



Reducing Customer Acquisition Costs

May 22, 2014



Powered by
SunShot

U.S. Department of Energy

energysage



COMPARE SOLAR PRICES ONLINE & SAVE

Agenda

- **Problem**
- **Our Solution**
- **Data & Metrics**
- **Research Topics**

Few Consumers Aware of Solar Economics and Suitability

Difficult for Consumers to...

- Determine suitability of solar, and
- Get information about costs and savings of solar

...without talking to a solar installer



Few consumers consider solar

Shopping for Solar is Complex, Time Consuming and Confusing

Consumers find it difficult to:

- Find high quality installers
- Get options / multiple quotes
- Compare quotes



Only a few prospects end up installing solar



High Customer Acquisition Costs

EnergySage is the “Kayak of Solar”



First and Only Online Solar Marketplace

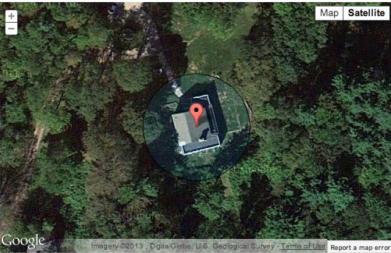
- Destination Site for Solar
- Online research and shopping
- Multiple quotes from pre-screened solar installers
- Quotes in apples-to-apples format for easy comparison

Consumer Experience

EnergySage Marketplace

Identify your property

58 Pleasant Street, Arlington, MA 02474, USA



Map | Satellite

Report a map error

YOUR PROPERTY TYPE

- Residential
- Commercial
- Non-Profit

Pre-screened installers submit quotes



Wondering how your quotes compare? See them stacked up by value and finance terms as well as other key metrics such as system details and environmental factors.



FINANCING OPTION	UPFRONT COST	MONTHLY COST	20-YEAR BENEFIT	SYSTEM OWNED BY	
\$0-down Lease/PPA	—	\$\$\$	\$	Solar Co.	COMPARE
Prepaid Lease/PPA	\$\$	—	\$\$\$	Solar Co.	COMPARE
Custom Lease	\$	\$	\$\$	Solar Co.	COMPARE
Purchase	\$\$\$\$	—	\$\$\$\$	You	COMPARE
Purchase with loan	—	\$\$	\$\$	You	COMPARE

Comprehensive Choice & Options:

- Providers
- Financing options
- Products and system design
- Integrated education

Get instant estimate of your solar savings



CASH PURCHASE	\$0-DOWN LOAN	\$0-DOWN LEASE/PPA
Pay an installer for turnkey installation, get much of it back in the first year through rebates and tax credits. Benefits generated by offsetting your electric bill and receiving incentives.	No money down, often a reduced monthly bill and own it outright after loan term. Get the same rebates and incentives as cash purchase without the upfront cost.	Turnkey installation with no money down and immediate savings. The solar company owns and maintains the solar panel system, but you get the electricity.
\$0 Monthly Payment	\$100 Monthly Payment	\$65 Monthly Payment
\$12,000 Net Cost	\$0 Out-of-Pocket Cost	\$0 Out-of-Pocket Cost
\$2,400 First Year Savings	\$1,100 First Year Net Savings	\$140 First Year Net Savings
\$23,000 20 Year Net Savings	\$9,900 20 Year Net Savings	\$2,700 20 Year Net Savings
4.9 Years Payback	Immediate Payback	Immediate Payback
		

Compare quotes online



Quotes Total	Lechmere Solar <small>HIDE</small>	Broadway Solar <small>HIDE</small>	Main Solar <small>HIDE</small>
	ACCEPT QUOTE VIEW QUOTE	ACCEPT QUOTE VIEW QUOTE	ACCEPT QUOTE VIEW QUOTE
20-YEAR SAVINGS SUMMARY	(1 OF 3)	(2 OF 3)	(3 OF 3)
Out of Pocket Cost	\$0	\$0	\$0
Net 20-year Savings*	\$4,036	\$1,463	\$3,395
Avg. Cost of Solar Electricity per kWh*	19.8¢	22.3¢	20.4¢
Discount Over Utility Rates*	17%	7%	15%
Avg. Annual Savings	\$202	\$73	\$170

