

A modern, two-story house with a white facade and dark trim is shown at dusk. The house has a prominent gable roof and large windows that are illuminated from within, casting a warm glow. Solar panels are visible on the roof. In the foreground, there is a dark asphalt driveway and a concrete curb. A large, stylized graphic overlay is positioned in the center of the image, consisting of five vertical bars of different colors: dark blue, cyan, yellow, orange, and red. The word "POWER" is written across these bars in white, bold, sans-serif capital letters. The letter 'O' is replaced by a white lightning bolt icon inside a circle. The background sky is a deep blue with some light clouds.

P



W

E

R

Residential

Our Values:

- Customer Success / Outcomes
- Integrity
- Transparency
- Lead Market Changes

Small/Medium
Business

Churches

Agriculture

Government &
Education

Welcome!

B V P O W E R



AGENDA

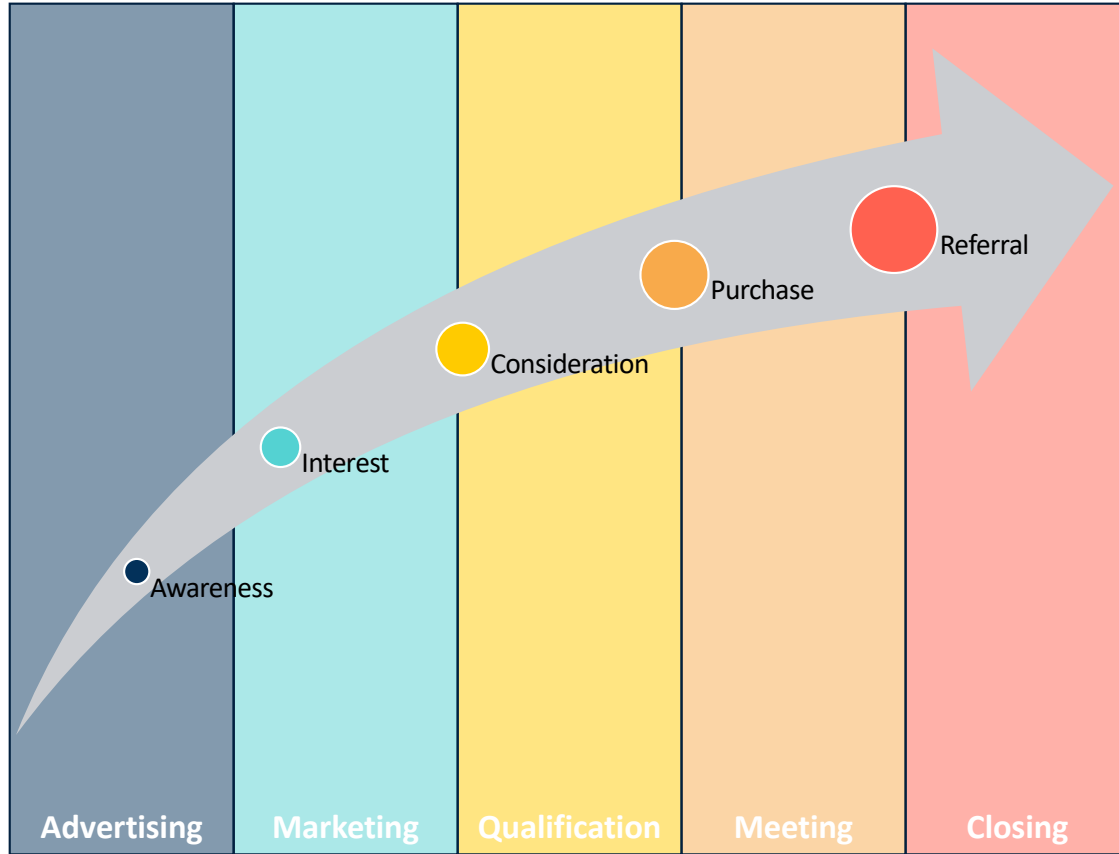
Day 1

Customer & Sales Journeys
Know Your Customer
Know Your Utility
The Solar System & How it Works
Pre-Sales Process
Post-Sales Process

Day 2

Discovery
The Conversation
Closing
Getting Paid





Awareness → Interest

Bad

Get Free Solar

Get Paid to Go Solar

Every Paying Homeowners
to Go Solar

Bordeline

Get \$1,000 Instant Rebate

Good

- Same Price for Everyone
- Money Back Guarantee
- Just Get Our Best Price Quote
- Measure Success by Happy Customers



