

ENERGYSAGE'S
SOLAR MARKETPLACE

INTEL REPORT

H1 2018

H2 2018

Thoughts from the CEO & Founder



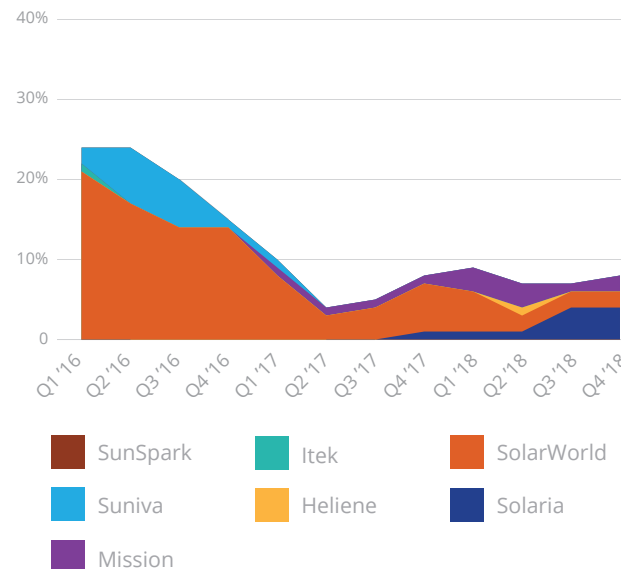
Vikram Aggarwal
CEO & Founder

Hello, thank you for reading our latest report. As the country's leading online comparison-shopping marketplace for rooftop solar, community solar, and solar financing, our unique position gives us valuable insight into the evolving nature of the solar industry. We are excited to share with you EnergySage's eighth semiannual Solar Marketplace Intel Report™ for 2018.

Here are some of our top findings:

- **Despite tariffs, American-made solar panels decrease in popularity**
The Trump Administration's tariffs on imported solar panels were designed to help American-made solar panels compete with internationally-manufactured panels across the country. However, a year after the tariffs were announced, American-made panels accounted for only 7 percent of quotes on the EnergySage Marketplace in H2 2018.

Market Share of American-Made Panels – Quoted



- **ITC step-down will erase price decreases from past year**

The federal Investment Tax Credit (ITC) will decline to 26 percent at the end of 2019. The step-down may effectively erase a year's worth of solar cost decreases, increasing the installed cost of solar by over \$1,000 for the average solar-interested consumer.

- **Cost of solar falls as average system size increases**

Nationally, the quoted cost of solar dropped 2.2 percent to \$3.05 per Watt in H2 2018 on the EnergySage Marketplace. At the same time, the average size of quoted solar energy systems increased by 7 percent, up to 9.6 kilowatts.

These are just a few of the many insights contained in this report. We invite you to start a conversation with us about what these findings mean to you, and welcome your ideas for future reports.

Sincerely,

Vikram Aggarwal

Vikram Aggarwal | CEO & Founder
EnergySage

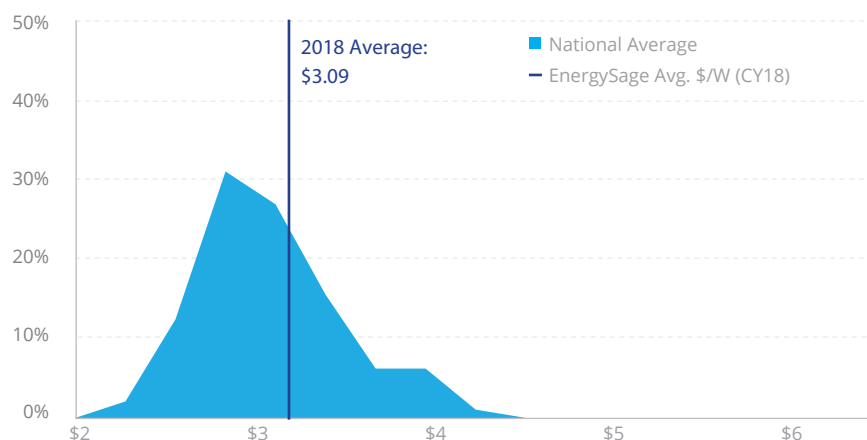
National Summary

EnergySage analyzed quotes submitted to shoppers in the Marketplace during H1 2018 and H2 2018. Compared to previous years, solar prices are lower, leading to quotes for larger systems that cover a greater percentage of customers' electricity needs.

Largest drop in prices in two years

In H2 2018, quoted solar prices on EnergySage dropped over 2 percent to \$3.05 per Watt – the largest percentage drop seen on the Marketplace since H1 2017. This follows a year of stagnating solar prices in the face of policy uncertainty and tariffs on imported solar panels.

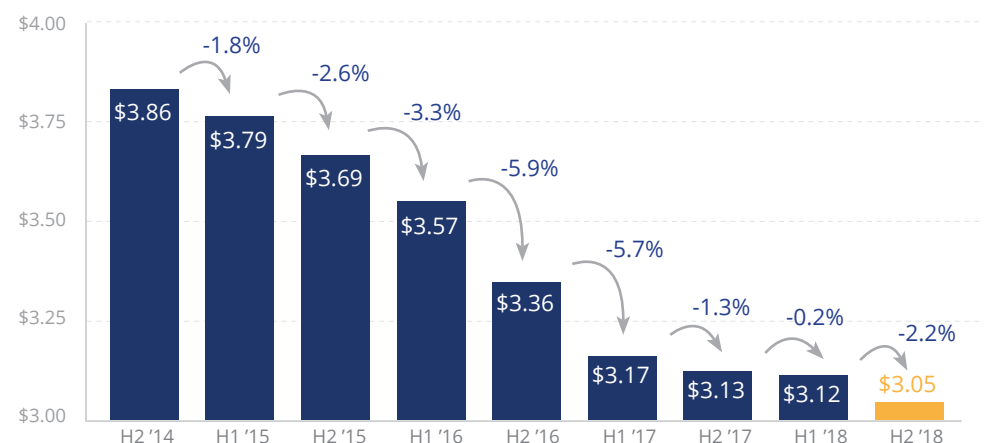
CY 2018 National Price Distribution



Average system sizes continue to grow

The average system size quoted on EnergySage's Marketplace increased by 7 percent, up to 9.6 kW in H2 2018, much higher than the national average residential system size of 7.6 kW in 2018, as reported by SEIA and Wood Mackenzie. Despite the increase in average system size, the average payback period remained steady nationwide.

Gross Cost Per Watt, by Half Year



Payback Period (Years)



Size of Quoted System (kW)



Average Usage Offset (%)



Price Distribution in Select States

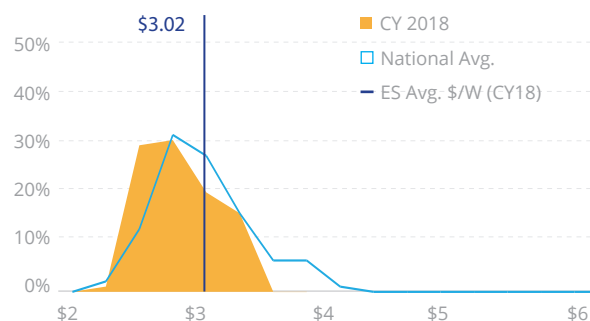
To provide a sense of market dynamics in different states and regions, EnergySage analyzed Marketplace quote data for solar prices in 12 states across four regions. The unique characteristics of each state market are often determined by local electricity rates, financial incentives and the level of local competition, leading to significant price distributions from state to state, even within the same region.

Large solar markets driving prices below \$3 per Watt

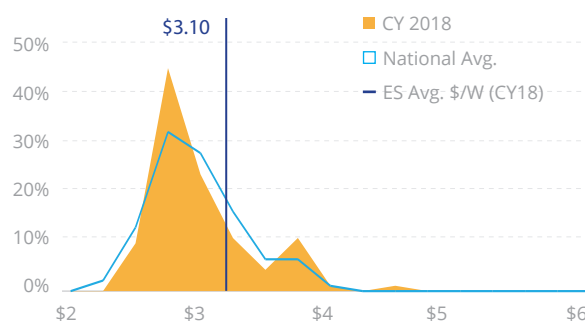
Arizona, California and Texas are among the largest solar markets in the country. The high percentage of sub-\$3/W quotes in these states is driving the price distribution of solar quotes nationwide towards lower levels. Nationally, 45 percent of quotes fell below \$3 per Watt.

