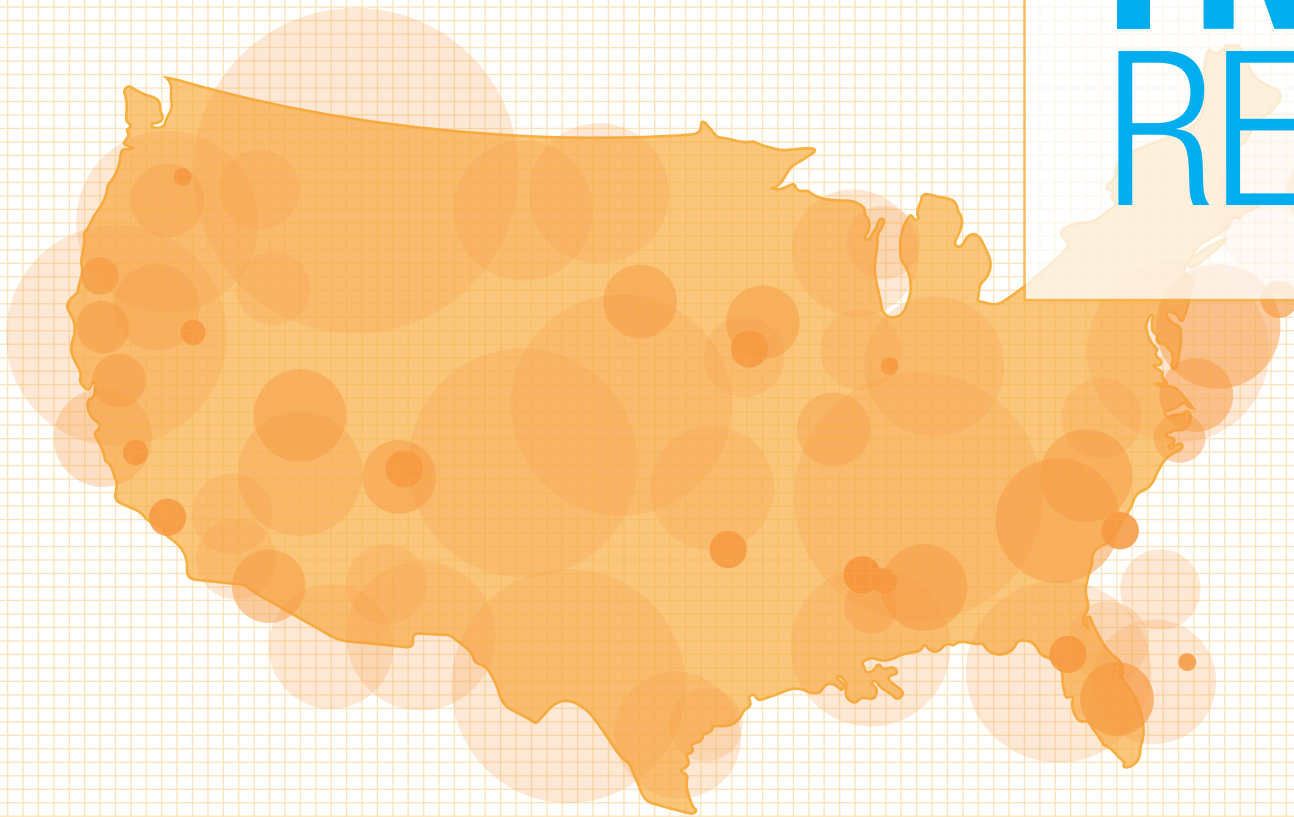


H1 2017

H2 2017

ENERGYSAGE'S
SOLAR MARKETPLACE

INTEL REPORT



Thoughts from the CEO & Founder



Vikram Aggarwal
CEO & Founder

As the country's leading online comparison-shopping marketplace for rooftop solar, community solar, and solar financing, we are excited to share with you EnergySage's sixth semiannual Solar Marketplace Intel Report™ for the calendar year of 2017 (H1 2017 – H2 2017). Here are some of our top findings:

- **Equipment quality, not lowest price, drives buying decisions**
Over the past year, EnergySage took a lesson from leading e-commerce websites and began to attach descriptive “badges” onto quotes from solar installers. These badges are an additional layer of information that educate shoppers about the various attributes of one quote versus another. For the first time, we're publicly releasing which badges are most likely to appear on winning quotes on EnergySage (see graph). The bottom line is that quality sells. The “Highest Quality Equipment” badge was the most likely to appear on selected quotes in 2017 by a wide margin – 61% of all winning offers received it.
- **Three in four solar shoppers are also considering energy storage**
Consumer interest in energy storage has never been higher. In 2017, 74% of solar shoppers who shared their non-solar energy interests with EnergySage stated they were also considering a home battery. And while this level of consumer interest hasn't yet translated into an equivalent sales volume, batteries present a massive new market opportunity for installers, manufacturers, lenders, and utilities in coming years.
- **Cost of solar fell to \$3.13/watt in 2017, lowest seen to date**
When EnergySage first started tracking the cost of solar in 2014, the national average was at \$3.86 per watt. By the end of 2017, the national average had fallen to \$3.13/W, the equivalent of a \$4,380 cost reduction for a 6 kW system. In many parts of the country – including Florida, Arizona and Maryland – average costs were below \$3.00/W on EnergySage, and as low as \$2.00/W in some counties.

