



WHEN SUPPLY CHAIN AND CONSUMER DEMAND COLLIDE: WHAT SHOULD SOLAR INSTALLERS BE DOING?

Peter Troast, Founder & CEO

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Energy Circle Webinar Series

September 29, 2021

Recent & Upcoming Webinars

~~Sept. 8 - Live Chat vs Instant Messaging: Homeowner's Want Quick Answers; with Aaron Weiche, CEO/Co-founder, Leadferne~~

~~Sept. 22 - Heat Pumps: The Importance of Marketing Rebates and Incentives~~

Sept. 29 - When Supply Chain and Consumer Demand Collide: What Should Solar Contractors Be Doing?

Oct. 6 - The Ever-evolving Landscape of IAQ Monitoring Devices

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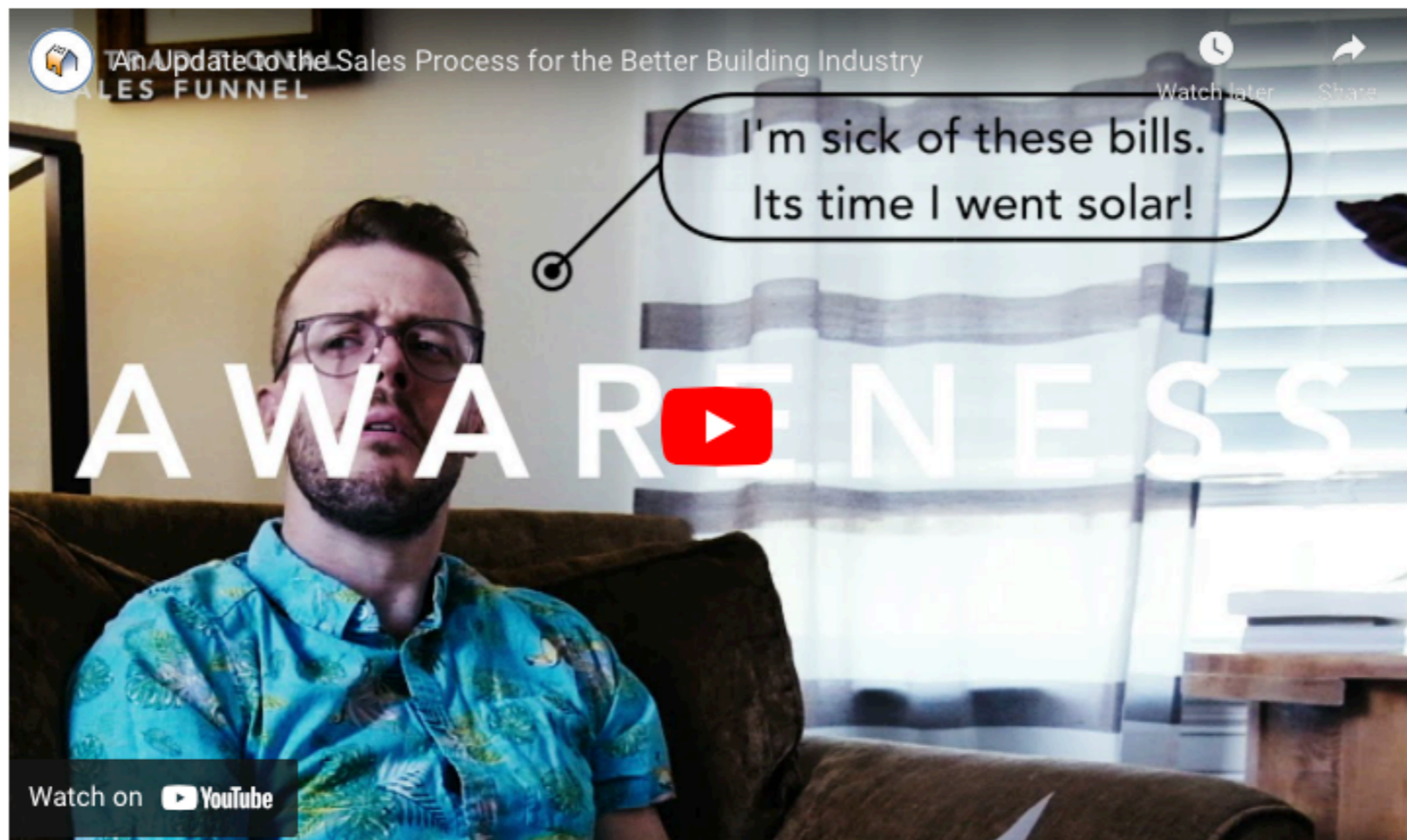