West/Southwest

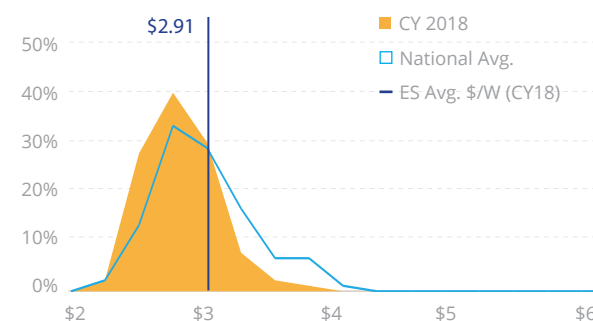
Arizona



California

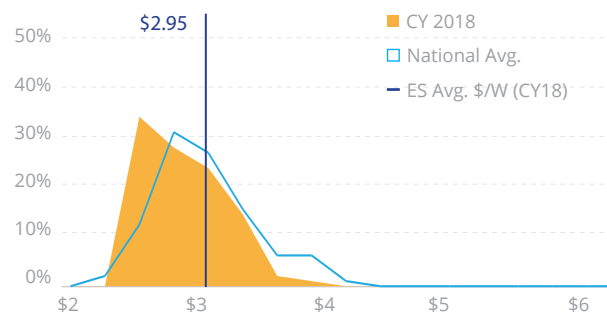


Texas

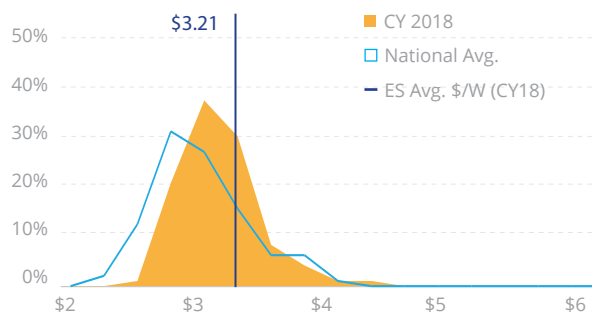


Central

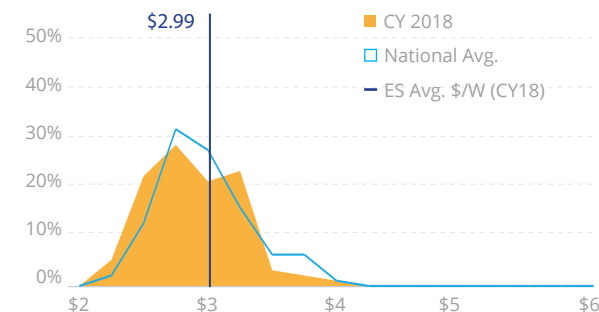
Indiana



Michigan



Ohio



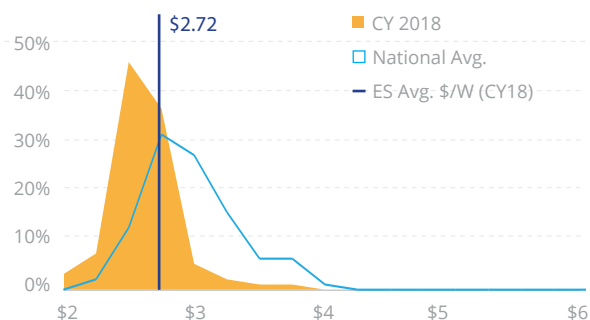
Price Distribution in Select States (cont.)

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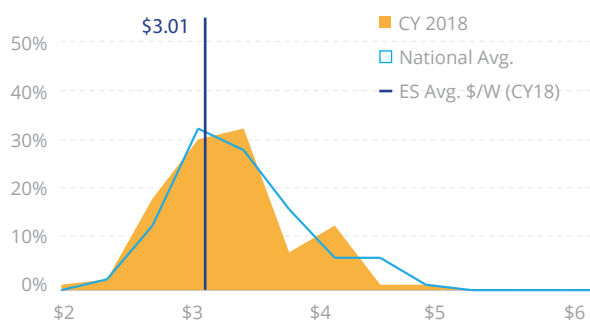
Northeast markets continue to see higher costs

States in the Northeast continue to be top solar markets despite seeing prices higher than the national average, highlighting the importance of state policy in fostering growth. Meanwhile, 89 percent of quotes in Florida in 2018 were below \$3/W, indicating that the Sunshine State has become one of the most price-competitive markets in the country.

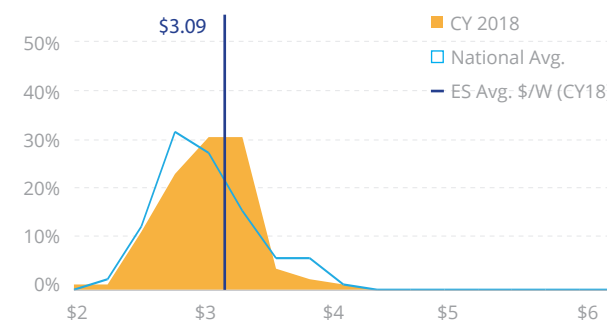
Mid-Atlantic/South Florida



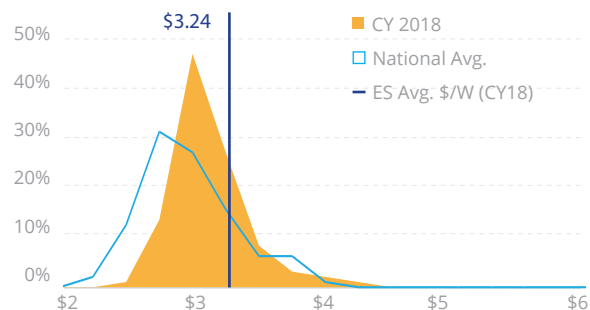
Maryland



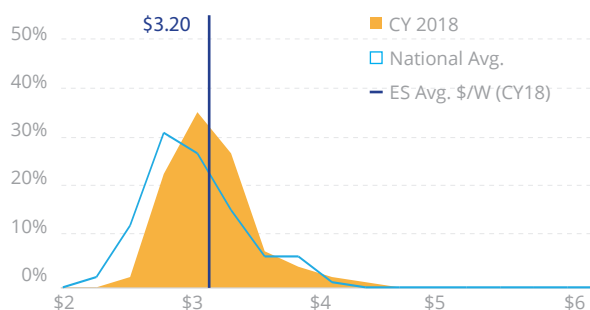
North Carolina



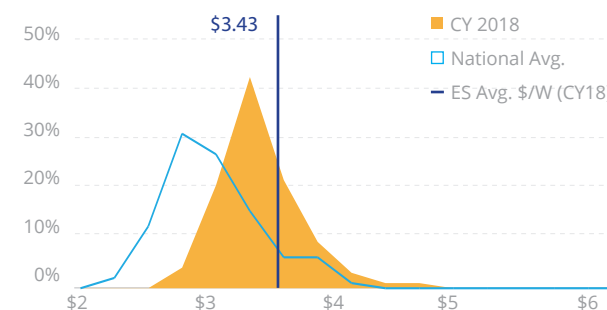
Northeast Massachusetts



New York



Rhode Island



Solar Economics In Select States

While the average cost of solar has continued to decrease nationally in every six month period studied, the price dynamics of state-specific solar markets have exhibited more volatility over time. By analyzing data from 12 states across four regions, individual and regional solar market themes begin to emerge.

Payback periods move in key solar markets, but only slightly

In ten out of the twelve states analyzed, the payback period for solar (in years) shifted by less than six months in either direction. Despite changes in the cost of solar or adjustments to state solar policies, this relative consistency in payback period adds certainty to the long term economics of going solar.

Gross Cost Per Watt

States	Region	H1 '18	H2 '18	% Change
Arizona	West/ Southwest	\$2.89	\$3.22	11.2%
California	West/ Southwest	\$3.17	\$3.03	-4.4%
Florida	Mid-Atlantic/ South	\$2.71	\$2.73	0.9%
Indiana	Central	\$2.85	\$3.07	8.1%
Maryland	Mid-Atlantic/ South	\$3.04	\$2.97	-2.3%
Massachusetts	Northeast	\$3.29	\$3.19	-2.8%
Michigan	Central	\$3.14	\$3.26	3.9%
New York	Northeast	\$3.23	\$3.19	-1.2%
North Carolina	Mid-Atlantic/ South	\$3.06	\$3.12	2.0%
Ohio	Central	\$2.88	\$3.06	6.0%
Rhode Island	Northeast	\$3.45	\$3.39	-1.9%
Texas	West/ Southwest	\$2.93	\$2.88	-1.7%

State-level cost trends continue to revolve around national average

Similar to the results of our previous Intel Report™, the direction of changes in the cost of solar in individual state markets continued to adjust towards the national average. All but one of the states to experience an increase in the cost of solar had costs below the national average. Meanwhile, all but two of the states to witness a decrease in the cost of solar previously had prices above the national average. The largest shift in prices occurred in Arizona, where the cost of solar increased by over a quarter per Watt in H2 2018.

Payback Period (Years)

States	Region	H1 '18	H2 '18	% Change
Arizona	West/ Southwest	7.4	7.9	7.7%
California	West/ Southwest	6.1	5.9	-4.8%
Florida	Mid-Atlantic/ South	9.7	9.3	-4.1%
Indiana	Central	11.0	11.6	5.5%
Maryland	Mid-Atlantic/ South	8.9	8.9	-0.3%
Massachusetts	Northeast	5.6	5.9	4.3%
Michigan	Central	9.1	9.5	4.4%
New York	Northeast	8.3	8.5	3.0%
North Carolina	Mid-Atlantic/ South	10.9	10.8	-0.4%
Ohio	Central	11.2	11.5	2.7%
Rhode Island	Northeast	7.7	7.4	-4.2%
Texas	West/ Southwest	11.7	11.7	-0.1%

Solar System Characteristics in Select States

EnergySage reviewed the average quoted system size, as well as the average portion of a homeowner's monthly electric bill those solar panel systems would offset, across twelve states. Nearly every state witnessed an increase in quoted system sizes, corresponding to a general increase in the percent of electricity use offset.