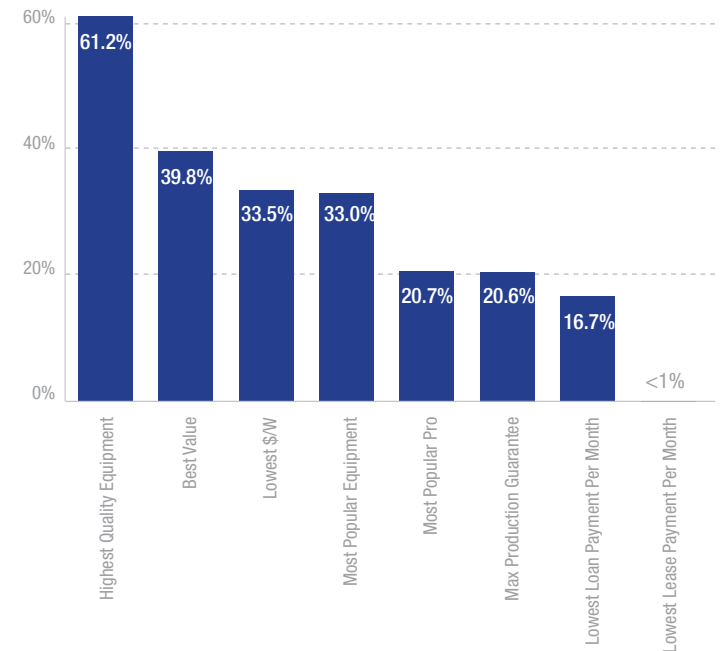
These are just a few of the many insights contained in this report. We invite you to start a conversation with us about what these findings mean to you, and welcome your ideas for future reports.

Sincerely,

Vikram Aggarwal

Vikram Aggarwal | CEO & Founder
EnergySage

Badges Most Likely to Be Selected



National Summary

EnergySage analyzed quotes submitted to shoppers in the Solar Marketplace to provide an overview of trends in the solar industry in 2017. Over the course of the year, the average installed price per watt for distributed solar steadily declined, continuing the downward trend of previous years.

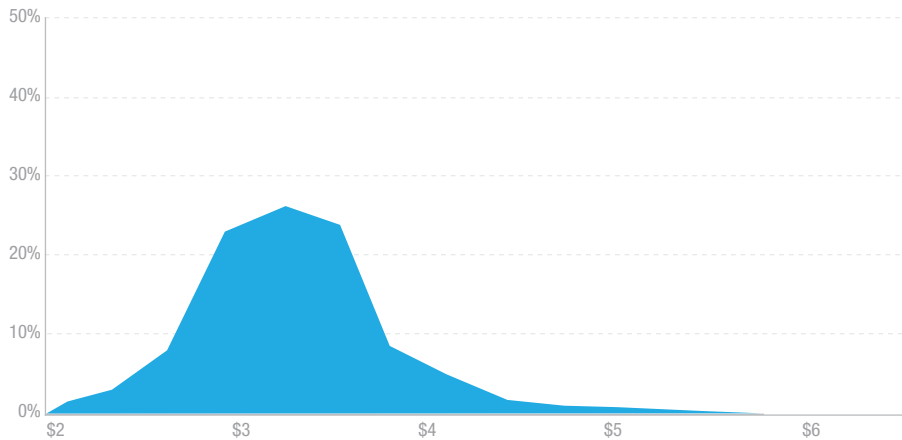
Even as industry prepared for possibility of solar tariff, quoted prices fell

Anecdotal reports towards the end of 2017 suggested that solar installers were stockpiling equipment, leading to higher prices for end consumers – but on the Solar Marketplace, quoted prices declined. Between the first and second half of 2017, the average quoted price per watt for solar on EnergySage dropped by 1.3%, from \$3.17/W to \$3.13/W.

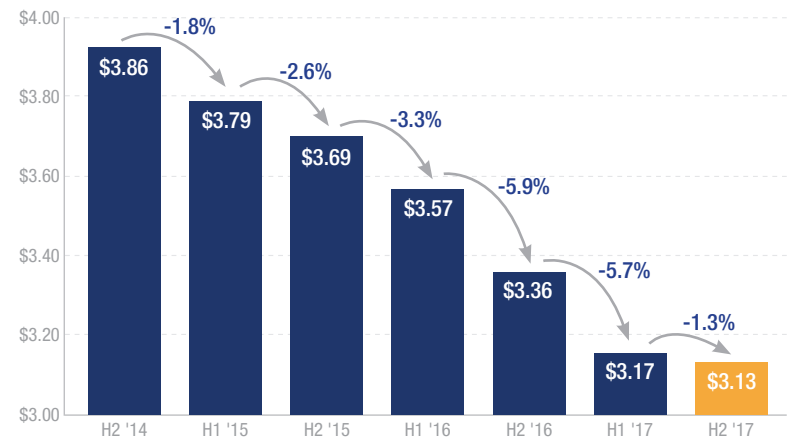
While the electricity needs met held steady, system sizes continue growth

EnergySage shoppers who received quotes from solar installers were able to cover an average of 92.4% of their total electricity needs with solar in H2 2017, almost identical to the previous six months. At the same time, the average system size quoted increased by 0.7 kilowatts, indicating that in H2 2017 the average shopper had higher electricity needs than shoppers in the first half of the year.