An Update to the Sales Process for the Better Building Industry



By Jake VP | September 15, 2021

The visual concept of a "sales funnel" has been around since the dawn of time (or, at least, it often feels like it). Is it time to reimagine the sales funnel for the digital age? In our latest video, Energy Circle Senior Media Producer Jake Van Paepeghem breaks down the differences between the traditional sales funnel and the new "sales continuum," and lists our biggest takeaways for adapting your company's sales and marketing strategies into the future.



2 Minute Webinar Highlights on YouTube

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IS YOUR WEBSITE READY FOR MARKETING HEAT PUMPS?

WEBINAR HIGHLIGHTS

Marketing Heat Pumps: Website Content

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What We'll Discuss

1

Overview of Current Market Conditions

—2020 vs 2021 YTD

—Supply Chain

2

Actions & Tactics for the Current Environment





OVERVIEW OF CURRENT MARKET CONDITIONS

Wood Mackenzie Still Predicting 19% YOY but...

3.1. Residential PV

Key figures

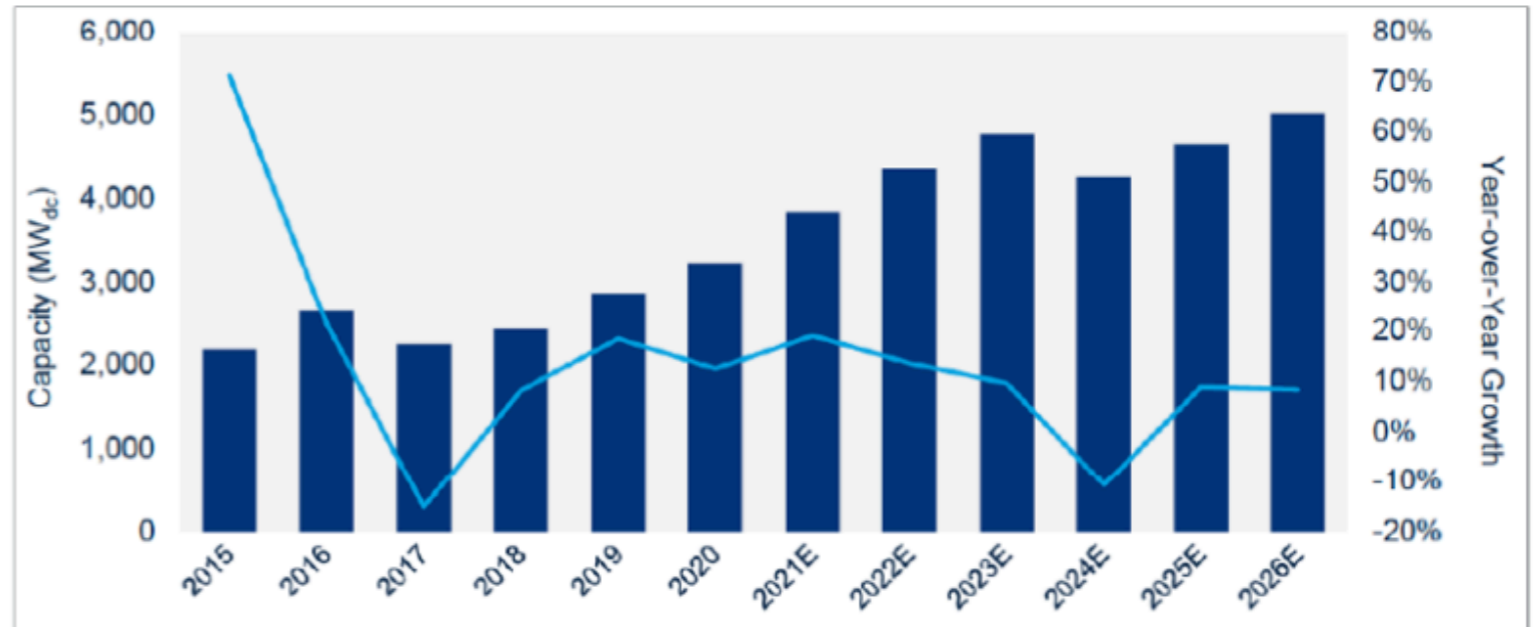
- 905 MW_{dc} installed in Q1 2021, the largest first quarter on record
- Up 11% from Q1 2020
- Down 8% from Q4 2020

Residential solar had its largest-ever first quarter and second-largest quarter in history, setting up 2021 to be the biggest year yet for the market. Florida and Arizona had record-breaking quarters, while Texas set a new record (despite losing a week of activity during the February shutdown).