Quoted system sizes increase in all but one state

In eleven of the twelve states analyzed, the average size of solar systems quoted increased. The largest increase in quoted system sizes was observed in Florida, where the average system increased by more than a kilowatt. Interestingly, in all states except for California, the average system size quoted on EnergySage was substantially larger than the 2018 national average of 7.6 kilowatts, as reported by SEIA and Wood Mackenzie.

Size of Quoted System (kW)

States	H1 '18	H2 '18	% Change
Arizona	9.6	10.5	9.2%
California	7.4	7.8	6.4%
Florida	10.8	12.5	16.4%
Indiana	11.0	11.5	4.5%
Massachusetts	8.6	9.1	5.0%
Maryland	10.8	11.3	4.8%
Michigan	8.7	9.4	7.2%
New York	9.8	9.7	-0.4%
North Carolina	9.5	10.3	9.2%
Ohio	9.6	10.1	5.4%
Rhode Island	8.2	8.6	5.0%
Texas	11.6	11.9	2.3%

Offset percentages continue to rise

The percentage of electricity usage offset by quoted solar energy systems increased in nine of the twelve states analyzed. What's more, solar shoppers in all but two states received solar quotes to cover 85 percent or more of their monthly electricity usage. California, despite having the smallest average system size, is the only state with an average electric bill offset above 100 percent – potentially related to the higher use of electric vehicles in the state.

Percentage of Usage Offset (%)

States	H1 '18	H2 '18	% Change
Arizona	94.9	92.0	-3.0%
California	102.0	102.0	0.0%
Florida	86.0	96.5	12.2%
Indiana	76.2	76.9	0.9%
Massachusetts	91.5	93.0	1.7%
Maryland	90.2	89.8	-0.4%
Michigan	84.6	86.0	1.7%
New York	90.0	94.2	4.6%
North Carolina	74.4	84.6	13.3%
Ohio	67.5	75.8	12.4%
Rhode Island	89.8	92.7	3.2%
Texas	88.4	85.9	-2.8%

Market Share: Equipment

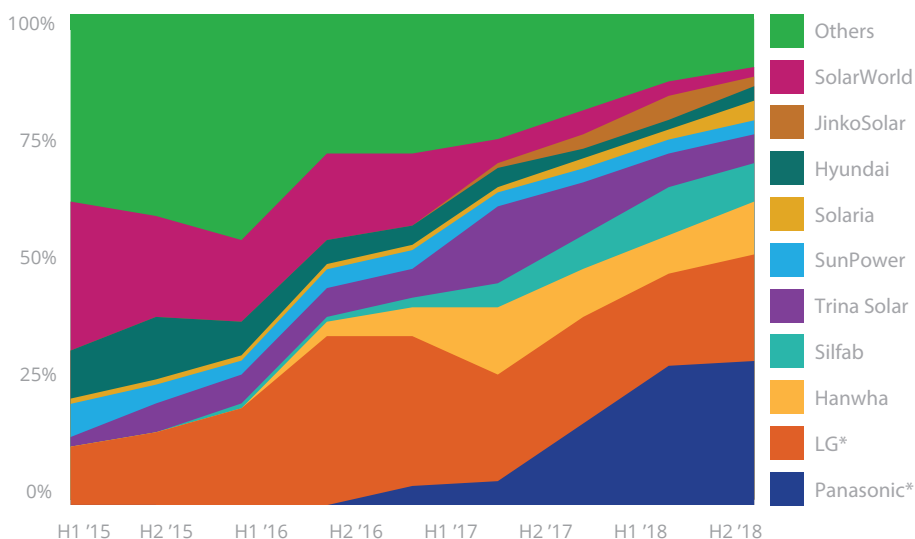
EnergySage tracks trends in quote volume share by equipment brand within our Marketplace for both solar panel and inverter manufacturers. As opposed to industry-wide market share, EnergySage's Marketplace share is more indicative of consumer preference and the resultant sales behavior of small-to-midsize solar installers. In H2 2018, consolidation continued for both the inverter and panel markets within EnergySage.

Panasonic and LG increase panel Marketplace share

For the first time in eight Intel reports, two panel brands accounted for over half of EnergySage's quoted Marketplace share, with Panasonic remaining the most quoted panel brand within our Marketplace for the entirety of 2018. LG and Hanwha made the biggest gains in H2 2018, with both increasing their Marketplace share by 3 percent. Interestingly, two manufacturers who announced new US-based manufacturing capacity will come online in the future—Hanwha and Silfab—combined to represent one in five quotes, staking a claim as the third and fourth most quoted panel brands on EnergySage.

Top Panel Brands

H1 2018 = 44 brands, H2 2018 = 39 brands



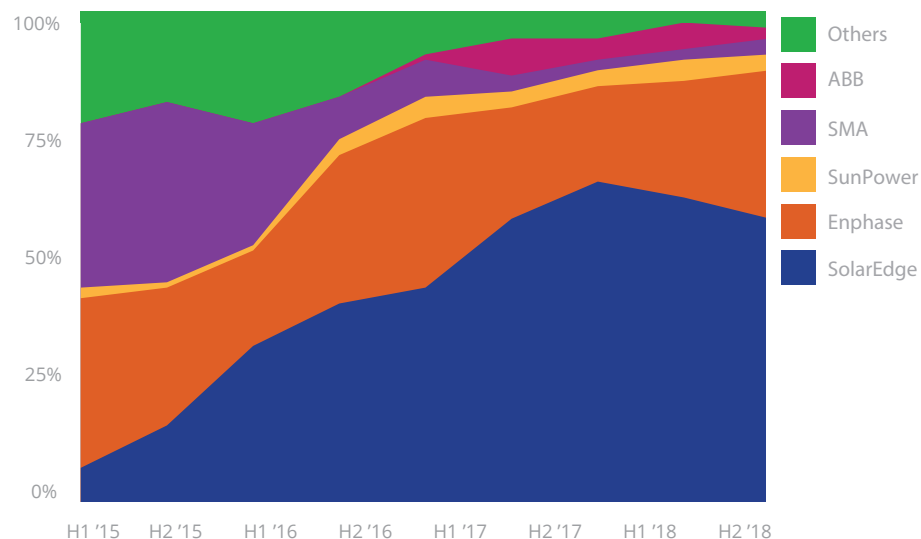
Inverter Marketplace consolidation reaches new highs

In H2 2018, nine out of ten quotes included either SolarEdge or Enphase inverters, marking the first time inverter Marketplace share has reached that threshold. SolarEdge continues to be the most popular inverter brand offered within the EnergySage Marketplace, though Enphase grew its share by 10 percent from H2 2017 to H2 2018 while SolarEdge declined by 7 percent over the same time period.

In EnergySage's 2018 *Installer Survey*, solar installers from around the country responded that 40 percent of solar shoppers who request a specific brand ask for SolarEdge, while 29 percent ask for Enphase. These dynamics, and how they impact share in the Marketplace, will be interesting to track throughout 2019 as both SolarEdge and Enphase continue to expand consumer brand awareness for their products.

Top Inverter Brands

H1 2018 = 21 brands, H2 2018 = 16 brands



*Rebate offered. All solar panel manufacturers are eligible to offer a rebate to consumers via the EnergySage Marketplace.

NOTE: Data have been revised to reflect outlier removal in user-provided data.

Installer Brand Loyalty

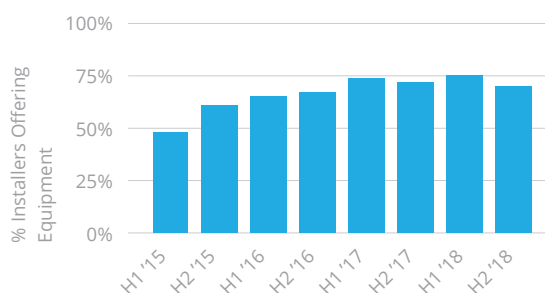
New to the Intel Report™ are additional data points about installer brand loyalty over time. Installers have many different options for what solar panel and inverter brands to work with. Different prices, promotions and incentives can encourage installers to sell one brand over another in any given quarter. Tracking installer brand loyalty over time provides a glimpse into which manufacturers are able to maintain stickier relationships with their installer networks.

How to track installer brand loyalty

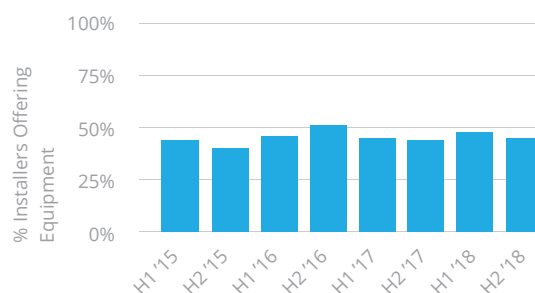
Previous reports have only tracked equipment market share within our Marketplace by looking at quote volumes. This doesn't tell the full story, as some installers will quote more than others. Another important datapoint is what percentage of installers offer a specific equipment brand during a given time period. Taken together, quote volume and installer volume paints a more holistic picture of equipment brand performance within the EnergySage Marketplace.

