

Solar Programs 2.0

A Marketplace Approach



Solar energy adoption has been taking off in the US, largely driven by a decline in installed system prices and the rise of new financing options.

Contributing to this growth is a chorus of organizations that have been actively encouraging consumers to go solar. These organizations include environmental nonprofits, as one might expect, but also corporations, local governments and even utilities. These solar promotions have often focused on selecting a single installation company, negotiating a group rate and letting these companies promote their service to members, residents and customers. Although these so called group-purchasing programs have been around for several years, many organizations are not yet aware of a new approach to solar program management that leverages the benefits of online comparison-shopping through a solar marketplace.



John Gingrich | SVP Strategic Partnerships

John leads the company's efforts to engage with a range of organizations to develop creative solutions for bringing solar energy systems to consumers. John comes to EnergySage after several years of successful entrepreneurial initiatives, acquiring and growing small and mid-size companies through hands-on executive operating roles. He is passionate about clean technology and the environmental, financial, and long-term economic benefits that come from their mass market adoption.

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Tess O'Brien | VP Strategic Partnerships

Tess runs partner programs with a range of EnergySage partner organizations. She has a background in clean energy program marketing, enrolling tens of thousands of consumers in clean energy options throughout the US. Tess has held various roles in renewable energy companies including a web-based marketing platform that she founded. She holds an MBA in Sustainability and a Bachelor's in Environmental Studies.

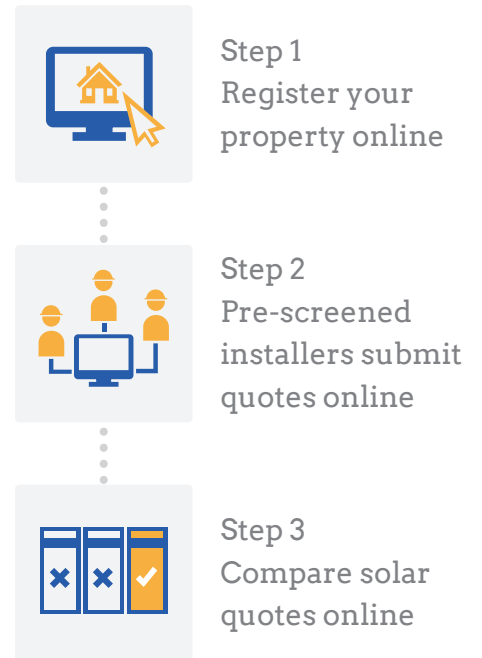
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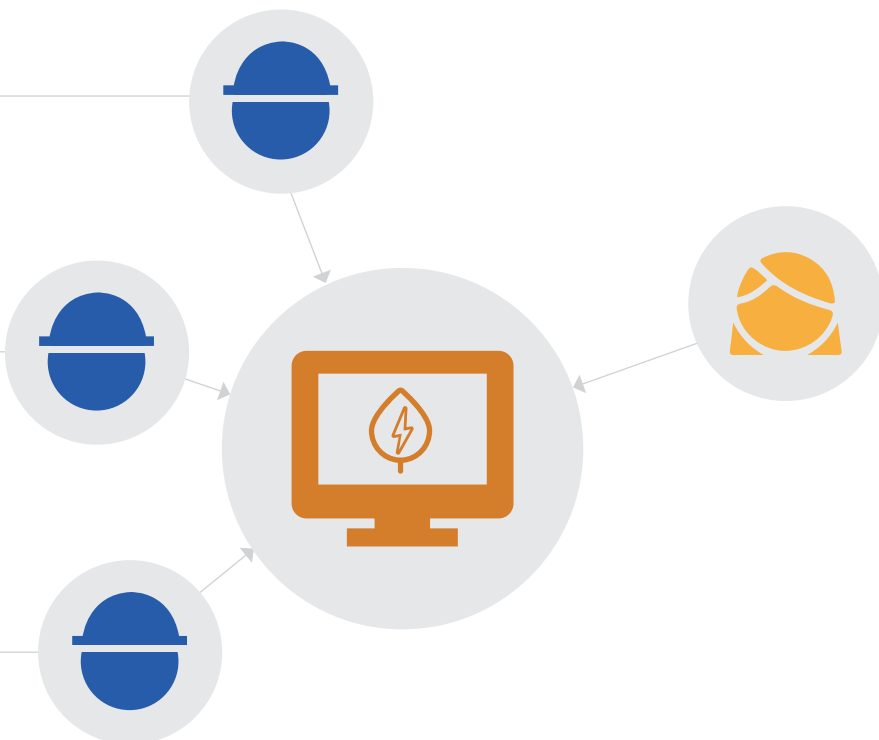
What is a solar marketplace?

A solar marketplace is a web platform that connects consumers with a network of pre-screened solar installers who submit online quotes for each property. Instead of getting just one quote from a single installer, consumers get the benefit of receiving quotes from a variety of providers. These quotes include equipment, installer, and financing (e.g. loans and leases). EnergySage is the largest solar marketplace, one that has a long history of working with organizations to promote solar.

How the Marketplace Works



Learn more
energysage.com/market-intro



What are the benefits of this Solar Program 2.0 approach?

There are several important benefits of this approach when compared to the traditional methods of promoting solar. These include:

Less resource-intensive

Solar marketplace programs avoid the administrative burden of developing RFPs, vetting and selecting installer proposals, and managing installers throughout the program. Rather, the marketplace provides high quality, vetted installers and manages these providers to ensure a great customer experience. This offers huge time and resource savings that can be invested in promoting the program to the community and building additional initiatives.