National Price Distribution



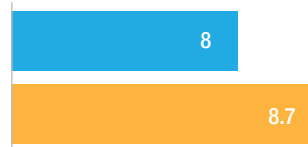
Gross Cost Per Watt



Payback Period (Years)





Size of Quoted System (kW)



Average Usage Offset (%)



 H1 '17
 H2 '17

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

Price Distribution in Select States

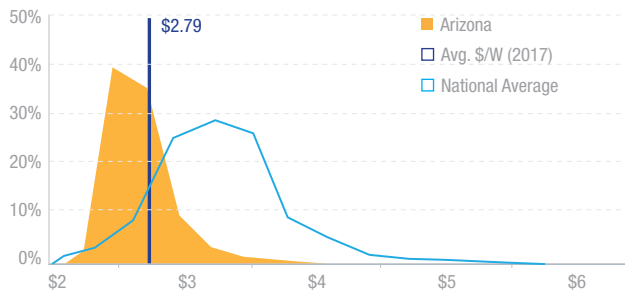
EnergySage analyzed Solar Marketplace quote data from 11 states in four regions to understand the range of prices being offered to solar shoppers across the United States. Price distributions varied significantly from state to state, illustrating that state markets have unique characteristics determined by local electricity rates, financial incentives, and level of competition.

California solar prices are distributed more evenly than other states

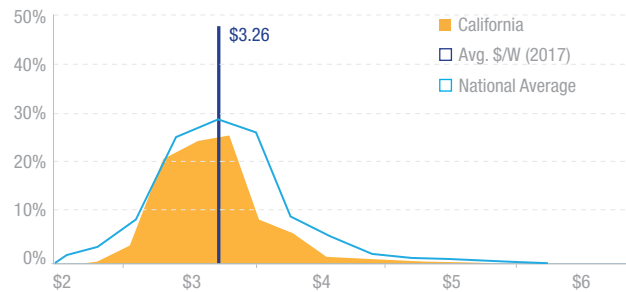
Other states in the West/Southwest and Central regions have relatively consolidated pricing, with 40% or more of quotes clustered around the same price per watt. By comparison, the quoted price per watt in California is distributed more broadly. Additionally, California shoppers received quotes for high-cost installations (above \$4.50 per watt) more frequently in 2017.

West/Southwest

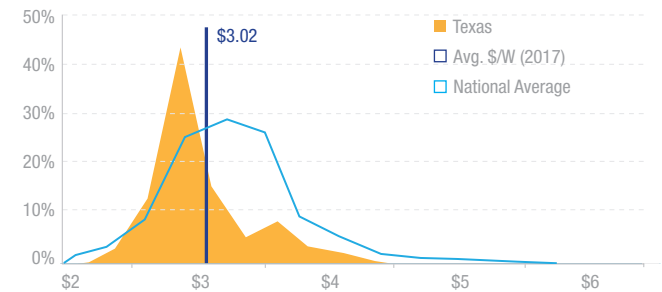
Arizona



California

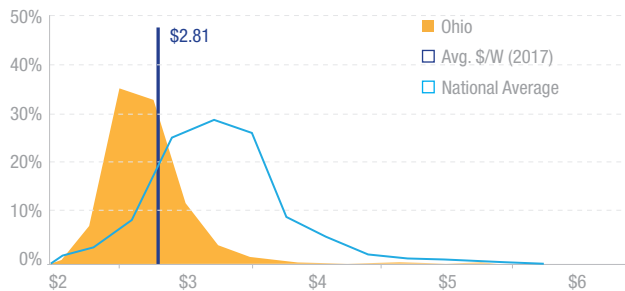


Texas

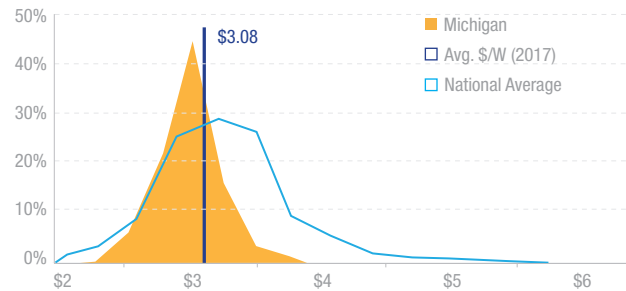


Central

Ohio



Michigan



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

Price Distribution in Select States (cont.)