Awareness → Interest

Winner

Tell YOUR Story



Know Your Customer

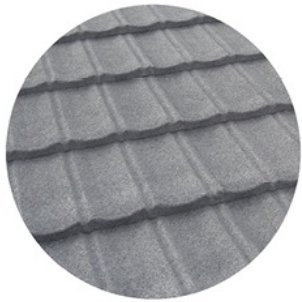


Characteristics

Homeowner
650+ Credit Score
Taxable Income
Low to Upper -Middle Class



Roof Type



Decking is Key



No Skip Sheathing



Roof Age

0 – 5 Years

Great to install

HO concerned for Roof Warranty

Can work with roofer & 25 Year Warranty

5 – 15 Years

Usually good to install

Questions about future re-roof

Can install roof around and/or remove & 25 Year Warranty

15+ Years

Maybe OK to install

Concerns about replacing roof

May be eligible for roof waiver & Can reroof now



Roof Shading



Roof Ownership

Apartments

Typically don't own the home, can't install

Townhomes / Duplex

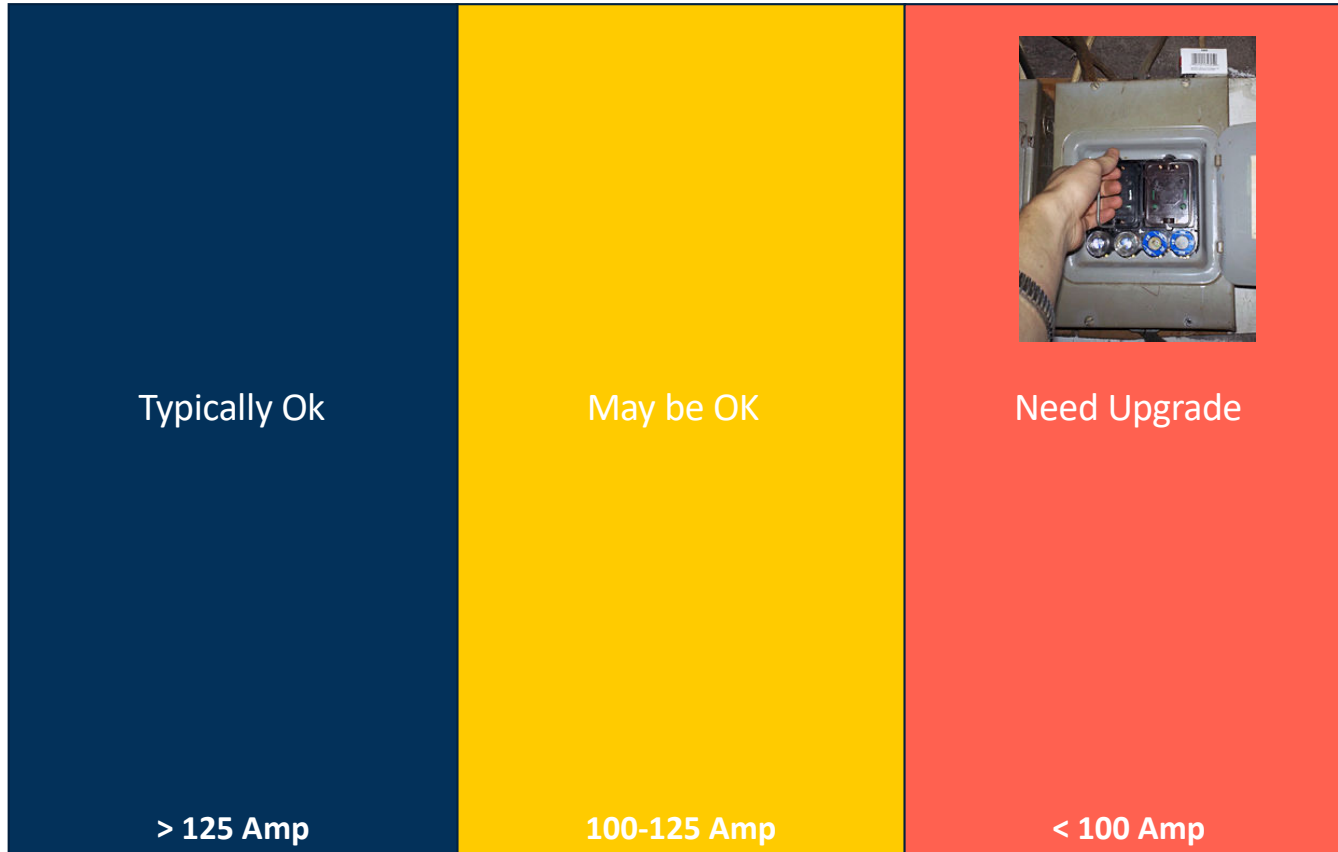
May be able to install if clear roof ownership line. May need neighbor permission.

Condos

Typically HOA owns the roof, can't install



Electrical Panels



How Will/Can We Go Solar?