Percentage of Installers Quoting by Brand

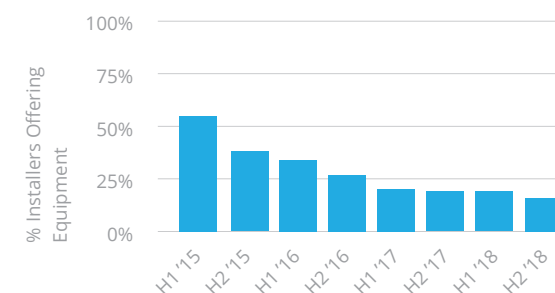
SolarEdge Inverters



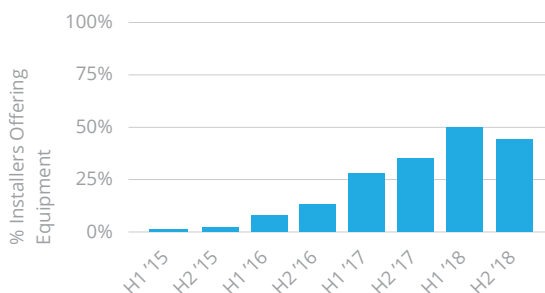
Enphase Inverters



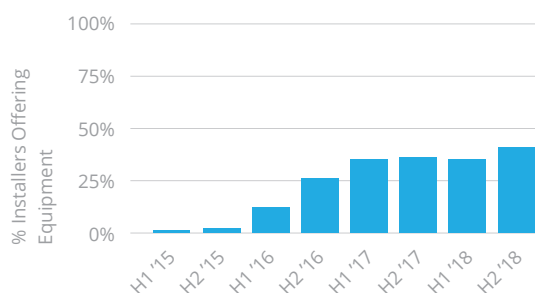
SMA Inverters



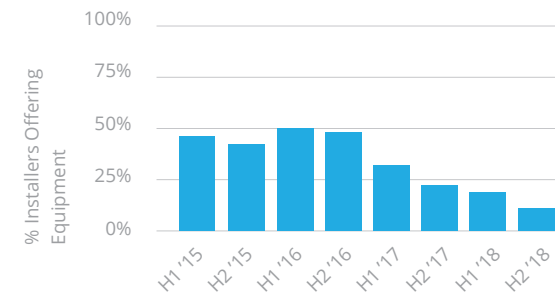
Panasonic Panels



Hanwha Q Cells Panels



SolarWorld Panels



Installer loyalty fluctuates more with panel brands than with inverter brands

There is more variability in the percentage of installers quoting each panel brand than there is for inverter brands. For instance, the percentage of installers offering SolarEdge inverters has remained relatively steady since 2016 – never deviating more than 5 percent from 70 percent of installers. The same holds true for the portion of installers quoting Enphase inverters, which has consistently been offered by about 45 to 50 percent of active installers. The sole exception is SMA, whose inverters are quoted by far fewer installers now than they were four years ago.

It's a different story for solar panels, where installers have many more competitive options to choose from. As a result, we've observed larger swings over time in the portion of installers quoting specific panel brands. Panasonic panels have grown from being quoted by less than 10 percent of installers in 2016 to 50 percent of all installers in H1 2018. Hanwha Q Cells experienced a similar growth trajectory. Meanwhile, the portion of installers quoting SolarWorld panels on EnergySage has dropped precipitously since their filing for insolvency.

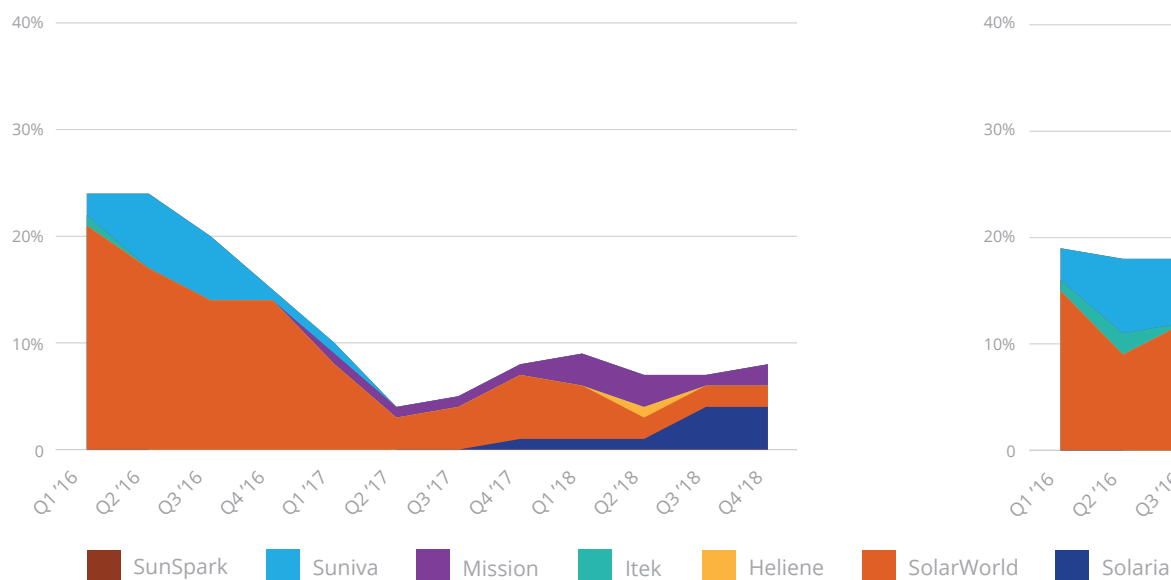
Popularity of U.S. Solar Panel Manufacturers

In January 2018, the Trump Administration acted on the US International Trade Commission's (USITC) finding of injury to US solar panel manufacturers by levying tariffs on imported solar panels from a suite of countries. The tariffs were designed to help American-made solar panels better compete with internationally-manufactured panels. However by the end of 2018, a year after the tariffs were announced, American-made panels accounted for only 7 percent of quotes on the EnergySage Marketplace.

Tariffs provide only slight reprieve from years of competitive decline

In order to determine the impact of the tariff on American-made panels, EnergySage analyzed twelve quarters of quote data for all panel manufacturers to determine quoted Marketplace share and representation in installed systems. These metrics also serve as a proxy for consumer preference for American-made panels by comparing how likely customers are to choose American-made panels with how likely installers are to quote them.

Marketplace Share of American-Made Panels – Quoted



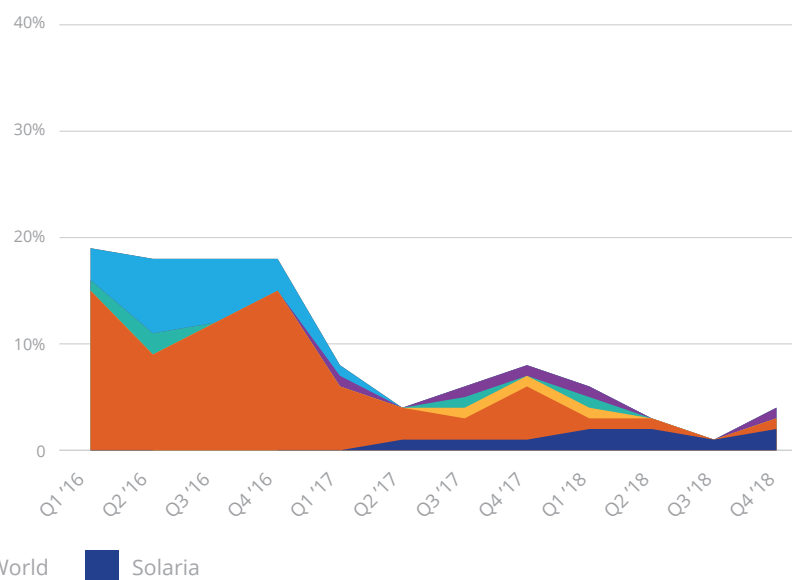
NOTE: Data have been revised to reflect outlier removal in user-provided data.
Country of manufacture is based upon locations listed on equipment spec sheets.

Domestically produced panels experienced a slight bump up to 9 percent of quoted Marketplace share in Q4 2017 following the USITC's ruling and 10 percent in Q1 2018 after the tariff announcement in January 2018. However, Marketplace share remained below that level in every other quarter in 2018, at percentages significantly lower than the all-time high of 24 percent back in the first half of 2016. Meanwhile, the percentage of selected quotes with American-made panels on EnergySage has decreased even more steadily since Q4 2017, dropping to 3 percent of selected quotes in H2 2018.

International manufacturers begin opening domestic facilities

In response to the tariffs, a number of established international solar manufacturing brands announced that they would begin producing panels in America either through acquiring existing local manufacturers or by building new manufacturing plants in the US. Given the difficulty of determining what portion of their manufactured and quoted panels will come from American facilities, several new market entrants were not included in this analysis. However, Silfab, Hanwha, SunPower and LG all stated they will manufacture solar panels in the US in coming years.