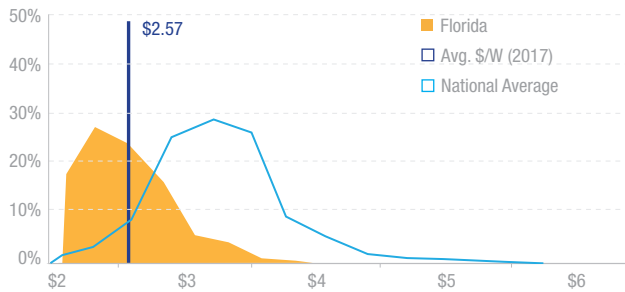
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Maryland's solar market continues to have multiple price "peaks"

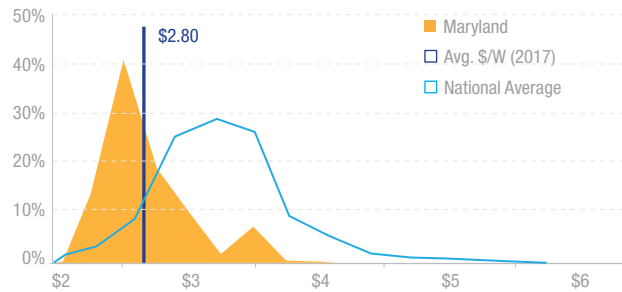
Unlike other states, quoted prices don't cluster around a single point in Maryland – the price distribution graph is bimodal (or has two "peaks"). The first, at \$2.50 per watt, represents around 45% of all residential quotes. The second smaller peak (representing about 10% of installations) appears at the \$3.50 per watt mark. This bimodality is consistent with the past year and a half of data, and is reflective of localized pricing practices dependent on intrastate factors like competition and electricity rates.

Mid-Atlantic/South

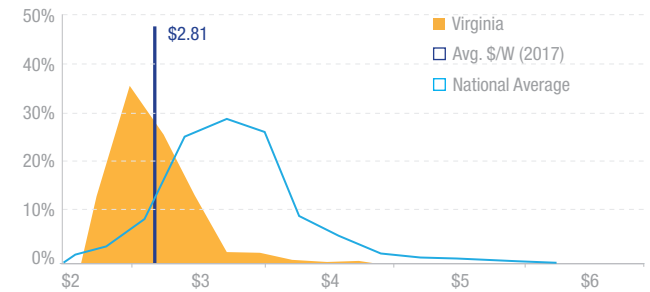
Florida



Maryland

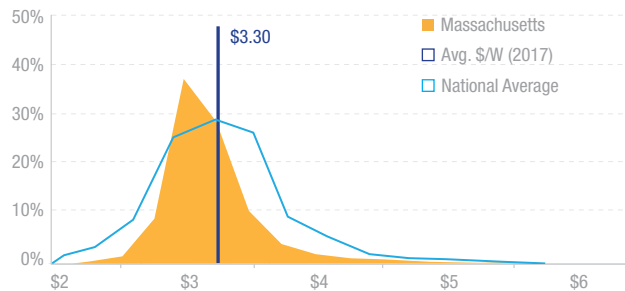


Virginia

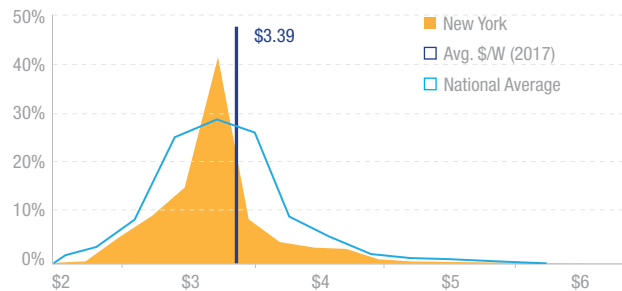


Northeast

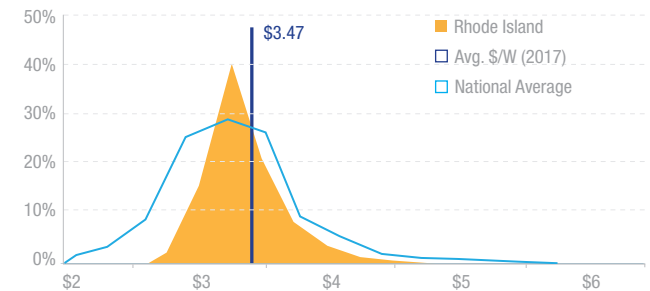
Massachusetts



New York



Rhode Island



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

Solar Economics in Select States

EnergySage analyzed the average gross price per watt and payback period in 12 states across 4 regions to reveal the changing economics for solar in the United States. In almost every state, prices fell between H1 2017 and H2 2017. Decreasing costs contributed to the general trend of shorter payback periods, though payback period didn't always shorten concurrently with price declines.