Cash

Easiest approval to move forward, but harder to nail down

Finance

Need 650+ Credit Score typically

Project Funding Caps / Price per Unit Caps

Typically 25 Year Term & 2% Interest Rate

PPA

Need 660+ Credit Score

No price caps, but must save money

Not available everywhere

No Tax Incentives



What Incentives Do We Qualify For?

Federal

26% Tax Credit (ITC) in 2022
[22% in 2023, 0% in 2024]

Only tangible if there is
enough taxable liability

You are not a tax advisor

State

Some states have tax credits,
typically capped at a max
benefit

Some states have RECs
(Renewable Energy Credits)
like NJ, MA, DC, VA

Local/Utility

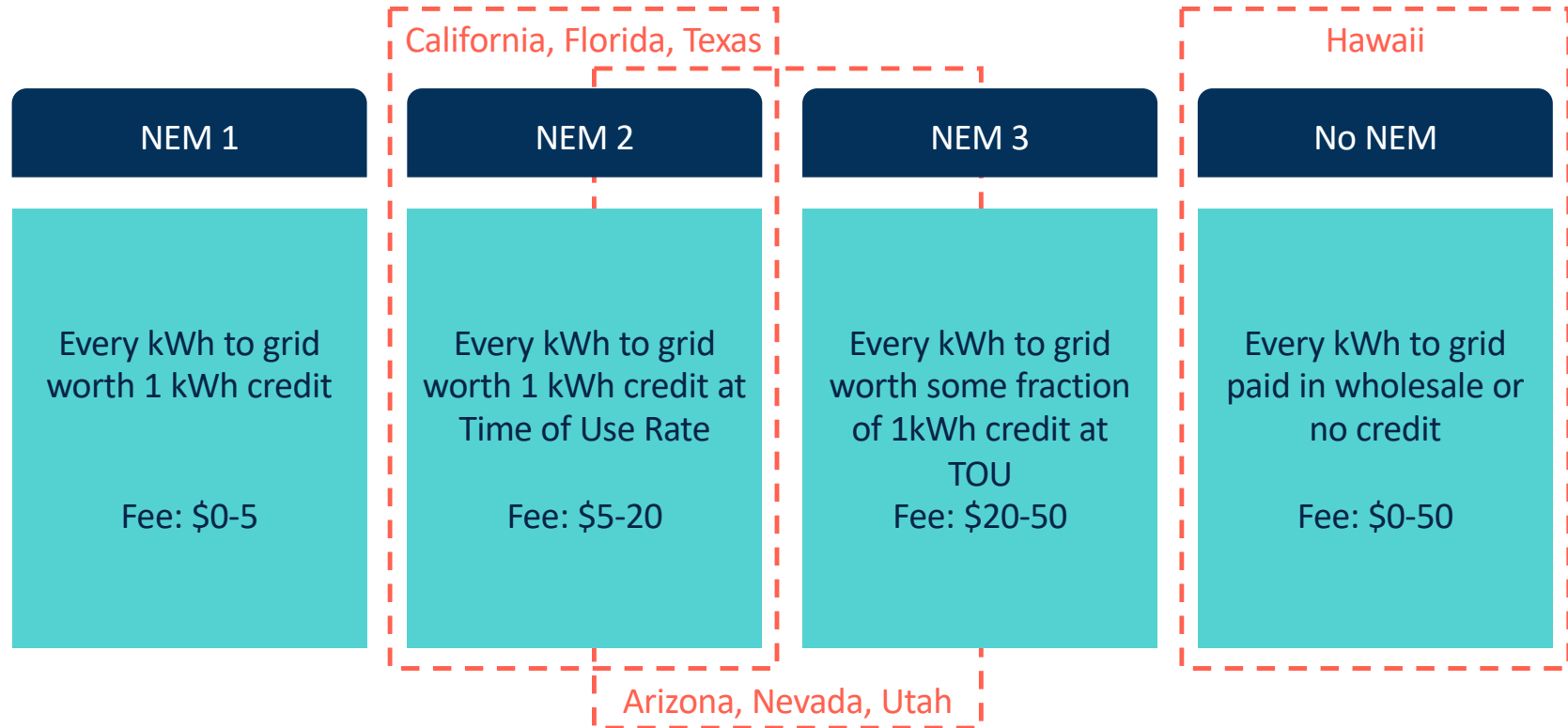
Varies by region and utility
usually available up to a
certain amount of installed
solar



Know Your Utility



Net Energy Metering



How to Read the Bill

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: [REDACTED]
Statement Date: 06/17/2021
Due Date: 07/08/2021

Service For:
[REDACTED]
Please see details page.

