



## Solar Objection Cheat Sheet

**I don't have the money for it-** I'm not sure if you're aware of this but there are no upfront costs when going solar. In fact, most homeowners save 20-40% on their monthly electric bill by going solar.

**My roof is flat:** While most companies are unable to place solar on flat roofs, our company is. Due to our background in roofing, flat roofs are not an issue for us. Flat roofs are our specialty.

**My roof needs work:** Because of our background in roofing, we may be able to take care of that for you at little to no cost to you.

**I have a tree (shade) near my house:** Is the tree on your property? (if yes, we may be able to cut it down if it causes too much shade. (If no) We may be able to work around the shade but the only way to find out is through a no obligation consultation.

**I've already been told by many companies that I don't qualify-** I understand. However, many things have changed since then, and we may be able to help you move forward this time around.

**They don't do solar in my area-** Have you had a consultation? Some companies are restricted when it comes to solar. We need to first find out if your home qualifies for solar, then we will take care of the rest.

**My credit is low** – There may be ways around that.

**My friend has it and says it's no good.** – Unfortunately, some companies give solar a bad rep. However, we work with the highest quality solar panels which have a 25-year warranty so I assure, we will take care of you!

**You're just going to come over to sell me-** I understand why you would feel that way. But there's a difference between a salesperson and a consultant. Our job is to educate you on all

the benefits of going solar and to see if your home qualifies through a no obligation consultation.

**Now's not the right time** – may I ask why? The benefits available to you now are the best they will ever be. If you wait, the incentives may not be as beneficial later as they are right now. Plus, have a consultation is to see if your home qualifies. Once you see what you qualify for, you can decide on whether to go solar now or later.

**I already have solar**- ask for referrals- Great! Have you heard of the Solar Referral Program? We compensate for referrals where you can make money right away.

**I'm waiting for the panels/incentives to get better** – unfortunately, the incentives will not get better than they are right now. When the incentives started years ago, the federal incentive was at 40%. Now it's at 26% and will only continue to go down until it no longer exists.

**I plan to sell my house in the future** – Great! Homes with solar panels sell at 4% higher than homes without solar and sell 15% faster.

**My roof doesn't qualify**- When was your last consultation. A lot has changed since then. We may be able to help you move forward this time around.