Solar prices fell in most solar markets across the country

From H1 to H2 2017, the average gross price per watt quoted by installers in the 12 states evaluated fell significantly. The biggest drop was in Texas, where the average price per watt fell by 8.6%. Dramatic price decreases were seen in other maturing solar markets as well, including Michigan (-6.4%) and

Florida (-5%). Mature solar markets also experienced lower prices, but the decrease wasn't as significant. Both Massachusetts (-2.2%) and New York (-0.5%) continue to see lower prices per watt, despite having market maturity relative to the rest of the country.

Payback periods also decreased in most, but not all, states

Payback period generally trended downwards alongside falling prices, but some states saw an increase in payback period, New York (+5.3%), Rhode Island (+3.8%), and Virginia (+8.0%). While some of this can be attributed to changes in forecasted electricity rates, markets such as Rhode Island also revised state incentive programs, which impacted their respective payback periods.

Gross Cost Per Watt

States	H1 '17	H2 '17	% Change
Arizona	\$2.86	\$2.68	-6.2%
California	\$3.32	\$3.22	-3.0%
Connecticut	\$3.32	\$3.25	-2.3%
Florida	\$2.66	\$2.53	-5.0%
Maryland	\$2.87	\$2.74	-4.6%
Massachusetts	\$3.36	\$3.28	-2.2%
Michigan	\$3.22	\$3.02	-6.4%
New York	\$3.40	\$3.38	-0.5%
Ohio	\$2.83	\$2.79	-1.3%
Rhode Island	\$3.53	\$3.44	-2.5%
Texas	\$3.22	\$2.94	-8.6%
Virginia	\$2.74	\$2.83	3.4%

Payback Period (Years)

States	H1 '17	H2 '17	% Change
Arizona	7.7	6.9	-11.4%
California	6.5	6.2	-4.3%
Connecticut	8.2	8.0	-2.4%
Florida	9.7	9.3	-5.0%
Maryland	8.0	7.9	-1.2%
Massachusetts	4.8	4.8	0%
Michigan	8.7	8.3	-4.1%
New York	8.1	8.6	5.3%
Ohio	11.0	10.9	-0.7%
Rhode Island	8.1	8.4	3.8%
Texas	11.9	11.8	-0.4%
Virginia	9.5	10.3	8.0%

Solar System Characteristics in Select States

EnergySage evaluated average system size and the average offset of monthly electricity usage for quotes in the Solar Marketplace across 12 states. In most states, quoted system sizes increased from H1 to H2 2017. The percentage of electricity use offset for shoppers on EnergySage increased as well, but not at the same rate as system sizes.

Many states saw larger system sizes, which may contribute to lower pricing

In most of the states analyzed, the average system size quoted on the Solar Marketplace increased from H1 2017 to H2 2017. Texas stands out with the largest increase, with a 20.5% increase in average system size. Other states that experienced a dramatic increase in average system sizes were

Ohio (19.9%) and Virginia (18.3%), all of which are emerging solar markets with an increasing interest in solar energy. States that had large average system sizes included Florida (11.5 kW), Texas (11.2 kW), Virginia (10.8 kW), and Arizona (10.4 kW).

Amount of electricity use offset by solar varied, but generally trended upwards

The percentage of electricity needs met in quotes to EnergySage shoppers trended upwards, but not as dramatically as system sizes grew. On average, California shoppers were able to cover the greatest percent of their electricity needs with solar (99.4% on average in H2 2017), and systems quoted to Ohio shoppers covered the least (75.3%). The majority of states analyzed fell in the 80% to 90% range.

Size of Quoted System (kW)

States	H1 '17	H2 '17	% Change
Arizona	9.8	10.4	6.1%
California	6.9	7.4	8.0%
Connecticut	9.9	9.3	-5.6%
Florida	10.7	11.5	6.9%
Maryland	9.4	9.9	5.6%
Massachusetts	8.1	8.3	2.4%
Michigan	8.9	8.8	-1.3%
New York	8.8	9.3	5.8%
Ohio	8.5	10.2	19.9%
Rhode Island	7.3	8.1	9.7%
Texas	9.3	11.2	20.5%
Virginia	9.1	10.8	18.3%

Percentage of Usage Offset (%)

States	H1 '17	H2 '17	% Change
Arizona	90.2	92.5	2.6%
California	99.0	99.4	0.5%
Connecticut	88.8	90.7	2.1%
Florida	82.3	82.1	-0.2%
Maryland	71.6	80.1	11.9%
Massachusetts	93.9	94.0	0.1%
Michigan	85.6	85.2	-0.4%
New York	90.4	89.7	-0.8%
Ohio	68.5	75.3	10.0%
Rhode Island	91.8	90.6	-1.3%
Texas	79.7	83.7	5.0%
Virginia	72.0	80.5	11.8%

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

Market Share: Equipment

EnergySage evaluated the solar equipment packages offered to shoppers on the EnergySage Solar Marketplace in 2017. The two most popular panel brands in H2 2017 grew their total market share from H1, and the solar inverter market continued to trend towards consolidation.