Questions about your bill?
Solar Hotline: 1-877-743-4112 MF 8-5
Phone: 1-866-743-0335
Monday-Friday 7 a.m.-9 p.m.
Saturday 8 a.m.-6 p.m.
www.pge.com/MyEnergy

Ways To Pay
www.pge.com/waystopay

Your Enrolled Programs
CARE Discount, Net Energy Metering (NEM2)

Your Account Summary

Amount Due on Previous Statement	\$187.76
Payment(s) Received Since Last Statement	-187.76
Previous Unpaid Balance	\$0.00
Current Electric Charges	\$104.16
Current PG&E Electric Monthly Charges	9.86
Silicon Valley Clean Energy Electric Generation Charges	42.45
Current Gas Charges	41.38
Total Amount Due by 07/08/2021	\$197.85

Current charges include a discount of \$61.63 for CARE.

Your Net Energy Metering (NEM) Account Summary

Year-to-date (YTD) NEM charges are based on your YTD Usage. Your NEM balance will be reconciled on your annual True-Up statement (03/2022). No credits will be carried over to your next True-Up period. Please see the "Summary of Your NEM YTD Charges" for more details.

Total NEM Charges Before Taxes	\$382.18
Total Electric Minimum Delivery Charges	-29.80
Estimated Taxes	0.87
YTD Estimated NEM Charges At True-Up	\$333.15

Important Messages
Discover available resources, update your preferred notification language and learn about our efforts to minimize power shutoffs for our customers, visit www.pge.com/paps.

We know losing power disrupts lives. To support our customers, we are listening to feedback and finding ways to reduce the impact of Public Safety Power Shutoff (PSPS) in 2021, without compromising safety.

Continued on last page

Please return this portion with your payment. No staples or paper clips. Do not fold. Thank you.

9990107746656000000197850000019785

PG&E

Account Number:	Due Date:	Total Amount Due:	Amount Enclosed:
[REDACTED]	07/08/2021	\$197.85	\$ [REDACTED]

PG&E
BOX 997300
SACRAMENTO, CA 95899-7300

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: [REDACTED]
Statement Date: 06/17/2021
Due Date: 07/08/2021

Details of Electric Charges
05/12/2021 - 06/10/2021 (30 billing days)

Service For: [REDACTED]
Service Agreement ID: 1070835844
Rate Schedule: ETOLD XB Time-of-Use (Peak Pricing 5-8 p.m., Weekdays)
Enrolled Programs: CARE

05/12/2021 - 05/31/2021

Energy Charges			
Peak	41.276000 kWh @ \$0.30257	\$12.49	
Off Peak	311.548000 kWh @ \$0.28519	88.85	
CARE Discount		-35.41	
Energy Commission Tax		0.11	

06/01/2021 - 06/10/2021

Energy Charges			
Peak	27.719000 kWh @ \$0.37644	\$10.43	
Off Peak	170.807000 kWh @ \$0.28148	48.08	
CARE Discount		-20.45	
Energy Commission Tax		0.06	

Total Electric Charges \$104.16

Average Daily Usage (kWh / day)

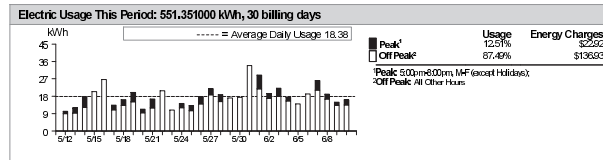
Last Year	Last Period	Current Period
24.19	16.29	18.36

Service Information

Meter #	1007863002
Total Usage	0.000000 kWh
Meter #	1007863002
Total Usage	0.000000 kWh
Total Usage	551.351000 kWh
Baseline Territory	X
Heat Source	B - Not Electric
Serial	H
Rotating Outage Block	50

Your CARE usage is charged at these rates (\$/kWh). Differences may occur due to rounding.

05/12/2021 - 05/31/2021	Peak	0.19682
05/12/2021 - 05/31/2021	Off Peak	0.18652
06/01/2021 - 06/10/2021	Peak	0.24657
06/01/2021 - 06/10/2021	Off Peak	0.18310



Separate Out Other Utility Charges



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]

Statement Date: 06/17/2021

Due Date: 07/08/2021

Service For:

[REDACTED]
Please see details page.

Questions about your bill?

Solar Hotline: 1-877-743-4112 M-F 8-5
Phone: 1-866-743-0335
Monday-Friday 7 a.m.-9 p.m.
Saturday 8 a.m.-6 p.m.
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Total Amount Due by 07/08/2021 \$197.85



3rd Party Distribution



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]

Statement Date: 06/17/2021

Due Date: 07/08/2021

Service For:

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How Much Usage?



