



Re-Engaged Borough Leads Script

Hello (Homeowner), how are you? This is (your name) from Sustainable Solar. We know you looked into solar before in the past but didn't move forward, what exactly happened? (Let them respond) Ok, I understand completely, however a lot of things have changed over the last year or so and we may now be able to help you move forward.

(Elaborate on their specific reason, Common Reasons: Roof work, Credit Score being too low, Working on the house, Shading, Timing, etc.....)

Let me ask, how long have you been looking into solar? Is your roof Pitched or Flat? What's the address so that I can look up your roof? Is this a 1 family or 2 family house? Ok, well I'm not sure if you knew, but going solar can help you save about 20-40% on your electric bill, you can receive about \$5-10,000 in solar incentives, and the best part is that you don't have to pay anything out of pocket at all. To see if you and your house qualify to take advantage of solar, we would need to set you up with a consultation.

What's the best time for you, would it be weekdays or weekends? (Let them respond) Do mornings or afternoons work best? (Let them respond) Awesome, would you prefer ____ or ____? (Two Times Ex: 10am, 12pm or 4pm, 6pm). Ok, perfect, so we have you for (repeat scheduled time and date for the person) all set for you!! If you could, please have your electric bill available and be in front of the computer for our virtual appointment and we'll be able to go over everything. Thanks, speak to you then!