Marketplace Share of American-Made Panels – Selected



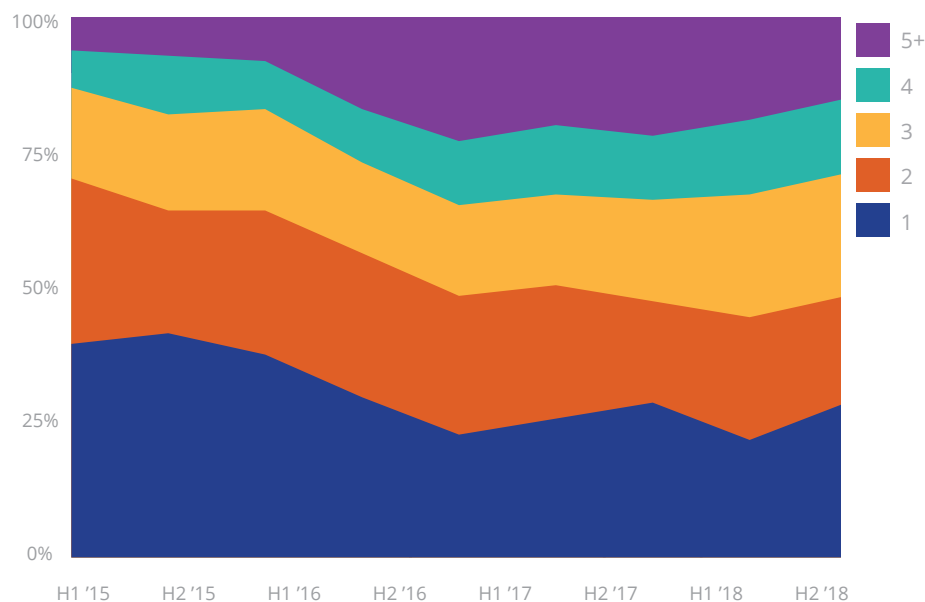
Installer Equipment Offerings

Tracking installer equipment offerings over time provides a useful metric for analyzing both customer choice and installer brand loyalty. Although half of installers continue to quote three or more panel brands, the percentage who quote a single panel brand increased in H2 2018. At the same time, the consolidation of the inverter Marketplace emerges in installer equipment offerings, with nearly nine out of ten installers offering only one or two inverter brands.

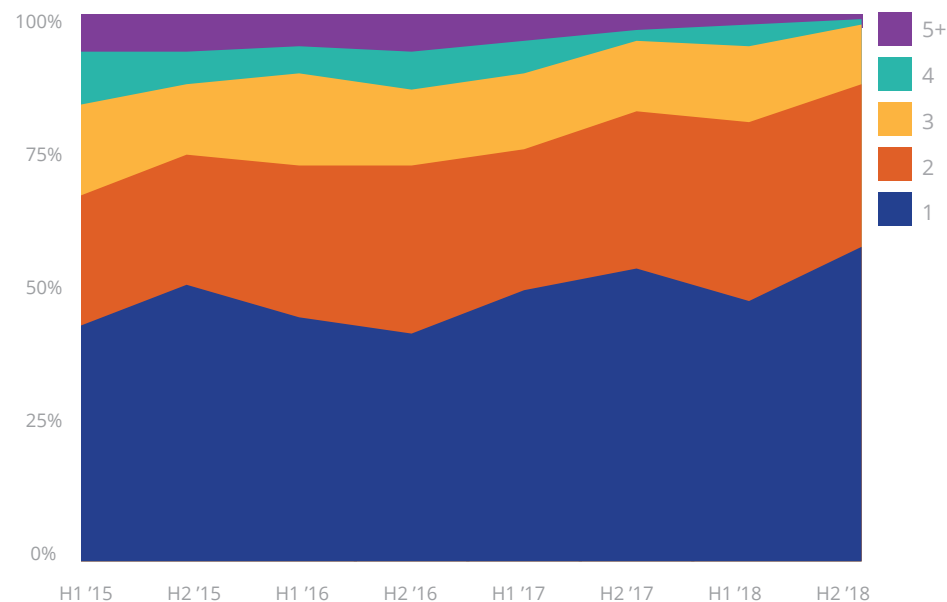
Installers exhibit different quoting behavior for inverters and panels

In H2 2018, installers were evenly split between those quoting three or more different solar panel brands—51 percent—and those quoting two or fewer panel brands—49 percent. On the other hand, 88 percent of installers quoted either one or two inverter brands in H2 2018. These data points imply large differences in installer equipment stocking and quoting behavior for inverters as opposed to solar panels.

Number of Panel Brands Offered



Number of Inverter Brands Offered



Installer Equipment Pairings & Price

EnergySage determined the nine panel and inverter pairings quoted most frequently to Marketplace shoppers during 2018, calculating the comparative cost differences between these equipment packages as compared to a baseline package. Many of the most popular equipment pairings by quote volume remain within a tight price band, though slight variation exists.

Most equipment pairings are quoted within a consistent band of prices

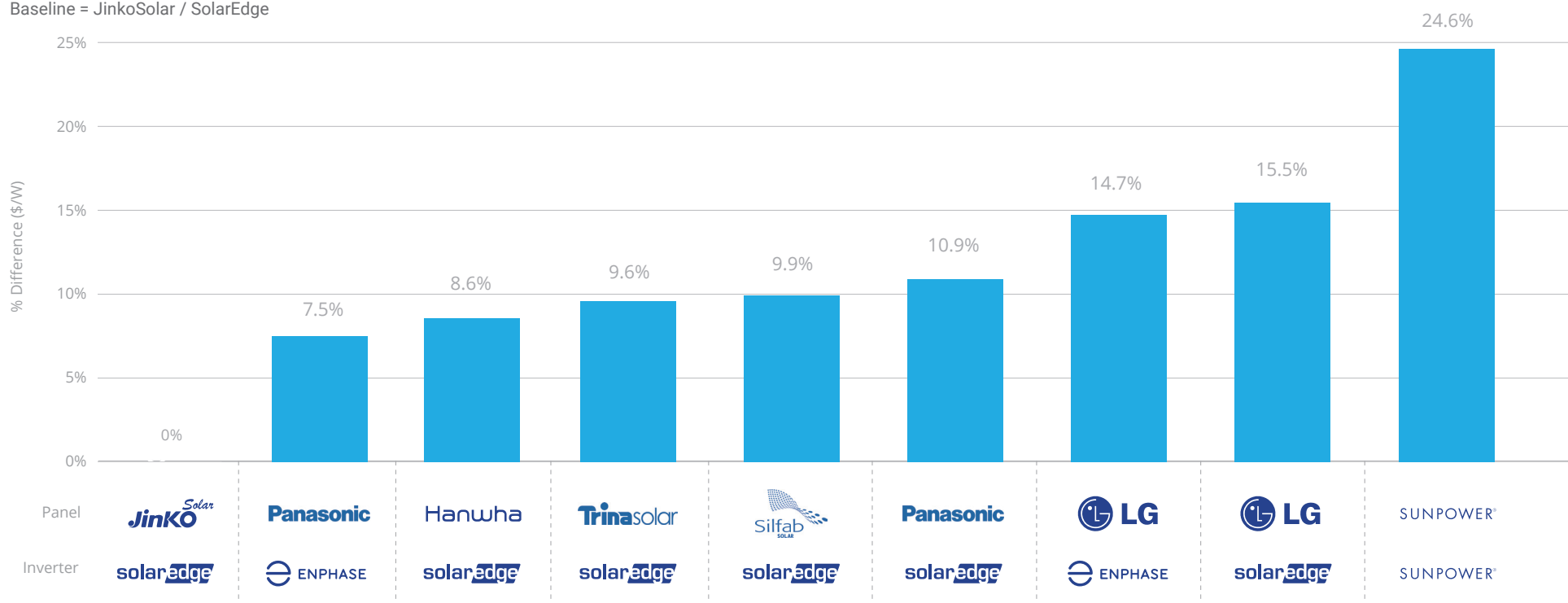
Overall, the most popular equipment packages quoted on EnergySage are priced within a narrow range, from 7.5 to 15.5 percent above the least expensive equipment pairing. Although the pricing for these panels is closely clustered, this range still implies a difference of \$1,900 in installed costs for the average system size (9.6kW) offered on the EnergySage Marketplace.

SunPower remains the most expensive equipment pairing

At the upper end of the equipment price spectrum is a list of the most quoted premium modules, from SunPower to LG to Panasonic. However, SunPower's equipment offerings remains nine percentage points more expensive than the closest alternative premium offering, LG and SolarEdge.

Top Equipment Pairings by Price

Baseline = JinkoSolar / SolarEdge



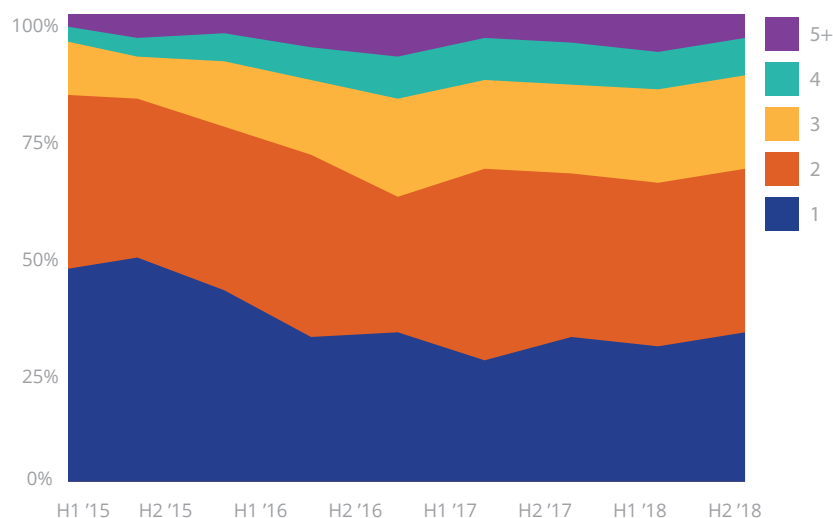
Financing Products

Solar loans are becoming an increasingly popular financing option for solar shoppers on EnergySage, with over half of installers offering at least one loan option during both 2017 and 2018. During H2 2018, the portion of installers working with a single financing partner increased slightly, while the financing Marketplace share became more fragmented.