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]

Statement Date: 06/17/2021

Due Date: 07/08/2021

Details of Electric Charges

05/12/2021 - 06/10/2021 (30 billing days)

Service For: [REDACTED]
 Service Agreement ID: 1070836844
 Rate Schedule: ETOUD XB Time-of-Use (Peak Pricing 5-8 p.m. Weekdays)
 Enrolled Programs: CARE

05/12/2021 - 05/31/2021

Energy Charges

Peak	41.276000 kWh @ \$0.30257	\$12.49
Off Peak	311.549000 kWh @ \$0.28519	88.85
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Energy Commission Tax		0.11

06/01/2021 - 06/10/2021

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Total Electric Charges \$104.16

Average Daily Usage (kWh / day)

Last Year	Last Period	Current Period
24.19	16.29	18.38

Service Information

Meter # 1007863002
 Total Usage 0.000000 kWh

Meter # 1007863002
 Total Usage 0.000000 kWh

Total Usage 551.351000 kWh

Baseline Territory X
 Heat Source B - Not Electric
 Serial H
 Rotating Outage Block 50

Your CARE usage is charged at these rates (\$/kWh). Differences may occur due to rounding.

05/12/2021 - 05/31/2021

Peak 0.19682
 Off Peak 0.18552

06/01/2021 - 06/10/2021

Peak 0.24487
 Off Peak 0.18310



kW v kWh



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]

Statement Date: 06/17/2021

Due Date: 07/08/2021

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<hr/>	
06/01/2021 - 06/10/2021	
Peak	0.24487
Off Peak	0.18310



Time of Use



ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: [REDACTED]

Statement Date: 06/17/2021

Due Date: 07/08/2021

Details of Electric Charges

05/12/2021 - 06/10/2021 (30 billing days)

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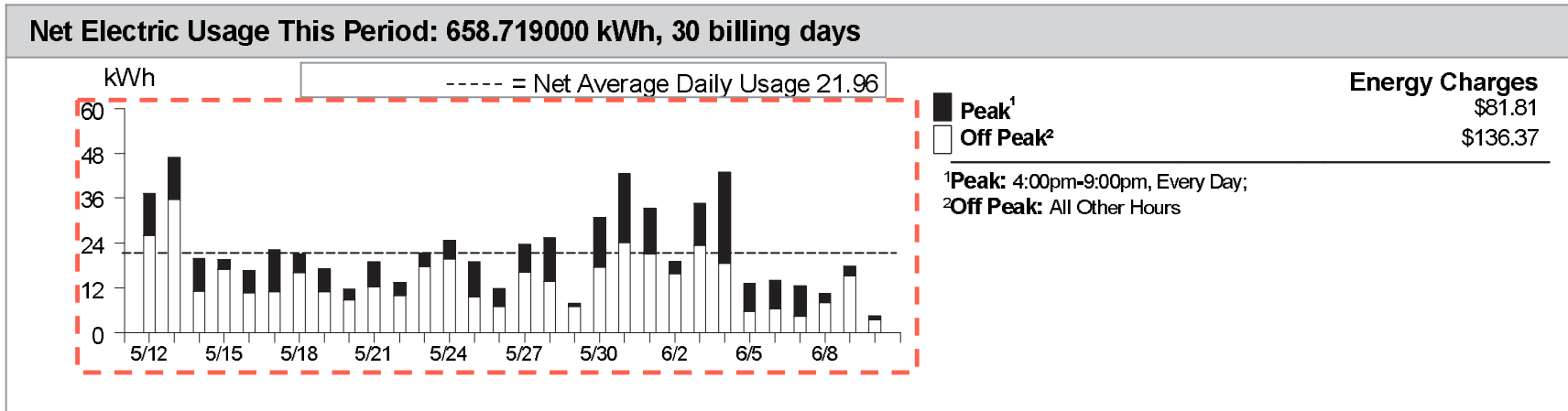
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06/01/2021 - 06/10/2021

Peak 0.24487
 Off Peak 0.18310



Historical Usage



Visit www.pge.com/nembilling for a detailed explanation of NEM billing

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What are NBCs?

7-1-1 (8:30 AM to 4:30 PM, Monday through Friday) or by visiting www.cpuc.ca.gov/complaints/.

To avoid having service turned off while you wait for the outcome of a complaint to the CPUC specifically regarding the accuracy of your bill, please contact CAB for assistance. If your case meets the eligibility criteria, CAB will provide you with instructions on how to mail a check or money order to be impounded pending resolution of your case. You must continue to pay your current charges while your complaint is under review to keep your service turned on.

If you are not able to pay your bill, call PG&E to discuss how we can help. You may qualify for reduced rates under PG&E's CARE program or other special programs and agencies may be available to assist you. You may qualify for PG&E's Energy Savings Assistance Program which is an energy efficiency program for income-qualified residential customers.

Important definitions

Rotating outage blocks are subject to change without advance notice due to operational conditions.