Value Proposition

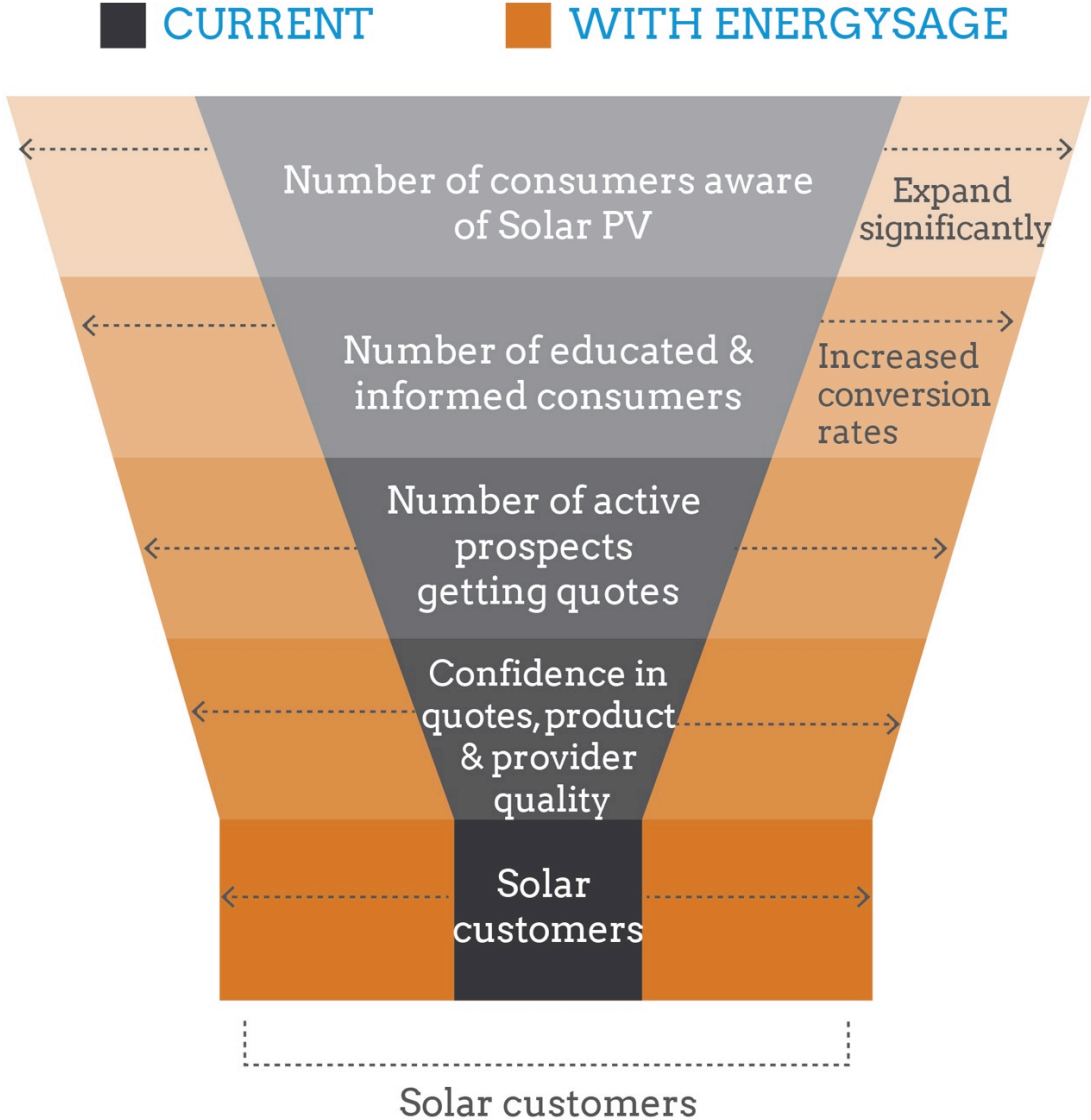
FOR CONSUMERS

- **Simplicity**
- **Choice**
- **Transparency**

FOR INSTALLERS

- **Efficient**
- **Low Cost**
- **Scalable**

Initial Results Are Promising: Higher Close Rates, Shorter Cycle Time



Research Topics of Interest

- Understanding consumer segmentation
- Relevant consumer messaging
- Consumer decision drivers / Information needs
- Conversion rates for direct vs. affinity sourced prospects
- Best practice - sales process of installers
- Others....

Appendix – Guidelines for Presentation

- How is your organization trying to tackle a solar soft cost challenge in a novel way
- What data do you collect?
- What measurements do you take to gauge impact?
- How could enhanced data analytics help improve outcomes?
- What does an upcoming pilot program look like?
- What are a few questions that your organization is asking about how to structure that pilot?
- Going forward, how could enhanced partnerships with “soft cost scientists” be valuable?