Two-thirds of installers worked with one or two financing partners

The percentage of installers offering one or two financing options increased slightly in H2 2018 to over two-thirds of all quoting installers. At the same time, the percentage of installers offering five or more financing options decreased to the lowest percentage seen on the Marketplace since H2 2015.

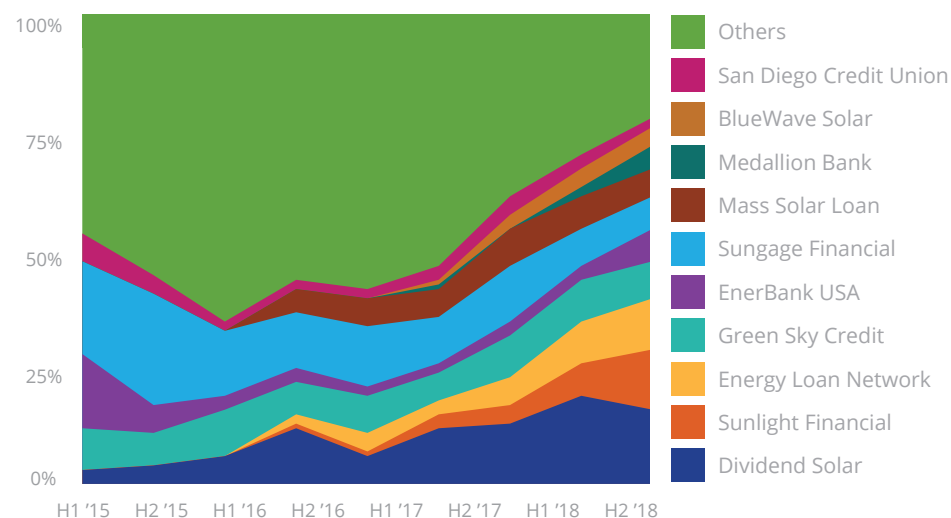
Loan Products Per Installer



Top solar loan financiers took back market share

The top four solar loan financiers on the EnergySage Marketplace—Dividend Solar, Sunlight Financial, Energy Loan Network and Green Sky Credit—accounted for nearly half of quotes on the Marketplace. Sunlight Financial made the biggest gains in H2 2018, nearly doubling its Marketplace share from 7 percent to 13 percent.

Financing Provider Market Share



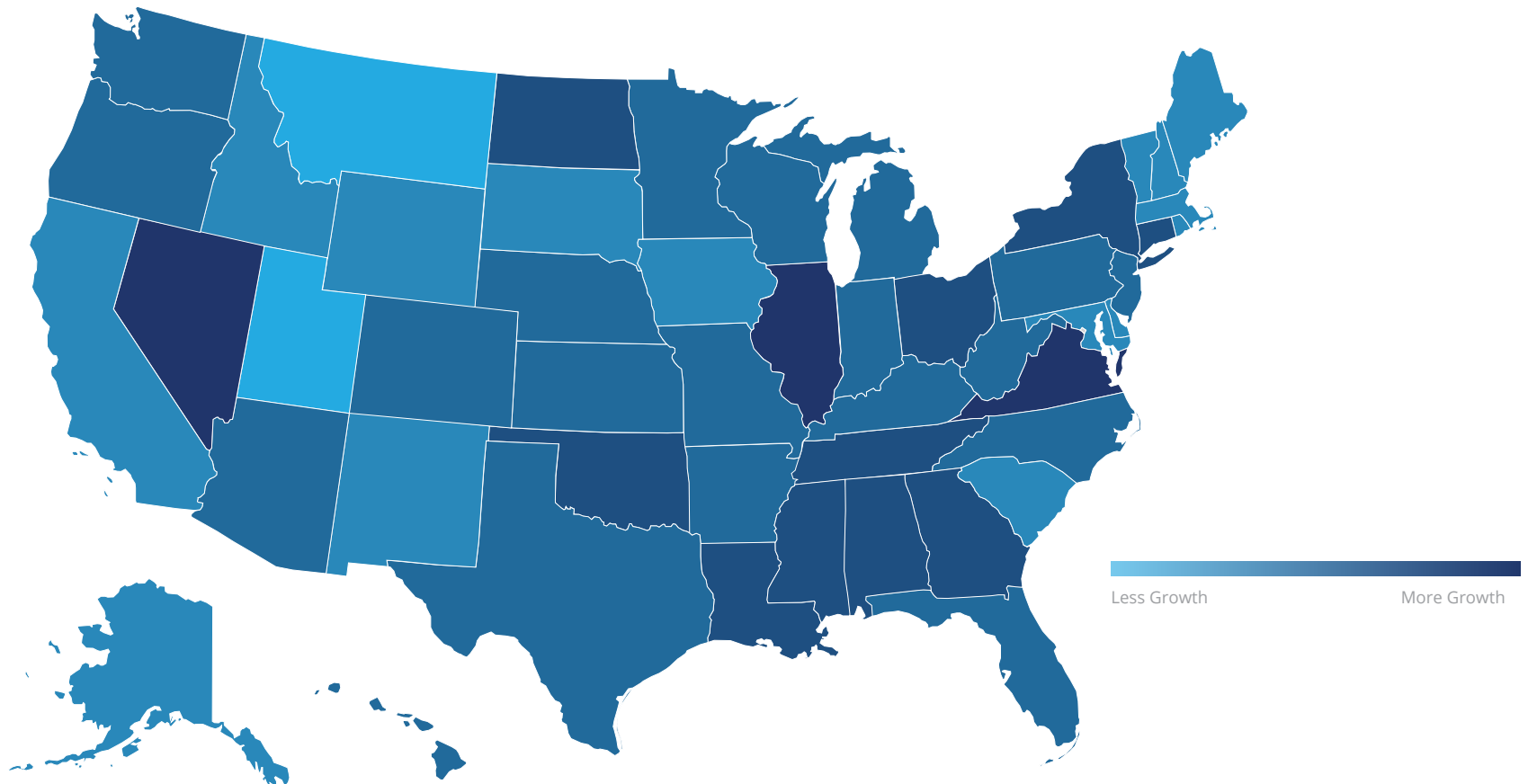
Growth in Solar Interest by State

Because EnergySage receives the most organic traffic of any website in the solar industry, increasing web traffic from any given state is a good leading indicator of growing consumer interest in that market. The good news: solar interest grew in every state from 2017 to 2018, with solar interest doubling in eleven states.

Growth in solar interest is driven by good policy more than sunny days

Interest in solar does not come exclusively from the sunniest states in the country. In fact, when analyzing solar interest per capita, the states with the highest interest levels are those with the best solar incentives, including states such as California, Massachusetts, Vermont and Virginia, where 2018's Senate Bill 966 found up to 500 megawatts of solar to be in the public interest. Virginia also led the nation in the most year-over-year growth in consumer interest levels in solar, with Nevada a close second.

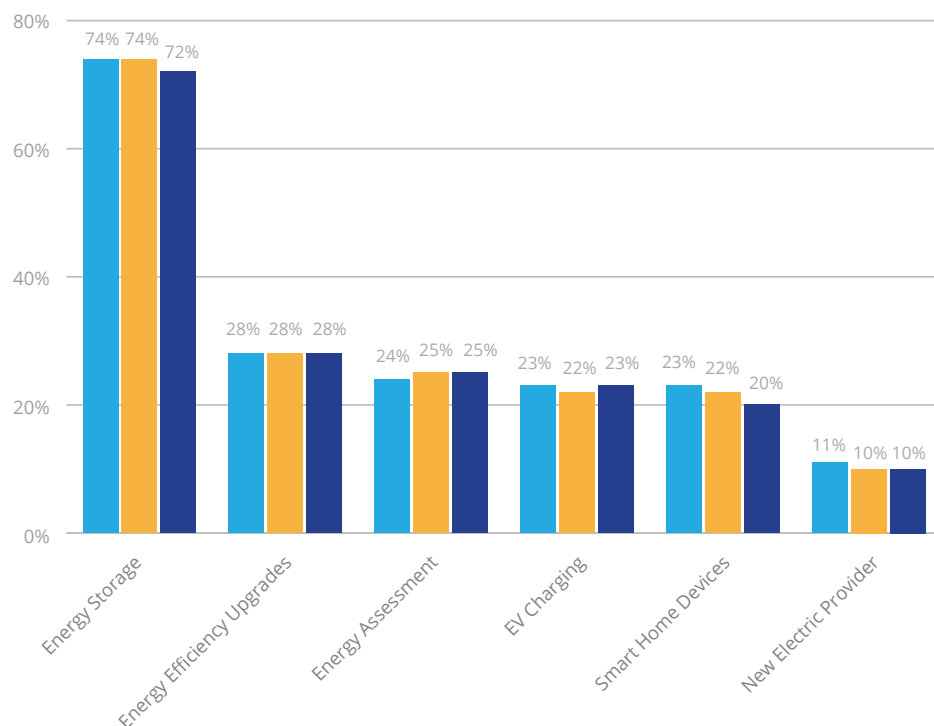
Solar Web Traffic Growth by State, 2017 to 2018



EnergySage User Interests

EnergySage asks Marketplace shoppers to voluntarily list the solar-adjacent energy products and services they are interested in. With 18 months worth of data, we can now begin to track changes in consumer interests over time. The results are surprisingly consistent. Energy storage still dominates with nearly three out of four shoppers on EnergySage expressing interest in the product category. This number is much higher than what we found in our nationwide *2018 Solar Installer Survey* (33 percent interest), indicating that EnergySage shoppers are more storage-inclined than national averages.