Tier 1/Baseline allowance: Some residential rates are given a Tier 1/Baseline allowance - a CPUC approved percentage of average customer usage during summer and winter months. Your Tier 1/Baseline allowance provides for basic needs at an affordable price and encourages conservation. Your allowance is assigned based on the climate where you live, the season and your heat source. As you use more energy, you pay more for usage. Any usage over your baseline allowance will be charged at a higher price.

High Usage: An increased price per kWh whenever electricity usage exceeds four times the Baseline Allowance (Tier 1) in a billing period. This charge does not apply to Time-of-Use rate plans.

costs.

Gas Public Purpose Program (PPP) Surcharge. Used to fund state-mandated gas assistance programs for low-income customers, energy efficiency programs, and public-interest research and development.

Visit www.pge.com/billexplanation for more definitions. To view most recent bill inserts including legal or mandated notices, visit www.pge.com/billinserts.

Your Electric Charges Breakdown	
Generation	\$63.35
Transmission	19.15
Distribution	27.67
Electric Public Purpose Programs	2.97
Nuclear Decommissioning	0.52
Competition Transition Charges (CTC)	0.02
Energy Cost Recovery Amount	0.17
Taxes and Other	0.17
Total Electric Charges	\$114.02

*PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation. © 2021 Pacific Gas and Electric Company. All rights reserved.

Please do not mark in box. For system use only.

Update My Information (English Only)

Please allow 1-2 billing cycles for changes to take effect

Ways To Pay

- Online via web or mobile at www.pge.com/waystopay



Are Prices Really Increasing?

The screenshot shows the PG&E website's 'Electric Rates' page. The page title is 'Electric Rates' with sub-headers 'Current and historic electric rates.' and 'Residential Inclu TOU'. A list of rates is provided, with a red dashed box highlighting the period from March 1, 2011, to June 19, 2011. The list includes:

- Residential (APR 1, 2019 - APR 30, 2019)
- Residential (MAR 1, 2019 - MAR 31, 2019)
- Residential (JAN 1, 2019 - FEB 28, 2019)
- Residential (SEP 1, 2018 - DEC 31, 2018)
- Residential (MAR 1, 2018 - AUG 31, 2018)
- Residential (JAN 1, 2018 - FEB 28, 2018)
- Residential (MAR 1, 2017 - DEC 31, 2017)
- Residential (JAN 1, 2017 - FEB 28, 2017)
- Residential (OCT 1, 2016 - DEC 31, 2016)
- Residential (AUG 1, 2016 - SEP 30, 2016)
- Residential (JUN 1, 2016 - JUL 31, 2016)
- Residential (MAR 24, 2016 - MAY 31, 2016)
- Residential (MAR 1, 2016 - MAR 23, 2016)
- Residential (JAN 1, 2016 - FEB 28, 2016)
- Residential (SEP 1, 2015 - DEC 31, 2015)
- Residential (MAR 1, 2015 - AUG 31, 2015)
- Residential (JAN 1, 2015 - FEB 28, 2015)
- Residential (OCT 1, 2014 - DEC 31, 2014)
- Residential (AUG 1, 2014 - SEP 30, 2014)
- Residential (MAY 1, 2014 - JUL 31, 2014)
- Residential (JAN 1, 2014 - APR 30, 2014)
- Residential (JAN 1, 2014 - FEB 28, 2014)
- Residential (OCT 1, 2013 - DEC 31, 2013)
- Residential (MAY 1, 2013 - SEP 30, 2013)
- Residential (JAN 1, 2013 - APR 30, 2013)
- Residential (JUL 1, 2012 - DEC 31, 2012)
- Residential (MAR 1, 2012 - JUN 30, 2012)
- Residential (JAN 1, 2012 - FEB 28, 2012)
- Residential (NOV 1, 2011 - DEC 31, 2011)
- Residential (JUN 20, 2011 - OCT 31, 2011)
- Residential (MAR 1, 2011 - JUN 19, 2011)

