & friendly **staff**, incredible **work ethic**: a team of true Mainers."


B "I had a great **experience** with Insource Renewables."

[View all Google reviews](#)

From Insource Renewables

"Insource Renewables is a full-service solar energy contracting firm providing design, installation, service, and training for residential, commercial, and municipal clients in Maine. Our mission is to provide high-quality renewable energy solutions...[More](#)

Insource Renewables
on Google



From solar pv and ev charging, to heat pumps and local news, our blog is a great resource!

6 days ago

[Learn more](#)

[View all](#)

Tell customers what's new with Posts. [Learn more](#)

Paid Search Strategy

**Cost-related search
remains high**

**Anticipate tax credit
confusion**

How Much Solar Panels Cost? | Ask Our Solar Experts | ██████████ Solar - 4.9/5 Rated
www.██████████/Solar_Panel/Cost
Costs Of Installing & Maintaining A Solar Panel System Are Falling Every Day. Ask Us How! Solar Is More Affordable Now. Contact ██████████ Solar To Know More. We're Locally Owned Co.

Massachusetts Solar Panel Pros | 25 Year Solar System Warranty
www.██████████/solar
100% Locally Owned. We Treat People Right, Check Out Our Reviews. Contact Us Now

Massachusetts Solar Panel Pros | 100% Locally Owned Solar Co.
www.██████████/solar
The Solar Leader In Mass. Our Customer Service Is The Difference. Contact Us Now

Getting Ready for 2020: Summary

- **Full Audit of Existing Content. 30% Scrub.**
- **Core, Repetitive Communications Update**
- **Aggressive Q1 Tactics and Actions**

Regular Content Strategy

Facebook & Display Advertising for Awareness

Google My Business Posts and Q&A

Adjust Paid Search Ad Copy

QUESTIONS?

peter@energycircle.com



THANK YOU!
QUESTIONS?

peter@energycircle.com