Percent of Customers Interested



NOTE: Data have been revised to reflect outlier removal in user-provided data.

Case Studies



Minnesota Highest energy storage interest

In H2 2018, Minnesota overtook Vermont as the state with the highest consumer interest in energy storage at 78 percent. The motivation for investing in energy storage may be similar between consumers in the two states, as homeowners in both Minnesota and Vermont will benefit from the added resiliency during winter months.



Louisiana Highest interest in energy efficiency upgrades

Citizens in the Bayou State expressed the most interest in energy efficiency upgrades of any state in the country. Given that the American Council for an Energy-Efficient Economy ranked Louisiana 46th in the nation for energy efficiency in 2018, this result indicates a large opportunity for new products and services to meet customer demand.



California Highest interest in electric vehicle charging options

California remained the leader for customer interest in electric vehicle charging options over the entirety of 2018. The Golden State already has the most electric vehicles per capita, according to the Department of Energy, and is set to add even more electric vehicles to its fleet as the state builds towards a carbon neutral economy by 2045.



Nevada Highest interest in smart home devices

Nationwide, one in five solar-interested shoppers are also interested in smart home devices. In Nevada, however, interest levels reached nearly one in three solar shoppers in H2 2018. As solar customers in Nevada have the option of participating in time-of-use rates, consumers in the Silver State may be interested in learning more about their home energy consumption while also increasing home automation.

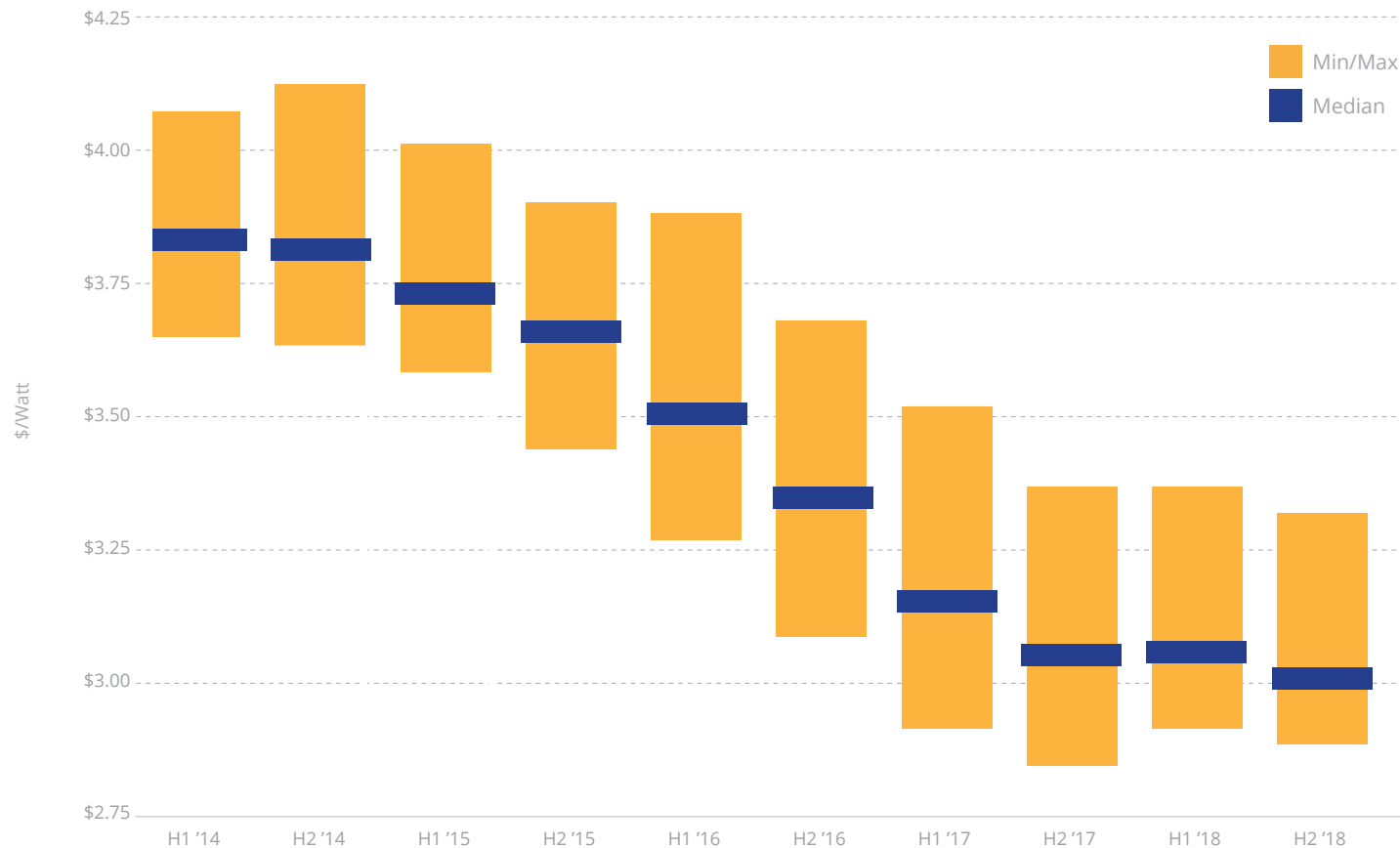
Price Dispersion for EnergySage Customers

The EnergySage Marketplace affords customers the ability to compare multiple competitive solar quotes across a variety of metrics including price, system size, monthly bill offset, financing options and quality of panel and inverter components. Given the variety and pricing of options available for installers to quote on the Marketplace, the average solar-interested customer could expect a range of quoted total costs.

Dispersion of quoted solar prices continues to shrink

The range of solar prices quoted to solar shoppers in H2 2018 was the tightest since H1 2015 on a dollar per Watt basis. This finding is also reflected in the price differential across equipment pairings, where quoted prices were within a 20 cent per Watt band for the majority of popular panel-plus-inverter pairings. The average solar shopper on EnergySage received quotes from \$2.88 per Watt to \$3.31 per Watt, implying a \$4,100 total installed cost difference between the minimum and maximum quote for a 9.6kW solar panel system.

Customer Price Dispersion Over Time



Cost Reductions vs. ITC Step-down

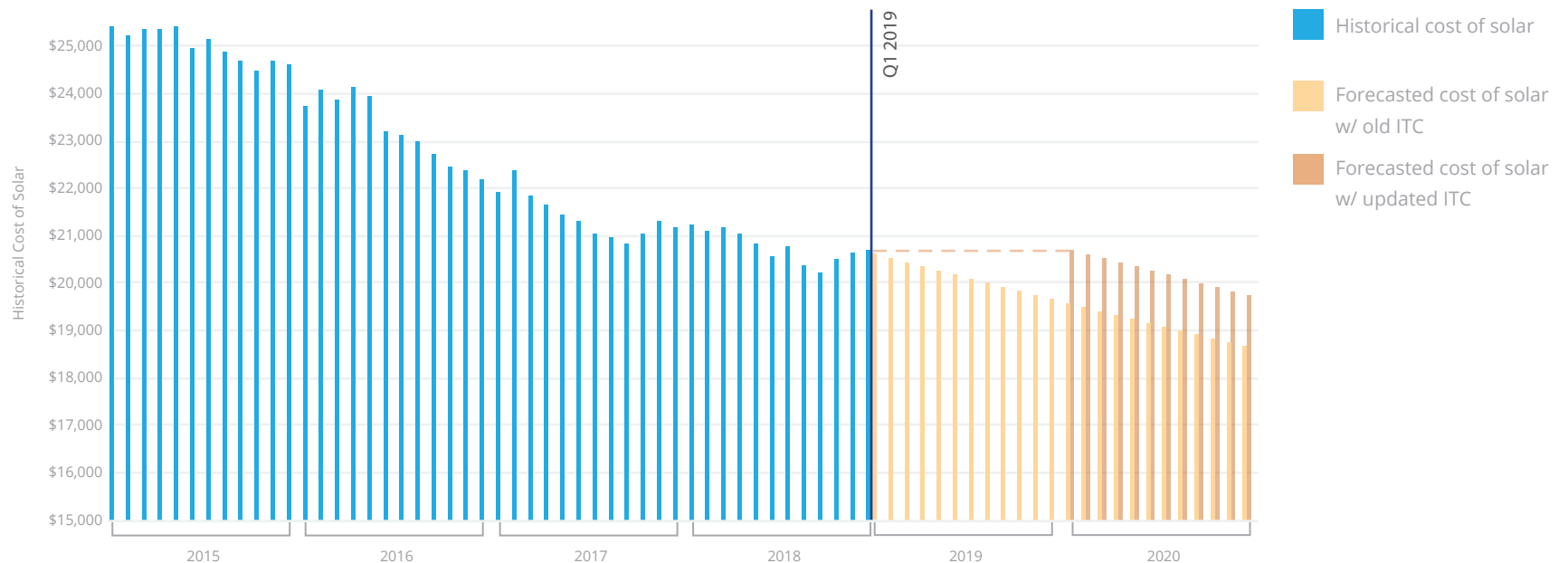
At the end of 2019, the federal Investment Tax Credit (ITC) available to residential solar shoppers will step down from 30 percent to 26 percent, before stepping down to 22 percent in 2021 and disappearing altogether for residential customers in 2022. The cost of solar has declined over the past three years since the ITC was extended, but the upcoming step-down has the potential to adversely impact solar sales by erasing a year's worth of solar price improvements.