- Residential (MAR 1, 2012 - JUN 30, 2012)
- Residential (JAN 1, 2012 - FEB 29, 2012)
- Residential (NOV 1, 2011 - DEC 31, 2011)
- Residential (JUN 20, 2011 - OCT 31, 2011)
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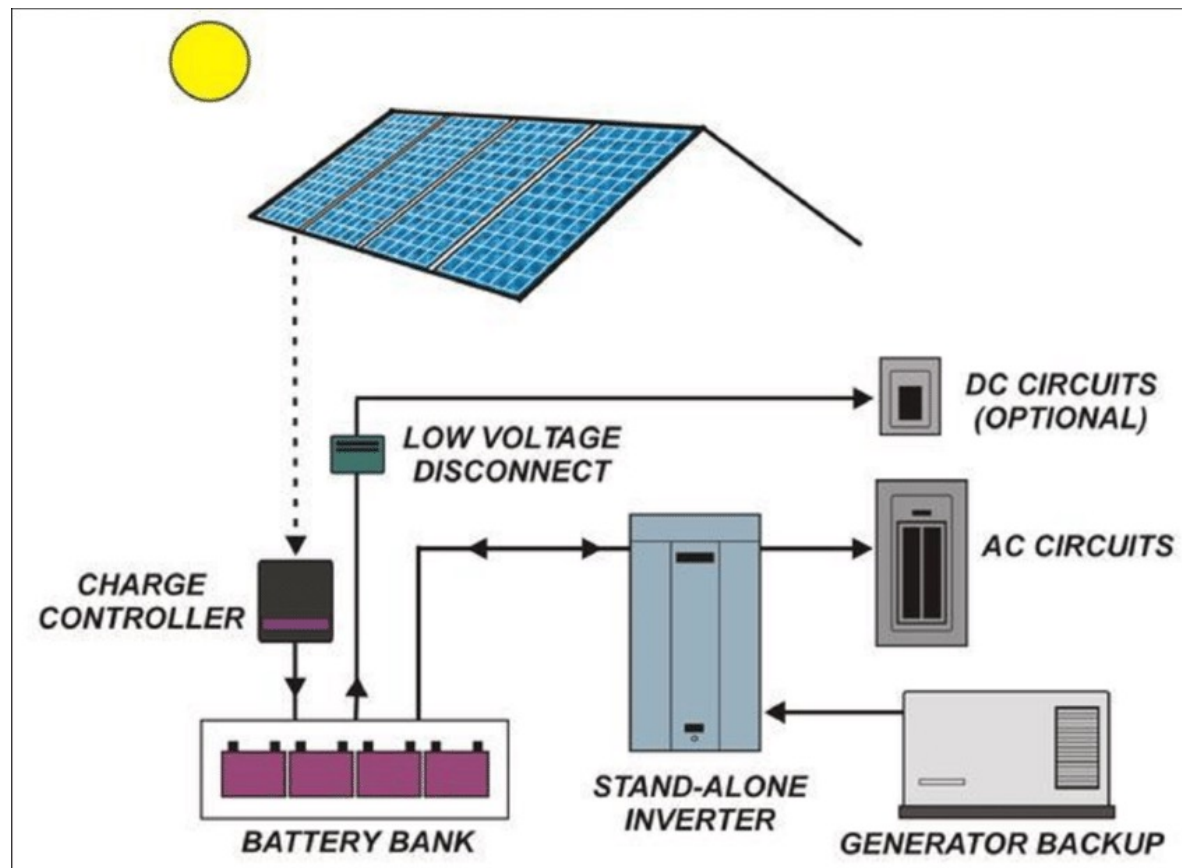
Kill the Bill



The System



What is Included? How's it Work?



Solar Modules (panels)



- Tier 1 Modules
- 25 – 30 Year Performance Warranty
- 10 – 25 Year Manufacturer’s Warranty
- Premium Options:
 - LG, Panasonic, REC Alphas, SunPower
- White v. Black Backing
- Black v. Blue Panels



Solar Inverters



- Single Phase v. Single Phase w/ Power Optimizers v. Microinverters
- 10 – 25 Year Manufacturer's Warranty
- Most Common Options:
 - SolarEdge, Enphase, SunPower
- Certain options in certain AHJs may prevent an MPU



Batteries



- Are They Needed?
- Cycle Warranty
- Mostly Lithium Ion
- Capabilities
- Limitations



Generators



- Great option for whole-home back-up
- Cost Effective? Gas prices can be limiting factor