Consumer protection and advocacy

An online marketplace like EnergySage allows consumers to control their shopping experience. They are not required to share their email or phone number with installers. In addition, consumers are able to compare quotes from a range of providers to make sure that they are getting a good deal for their solar system. In the traditional single installer program, the “discount” offered may be at or above the real market price, so shopping around is very important.

More options to choose from

Installers tend to prefer certain products and as a result single installer programs can be limiting for consumers interested in options. Having the equipment and financing products from a few installers helps consumers to better understand their options to determine what will work best for them, and help them find a solar option that suits their needs. As consumers become more aware of solar options, many develop preferences like aesthetics, efficiency, or country of manufacture.

Faster time to installation

When a single installer is backlogged with installation work, this leads to painful delays in getting the systems up and running. Once a customer has decided to go solar, they want their system to be up and running yesterday! With a marketplace solution, the installer work is spread over several participating providers, so consumers can get their installer completed promptly and can start enjoying the savings.

Improved chances of going solar

When a single installer is overwhelmed with service requests, they tend to set a higher bar for what constitutes a suitable property for solar. This sometimes results in certain consumers being overlooked by an installer. When several installers are involved, the chances are greater that a customer can find an installer who sees their solar potential.

Manageable solar industry growth

When programs include only one larger installer who gets all of the business, there are negative economic outcomes for the industry. Sharing the consumer demand amongst multiple local installers boosts growth for smaller firms as well and avoids providers staffing up and shedding labor after the program. A marketplace approach allows communities to include all qualified providers so that consumers have choice and the industry can grow naturally without the impacts from picking winners and fixing prices.



10-20%

savings consumers generally achieve with EnergySage

The traditional solar program approach is quickly becoming outdated as the means of encouraging solar adoption in a community.

Cutting edge companies like EnergySage are leading the way in efficiently driving solar adoption, while also placing a premium on consumer protection and choice.

Platform Benefits & Associated Features	Traditional Solar Program	Solar Program 2.0
Requires a request for proposal (RFP) for installer selection	✓	
Community outreach efforts to educate and inspire around solar adoption	✓	✓
Participants have the opportunity to engage multiple high quality installers of all sizes, local and national		✓
Each participant has multiple competitive solar quotes to review		✓
Participants have access to online quote analysis tools		✓
Participants have access to a large range of options to choose from such as equipment & financing options		✓
Participants enjoy a simplified customer decision-making process	✓	✓
Significantly reduced pricing and increased consumer confidence about getting a good deal		✓

About EnergySage

EnergySage offers the first and only vendor-neutral solar marketplace. The EnergySage Solar Marketplace, developed with the funding and support of the US Department of Energy, is dedicated to information, transparency and choice.

EnergySage is unique in the industry for putting the consumer first. This is demonstrated by its:

- Comprehensive suite of solar informational and self-evaluative resources
- Team of unbiased Solar Advisors available by phone, email and live chat
- One-of-a-kind quote comparison display, offering complete transparency

EnergySage works with over 60 leading organizations, including:

- Municipalities like the City of Cambridge, Massachusetts, and state agencies like the Connecticut Green Bank
- Non-profits like Clean Water Action
- Gas and electric utilities like National Grid
- Corporations like Staples and Kaiser Permanente

Solar solutions range from using solar educational resources to inform their community about solar, to customized community engagement programs that leverage a suite of templates and best practices.



EnergySage by Numbers

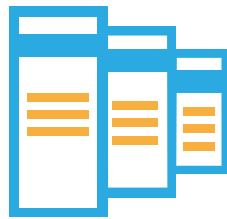
EnergySage collects millions of data points through its Solar Marketplace. Twice annually, this data is published in aggregate in the Marketplace Intel Report™ at energysage.com/data



1,000,000+
solar-interested homeowners
visit EnergySage each year



8-10
pages of solar educational
content read before they
join



3-5 quotes

average number of quotes most
customers receive



1.8 months
average time to make a decision



20%-30%
of quoted consumers go solar



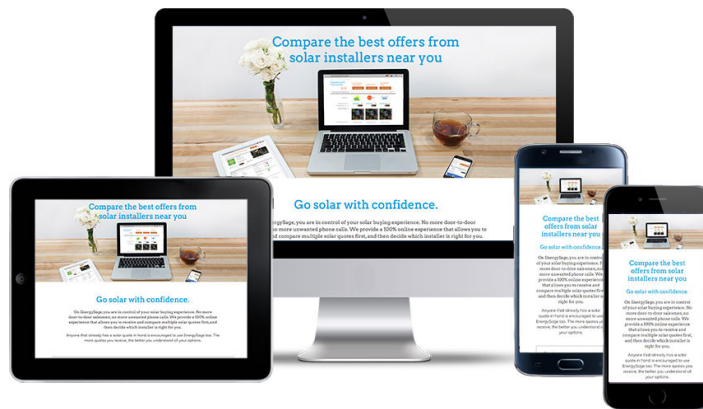
Get a free solar program consult!

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“EnergySage made it easy for residents of Melrose to go solar. We couldn’t have done it without them!”



Martha Grover,
Melrose Energy Efficiency Manager



Curious about how the Solar Marketplace works?
energysage.com/market-intro