ITC step-down undoes a year of PV cost declines

In order to determine the impact of the step-down of the federal ITC on residential solar shoppers, EnergySage forecasted out the expected price per Watt of solar through the end of 2019 and 2020. Although solar costs have fluctuated over the last 15 months due to the solar tariff, we included the assumption that solar costs would continue to decline in 2019 and 2020 at a rate similar to the previous three years.

Our analysis finds that the step-down of the federal ITC to 26 percent in January of 2020 will effectively erase a year's worth of solar cost declines. Said differently, the step-down will increase the installed cost of solar by over \$1,000 overnight for the average solar-interested consumer.

Cost reductions vs. ITC Step-Down



Solar Landscape by Utility

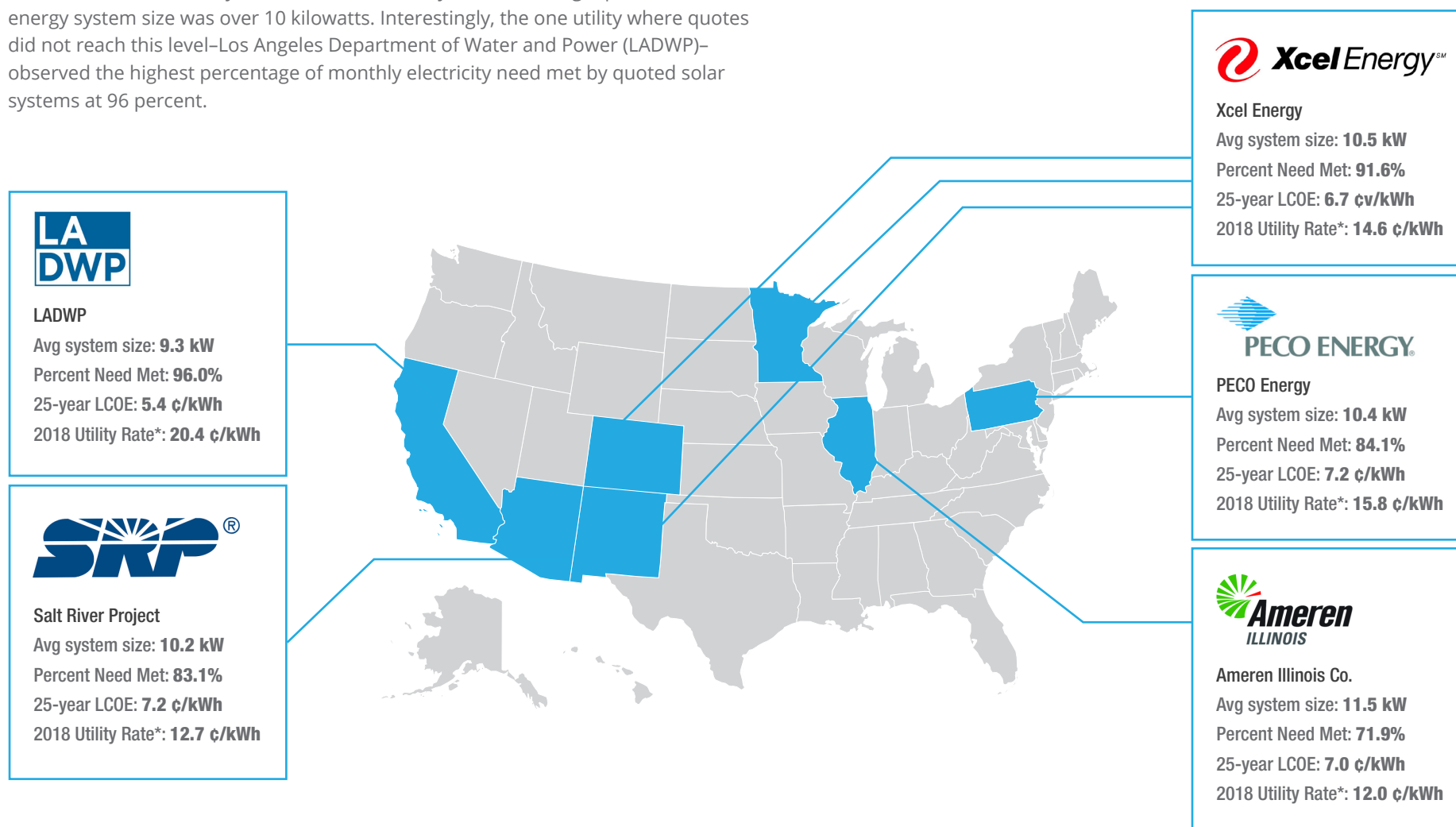
EnergySage analyzed quotes submitted to shoppers on the Marketplace in five different utility service territories across the United States in 2018. With this data, we created a solar profile for the average electricity consumer for each utility, focusing on average system sizes and the 25-year levelized cost of energy (LCOE) from solar.

Average system sizes exceed 10 kilowatts in four or five territories analyzed

In all but one of the utility service territories analyzed, the average quoted solar energy system size was over 10 kilowatts. Interestingly, the one utility where quotes did not reach this level—Los Angeles Department of Water and Power (LADWP)—observed the highest percentage of monthly electricity need met by quoted solar systems at 96 percent.

25-year LCOE of solar remains very competitive compared to utility rates

Across the five utility service territories studied, the utility electric rate was at least 70 percent higher than the 25-year levelized cost of energy from solar. Notably, this finding holds true even when accounting for the monthly fixed charge imposed on solar customers in Salt River Project's service territory.



What can EnergySage data do for you?



Solar Marketplace Intel Report™

EnergySage used aggregated quote and installation data from the EnergySage Solar Marketplace to conduct the market analyses featured in this report. EnergySage marketplace data can be used to better inform installers, utilities, equipment manufacturers, policymakers and solar businesses across the country.

EnergySage is also excited to collaborate with universities and research organizations and provides data on a cost neutral basis.

Contact

Luke Tarbi
VP Marketing

data@energysage.com

Report Title	Details	Scope & Pricing
Solar Market Trends	Market data and trends for a market territory. Sample data points included: - Quoted prices - Payback periods - Panel and inverter brands quoted - Financing options - System sizes - Consumer demographics	Basic Package (\$1,000): - Quarterly roll-up, trend over 4 quarters - Up to 4 counties - Up to 2 states Custom Package: Available upon request
Solar Equipment Trends	Market data and trends for solar panel or inverter brands. Sample data points included: - Market share of equipment - Quote prices by equipment - Likelihood of purchase by equipment - Panel-inverter pairing frequency - Production ratio - Electricity bill offset - Monitoring systems - System sizes - Mount location - Property types - Financing options - Consumer demographics	Basic Package (\$1,500): - Quarterly roll-up, trend over 4 quarters - Up to 12 counties - Up to 3 states Benchmarking Package (\$4,000): - Includes Basic Package, plus benchmark comparisons to 2 other equipment manufacturers Custom Package: Available upon request
Solar Market Trends, by Utility Territory	Market data & trends for solar activity within a utility territory. Sample data points included: - Customer interest in solar - Comparison to solar interest in other utility territories - Solar prices - Solar installers - Solar business climate (survey data) - Panel and inverter brands - System sizes - Financing options - Solar loan providers, terms, rates - Consumer demographics	Basic Package (\$4,000): - Quarterly roll-up, trend over 4 quarters - One utility territory - Up to 3 states - One written report and advisory call Custom Package: Available upon request
Custom Reports	Any combination of above-mentioned data and more. Contact us for details.	Custom Package: Available upon request



About EnergySage, Inc.

EnergySage is the leading online comparison-shopping marketplace for rooftop solar, energy storage, community solar, and financing. Supported by the U.S. Department of Energy, EnergySage is the trusted source of information for over 10 million consumers across 35+ states. As of early 2019, the company has sent over \$5 billion in solar installation requests to its network of more than 500 pre-screened solar installation companies, and serves as a high-quality lead source for solar financing companies and powerful distribution channel for solar equipment manufacturers.

EnergySage is unique in that it allows consumers to request and compare competing quotes online, unlike traditional lead-generation websites. For this reason, leading organizations like Environment America, Connecticut Green Bank, Duke University, National Grid, and Staples refer their audiences to EnergySage to empower them as they consider solar. The EnergySage formula of unbiased information, transparency and choice helps consumers go solar with confidence – at a higher rate of adoption, and lower cost. For more information, please visit [EnergySage](#) and follow us on [Facebook](#), [Twitter](#), [YouTube](#), and [LinkedIn](#).