Many installers reported that project backlogs stabilized after having grown to borderline unsustainable levels in 2020. Issues related to obtaining permits and gaining approvals eased somewhat. Companies are now focused on scaling up with growing sales activity. Early signs show that this year is breaking records. But the market is not uniform – some regions returned to pre-pandemic sales levels.

Consumer demand for residential solar remains strong. Wood Mackenzie forecasts the residential market will grow 19% in 2021, resulting in more than 3.8 GW_{dc} of installed capacity in the U.S. The extension will drive double-digit growth in 2022 and 2023. Weak economics for customer-owned systems during this period will slow growth. The market will take a couple of years to recover post-pandemic, eclipsing 5 GW_{dc} for the first time in 2026.

Residential installations and forecast, 2015-2026E



Source: Wood Mackenzie; note that Wood Mackenzie's forecasts do not assume any extension of the ITC



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Supply Chain Challenges

TECH

Elon Musk says Tesla Powerwall production lagging due to chip shortage

PUBLISHED TUE, JUL 13 2021•5:09 PM EDT | UPDATED TUE, JUL 13 2021•6:48 PM EDT

Energy & Science

Solar Industry Crimped by Supply-Chain and Logistical Challenges

By [Brian Eckhouse](#)
May 4, 2021, 12:50 PM EDT

Solar
Power World

[TOP SOLAR CONTRACTORS](#) [ARTICLES](#) [POLICY](#) [MARKETS](#) [PRODUCTS](#) [SUBSCRIBE](#)

Solar prices are up across all markets due to supply chain constraints, threat of new tariffs

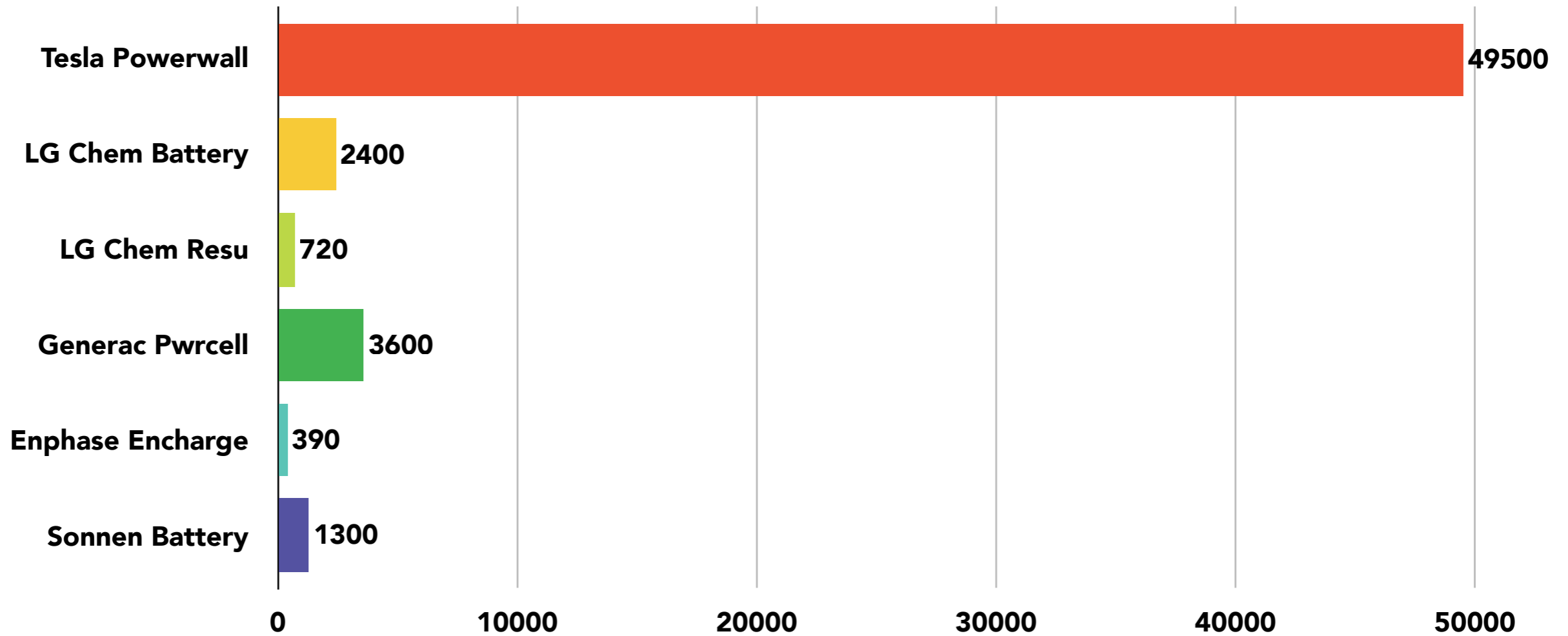
By [Kelly Pickerel](#) | September 14, 2021