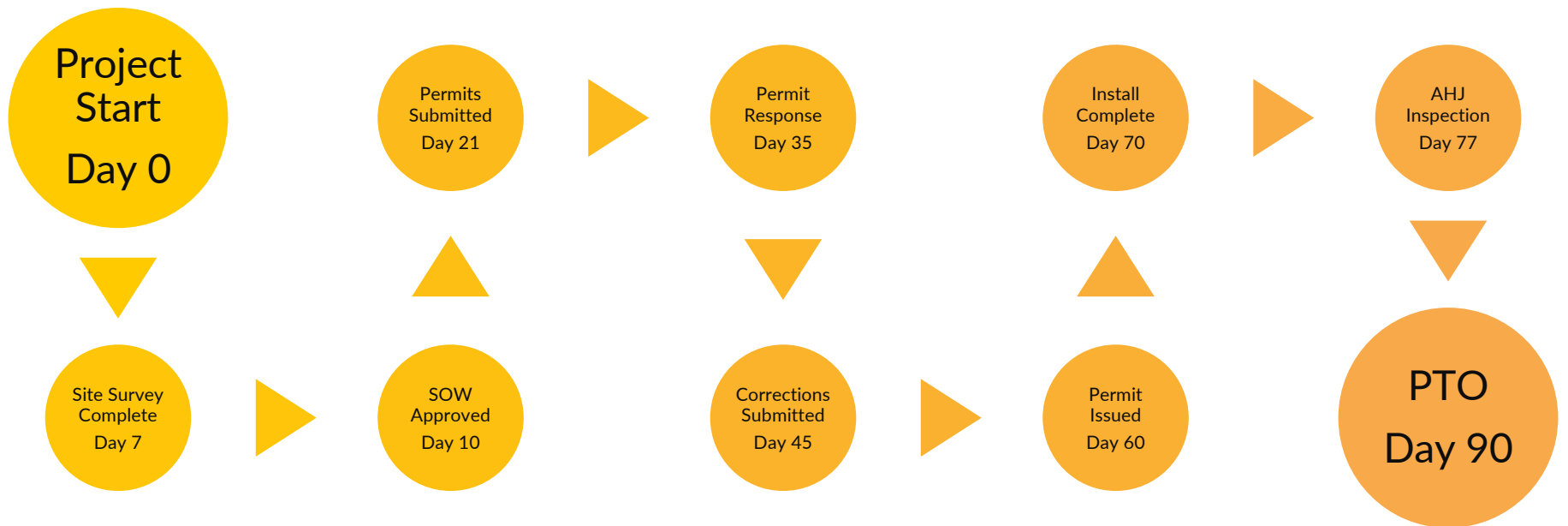




Racking / Mounting



Timeline

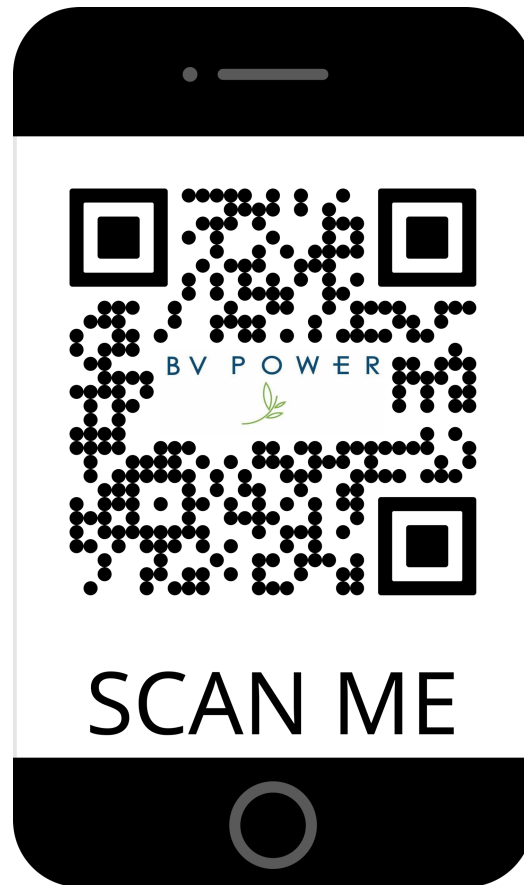


Know Before You Go

Have the Bill
Look Up the Home on Satellite View
Request a Design/Quote
Have Your Presentation Ready



Pre-Sales Process



Discovery

The Goal of discovery is to resolve all objections, issues, questions, doubts about solar before you start presenting.



What Objections Do You See?

- We may be moving
- We want to shop around
- We don't make decisions on the first day
- We want to think about it
- We want to talk to my cousin Louis who used to work for Solar City
- We want to talk to our CPA
- We have some credit issues



When do you want to know about these issues?

Upfront?

Or after you have spent 90 minutes with them?



Frame Control

- How long have you lived here? Do you like the neighborhood? Are you planning to stay?
- Where did you move from?
- Have you looked into solar before? Why? Why not?
 - What made you look into solar before?
 - What stopped you from moving forward?
 - What made you look into it again?
 - What has changed?
- What would stop you from going solar now?
- Is there anything that I didn't ask, that I should know that could help me explain better?



Types of Questions

Qualifying Question

Questions that qualify this person is even eligible for solar

Probing Questions

That is interesting. Tell me more about that.

Clarifying Questions

When you say “xxxxxxx”, do you mean “yyyyyyy?”

When you say “your paying too much,” what is too much?

Closing Questions

Questions that prompt movement, and confirm we have what we need to move forward.



Trial Close

If there was a way you could know exactly what your customer wants, and could address all of their concerns ahead of time so at the end of the presentation they buy with confidence and little-to-no resistance, would that help you?

If there was a program where (you could get what you want) without (what you don't want), would that help you?

Find the problem / solution
Find the block / objection
Use THEIR words
Craft the TRIAL CLOSE