Premium panel brands grew in popularity in 2017

LG and Panasonic continue to be the first and second most popular panel brands quoted to consumers on the Marketplace in H2 2017. A 3.4X increase from H1 to H2 2017 (from 5% to 17% market share) puts Panasonic close on the heels of LG, whose market share grew more slightly over the same time period. Other high-quality panel brands also appear in the top 10, including Silfab, Hanwha Q CELLS,

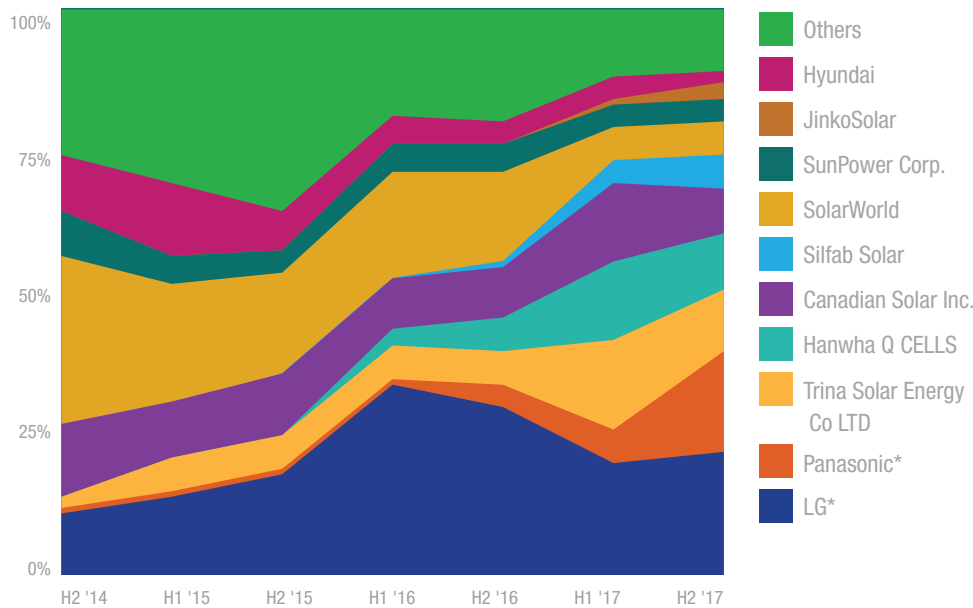
and SunPower. Even after its parent company declared insolvency, SolarWorld Americas managed to maintain 5% market share from H1 to H2 2017 (down from 30% in H2 2014).

Module-level power electronics feature in majority of quotes to shoppers

In H2 2017, more than 85% of quotes to shoppers on EnergySage included module-level power electronics (MLPEs) from either SolarEdge or Enphase, up from 83% in H1 2017. SolarEdge's power optimizers alone were included in nearly 69% of quotes in H2 2017. For both panels and inverters, the number of brands featured in quotes fell significantly from the first to the second half of the year, signaling greater consolidation.

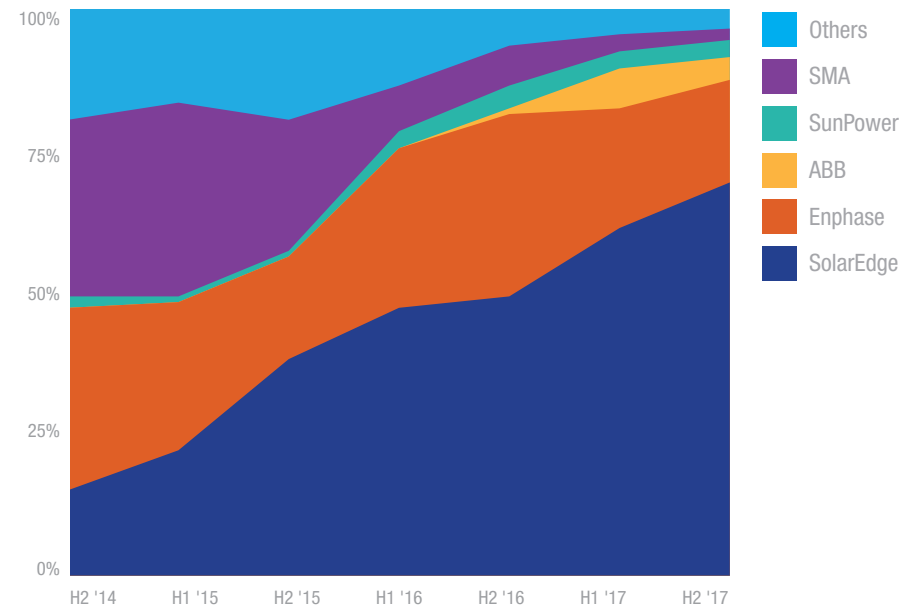
Top Panel Brands

H1 2017 = 63 brands, H2 2017 = 48 brands



Top Inverter Brands

H1 2017 = 44 brands, H2 2017 = 30 brands



NOTE: Data have been revised to reflect outlier removal in user-provided data. *Indicates that manufacturer ran a consumer-facing promotion within the Marketplace in H2 2017.