KEY TACTICS FOR THE CURRENT MARKET CONDITIONS

Brand Volumes—Batteries



Data from SEM Rush 3.17.21



Continue to Leverage Powerwall



INCLUDE ENPHASE ENCHARGE IN YOUR SOLAR INSTALLATION PLANS

If you are looking to buy Enphase Encharge or are wondering about Enphase Encharge battery costs, ask the team at CAM Solar about battery storage and your free solar quote. We can determine the best solar PV system for your home, and include a solar battery option like Enphase Encharge or [Tesla Powerwall!](#)



Comparison Content



Solar Battery Comparison

By

Solar Battery Comparison Sou has 10+ years of experience de installing off-grid solar system here to help you enjoy peace



September 29, 2021

SOLAR BATTERY COMPARISON: TESLA POWERWALL VS. ENPHASE ENCHARGE BATTERIES

Looking for backup power or wanting to go off-grid but don't know which solar battery is right for you? If you are a homeowner in [Texas](#) or [Colorado](#) looking for a solar plus battery storage system, why wouldn't you want the local solar experts to help you assess solar battery storage options like the [Tesla Powerwall](#) and [Enphase Encharge](#) batteries?



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Solar Back-Up Battery Experts | Schedule A Free Consultation

Contact Our Solar Experts To Find Out Which Solar Battery Options Best Fit Your Needs!
Choosing The Right Solar Battery System For Your Home Can Be Daunting, But We Can Help!
Free Consultations. Inverter Servicing. Solar Panel Cleaning.

FAQ's

Have Questions? We Have Answers.
See What Others Have Asked Us.

Home Solar Installation

Don't Miss 2020 Solar Tax Credit
Use Our Solar Calculator For Costs

Grid-Tied Solar Systems

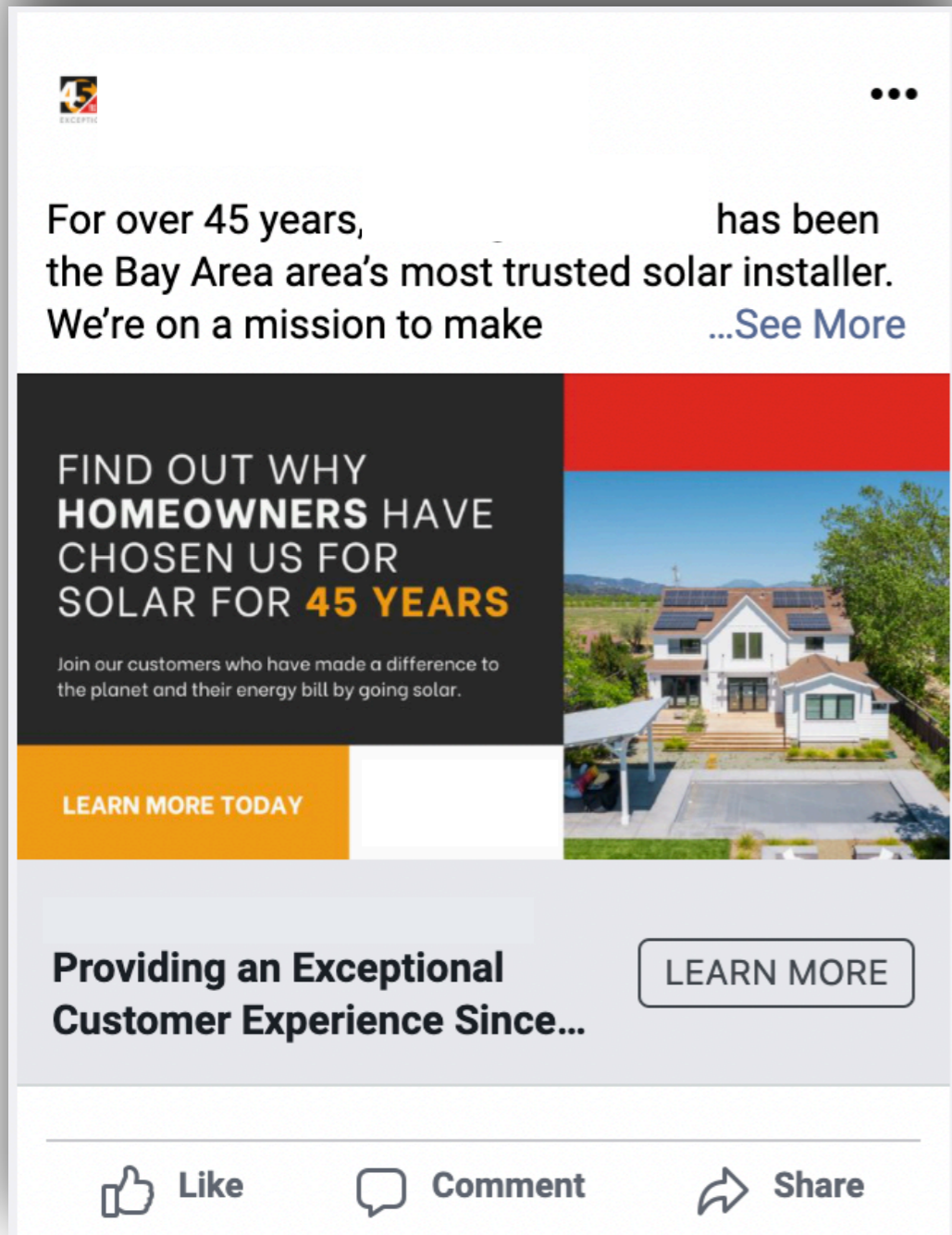
Get The Quickest Financial Payback.
Offset Your Home's Peak Usage.

Off-Grid Solar Systems

Solar Panels and Storage Bank.
Get Completely Off The Grid.



Focus on Elevating Your Brand



For over 45 years, [redacted] has been the Bay Area area's most trusted solar installer. We're on a mission to make [redacted] [...See More](#)

FIND OUT WHY HOMEOWNERS HAVE CHOSEN US FOR SOLAR FOR 45 YEARS

Join our customers who have made a difference to the planet and their energy bill by going solar.

[LEARN MORE TODAY](#)

Providing an Exceptional Customer Experience Since... [LEARN MORE](#)

Like Comment Share



Focus on Review Quantity & Velocity

The screenshot shows a website header with navigation links: Home, What We Do, Where We Are, Projects, News, Who We Are, Contact. The main content area features a large blue banner with the text "When you go solar OWN IT!" and "with a future you can trust". A red arrow points to a review widget in the bottom left corner. The widget displays a 5-star rating by Blair W. on 09/28/21. A white callout box on the right provides a detailed view of the review metrics: Overall Review Rating 5.0, 27 Reviews, +1 LAST 30 DAYS, and +6 SINCE JOINING.

When you go solar
OWN IT!
with a future you can trust

Start Now!