Installer Equipment Offerings

EnergySage reviewed installer equipment offerings in quotes to shoppers on the Solar Marketplace. Approximately half of installers used just one or two panel brands in their quotes on EnergySage in 2017, and more than half of installers quoted a single inverter brand over the same time period.

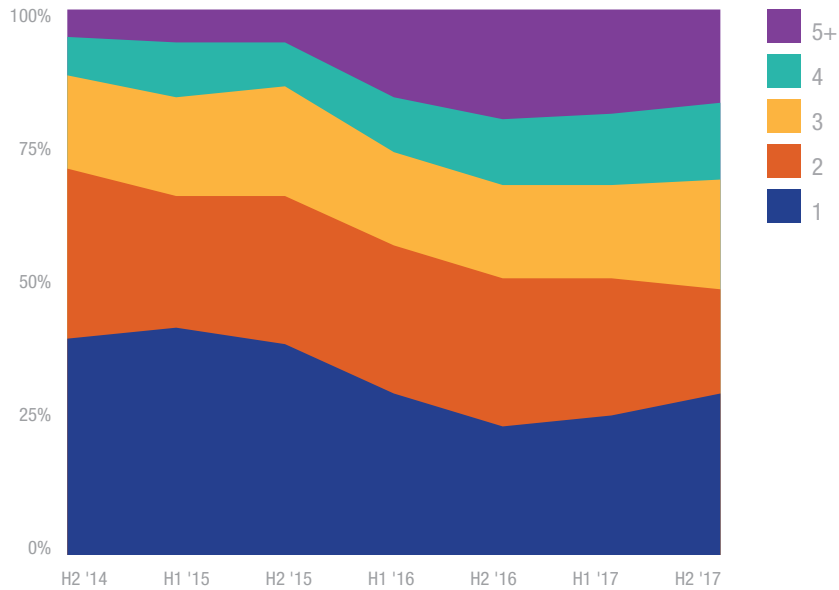
Inverter market consolidation is reflected in installer preferences

The majority of quotes to solar shoppers on EnergySage includes just one of two inverter brands – SolarEdge or Enphase. Installer quoting behavior reflects this consolidation, which is much more apparent in inverters than in solar panels. In H1 2017, 52% of installers quoted just one inverter brand, and in H2 2017, that number increased to 55%.

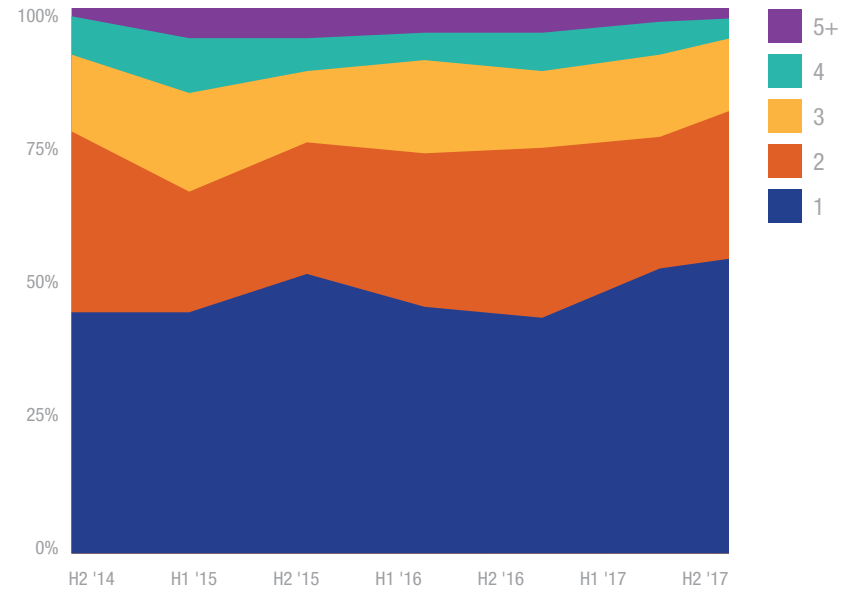
While many installers stick to a single panel brand, they aren't always brand loyal

The share of installers quoting just one or two panel brands has fallen since 2014, but still sat at 49% in H2 2017 (30% of installers quoted just one brand, and a further 19% quoted two brands). However, installers aren't as brand loyal as these data points suggest. EnergySage evaluated the quoting behavior of these installers over time and found that, in the first half of 2017, 20% switched from quoting one brand exclusively to quoting another exclusively. In H2 2017, that number rose to 26%.

Number of Panel Brands Offered



Number of Inverter Brands Offered



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

Installer Equipment Pairings & Price

For this analysis, EnergySage identified the 10 panel and inverter pairings quoted most frequently to shoppers in 2017, and evaluated the comparative cost differences between these equipment packages. The analysis found that packages vary significantly in price based on the panel and inverter brand, and shows the diversity of offerings on EnergySage.