Overall Review Rating

5.0

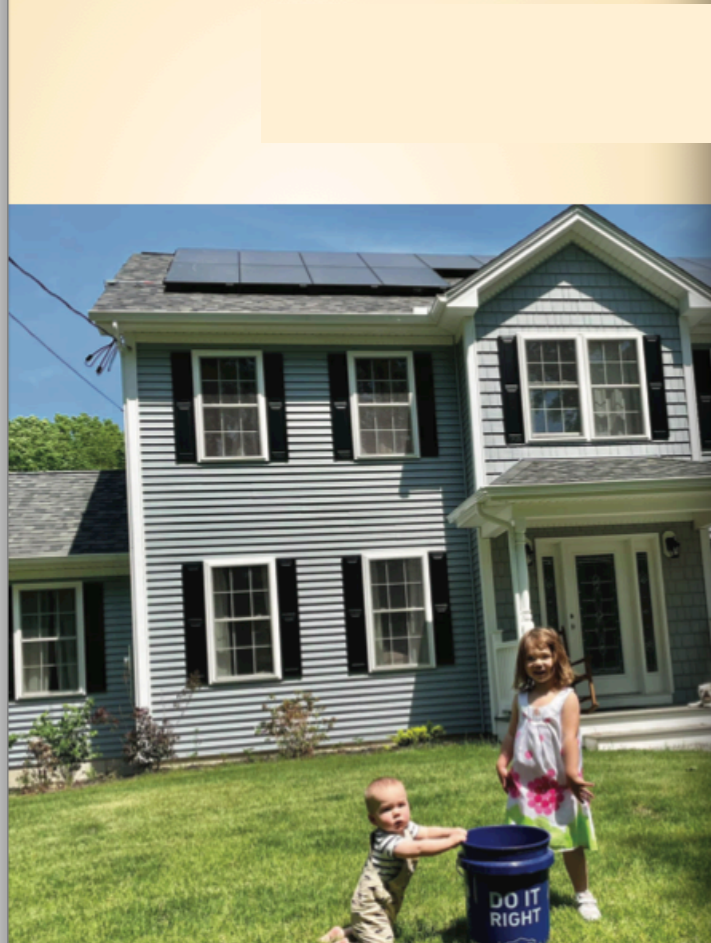
★★★★★
27 Reviews

+ 1 LAST 30 DAYS + 6 SINCE JOINING

5 Star Rating by Blair W.
09/28/21



Top of Funnel: Buyers Guide Downloads



SOLAR BUYER'S GUIDE

WHAT TO CONSIDER BEFORE GOING SOLAR

Plan for your solar installation by considering the following before getting signing

HOW MUCH ARE YOU SPENDING ON ELECTRICITY?

Collect your electric bills from the last year and review how much you are spending

CAN YOU REDUCE YOUR ENERGY CONSUMPTION FIRST?

By making energy-saving upgrades to your home before installing solar panels, you can reduce your energy consumption and reduce the number of panels you'll need, making your solar installation more cost-effective.

DOES YOUR ROOF NEED TO BE REPLACED?

If your roof is in the last 5 to 10 years of its life, you may want to consider replacing your roof before solar panels are installed.

IS YOUR ROOF HEAVILY SHADED?

Removing tree branches and other obstructions that are shading your roof will give you access to more sunlight, allowing them to generate more electricity.

WHAT FINANCING AND INCENTIVE OPTIONS ARE AVAILABLE?

You do not necessarily have to pay for your entire solar installation upfront. Before you sign, research your financing options and find out whether you qualify for solar incentives.

THE SOONER YOU START, THE MORE YOU'LL SAVE!

While it's important to take your time planning for a solar installation, you don't want to wait too long. Once you've signed a contract, it will take about 90 to 120 days to design and install your system. The sooner you get the process started, the sooner you can start saving!

SOLAR INSTALLATION TIMELINE

Every solar installation is different, but most follow a similar timeline.



1. MEETING WITH BOSTON SOLAR AND SIGNING A CONTRACT

Our process starts when we schedule a time for one of our in-house solar experts to meet with you at your home to discuss the benefits of going solar, review your electric bills and how much you're spending on electricity, the optimal system options for your home, pricing, and financing options, and how much you can save with solar before you sign a contract.



2. DESIGN & ENGINEERING (30-45 DAYS)

One of our experienced solar technicians will visit your home to fine-tune the details of your solar energy system design.



3. PERMITS & MATERIALS (30-40 DAYS)

Your dedicated Customer Experience Coordinator will pull all necessary permits for your solar installation.



4. SOLAR PANEL INSTALLATION (1-5 DAYS)

When your town approves the permits for your system, your coordinator will call to schedule your installation. The installation process itself usually takes only one to three days.



5. INSPECTIONS & COMMISSIONING (15-30 DAYS)

After installation, our team will conduct a quality control review and attend all inspections by your local building department. Your local utility will swap out your electrical meter and give permission to operate (PTO). Then, your coordinator will schedule a time to test and turn on your system.

ENJOY 25+ YEARS OF CLEAN, RENEWABLE ENERGY AND SOLAR SAVINGS!

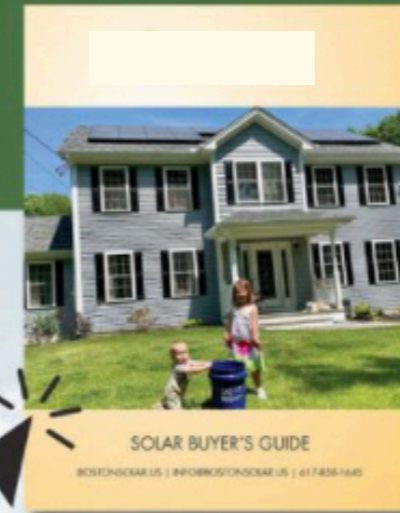


Social Media Promotion

There has never been a better time to add solar to your Massachusetts home. But how do you begin? [Boston Solar](#) has all of the answers for you in our Solar Buyers Guide. Download it for free today!

IF YOU'RE CONSIDERING **SOLAR ENERGY** FOR YOUR MASSACHUSETTS HOME, THIS IS FOR **YOU**.

DOWNLOAD OUR FREE SOLAR BUYER'S GUIDE FOR EVERYTHING YOU NEED TO GO SOLAR IN MA!



It Has Never Been Easier To Go Solar. Get Started!

[LEARN MORE](#)



Accelerate Active Referral Campaigns

Are you a proud customer? Earn up to \$525 by becoming a solar advocate! You'll save money while helping your friends and family start their solar journey. Get started today!

GO GREEN, SAVE GREEN
When you refer your friends & family to go solar.

EARN \$25-\$500 BY BEING A SOLAR ENERGY ADVOCATE.

GET STARTED ON YOUR REFERRALS TODAY.

Refer-A-Friend & Save!

[LEARN MORE](#)



Earn Money by Referring Your Friends and Family To Solar

Apr. 20, 2021

Blog Post Categories & Tags

[Residential](#) [Solar Installation](#) [Home Improvement](#) [Lifestyle](#) [Green Living](#) [Eco-friendly](#) [Sustainable Living](#)

What's better than saving money with solar energy? Helping your friends save money with solar energy from a reliable and trustworthy solar installer—and getting paid for it! With over 4,500 installations across Massachusetts, we are the #1 residential solar installer based in MA. With our average review rating of over 4.9 stars from more than 650 Google Reviews, you can be sure anyone you refer will be in good hands. So what have you got to lose? Nothing but the chance for extra cash in your pocket and the feeling of doing good for the planet.

Through Boston Solar's [referral program](#), you can earn up to \$525 every time you refer a friend. There are no limits on the number of referrals you can submit, and you do not have to be an existing customer in order to participate.

Here at Boston Solar, we're committed to the future of renewable energy, and we hope our referral program will help even more Massachusetts homeowners and businesses experience the benefits of going solar.

How to Get Paid for Solar Referrals

Getting paid for referring a friend to Boston Solar is simple. To submit a referral, you can:

- Download and submit your referral through the Boston Solar app for [Apple](#) or [Android](#)
- Use our [online portal](#)
- Call us at (617) 477-8495
- Send us an email at info@bostonsolar.us

While we're happy to accept referrals via phone and email, our app and online portal make it easier and more convenient for you to receive your cash reward. Through the Boston Solar app, you can connect to your bank account and have your referral payment automatically deposited into your account. If you'd rather receive a gift card than a direct payment (via the app or check), you can use the app to browse and choose from a variety of options. You can also use the app to donate your payment to charity or share it with friends and family.

When Will I Receive My Solar Referral Payment?

Once we receive your referral, we'll reach out to your friend to schedule a free solar consultation. After your friend has completed their consultation, you'll receive your first payment of \$25. If your friend decides to move forward with their solar installation, you'll receive a second payment of \$500 as soon as their solar system has been installed and they have paid their final invoice.

When you install the Boston Solar app, make sure to enable notifications and we'll let you know as soon as you've received your rewards. Download the app here for [Apple](#) or [Android](#)!

Start Referring Friends to Boston Solar Today!

The more solar panels we install, the cleaner and more sustainable the future will be. With Boston Solar's refer-a-friend program, you can be a champion for solar energy and get paid doing it!



Actions to Drive Urgency



**SIGN A SOLAR CONTRACT BY
DECEMBER 31ST, 2021**

**YOU'LL RECEIVE \$500 ON US,
GUARANTEED.***

LEARN MORE



*Offer for residential solar customers only



Managing Expectations—Long Lead Times

- **Clear expectations at time of booking**
- **Regular touch points during waiting period—automated email**
- **Salesperson check in on a regular basis**
- **Include in email newsletter list**
- **Clear point of contact**
- **Automated reminders as install date approaches**





QUESTIONS?

Peter Troast