For the most part, equipment packages fall into two price clusters

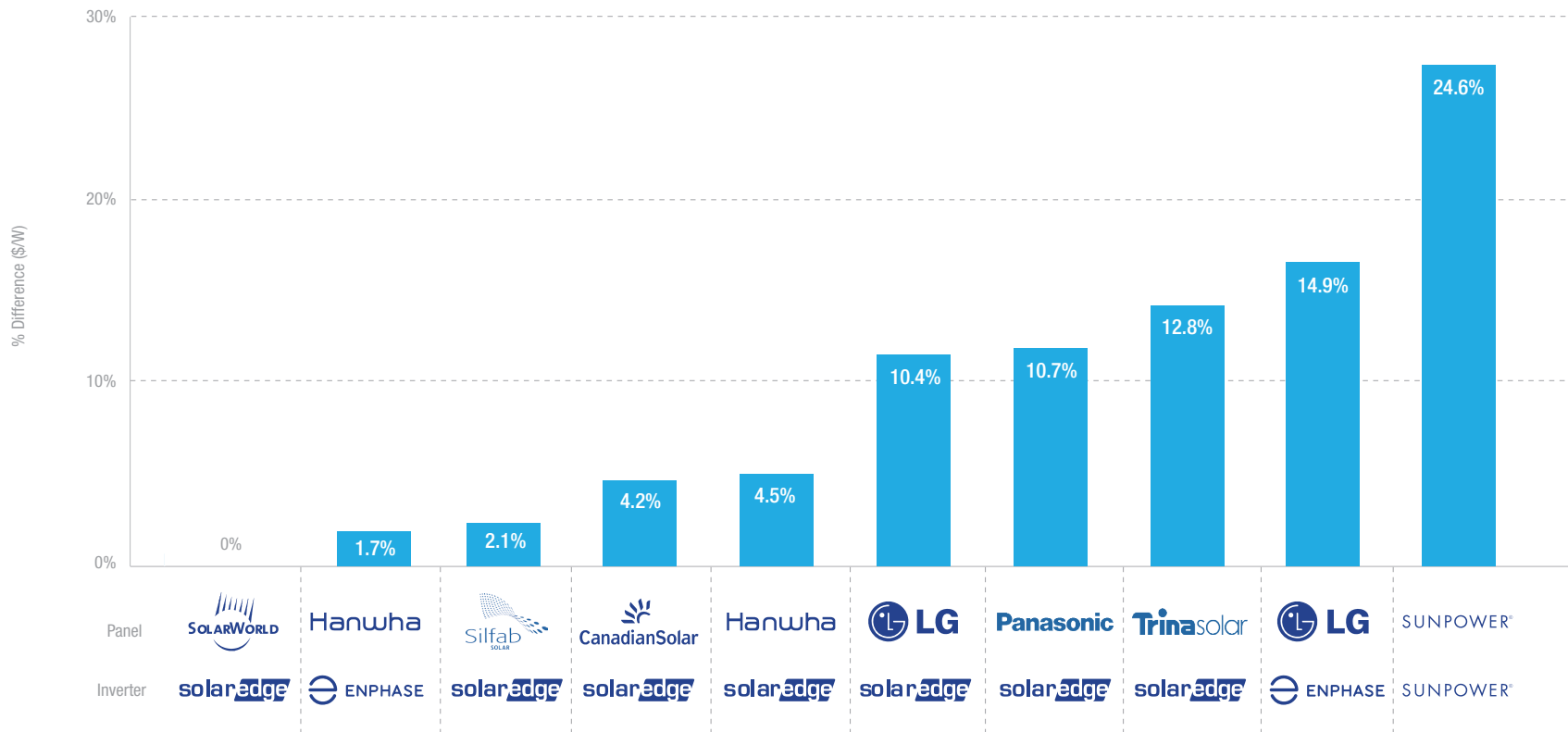
Of the 10 packages analyzed, almost all fell into one of two price groups. On the lower end, packages with panels from SolarWorld, Hanwha Q CELLS, Silfab Solar, or Canadian Solar and module-level power electronics (MLPEs) from Enphase or SolarEdge all fell within 5% of each other, in terms of price per watt. On the upper end, packages, featuring LG, Panasonic, and Trina panels and MLPEs from Enphase or SolarEdge, also had prices per watt within a 5% range.

In terms of price, SunPower equipment rises above the rest

Compared to the baseline equipment package, which includes SolarWorld panels and SolarEdge power optimizers, the SunPower-SunPower package was the most expensive offered in the top 10. A package with SunPower panels and inverters came in at a 24.6% price premium compared to the baseline. Other higher-end equipment packages that included LG or Panasonic panels and MLPEs came with a price premium that ranged from 10.4% to 14.9%, by comparison.

Top Equipment Pairings by Price (2017)

Baseline = SolarWorld/SolarEdge



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

Quality Sells: Most Popular Options on EnergySage

EnergySage reviewed what equipment was included in the most frequently selected quotes on the Marketplace to better understand consumer equipment preferences. Overall, the most popular options were rated “Standard+” or better, and shoppers showed a preference for equipment packages that included high-quality panels and inverters.


















On EnergySage, quality sells: higher-end panels are the most popular options selected

EnergySage ranked the top ten series of solar panels, determined by the close rate of quotes that included each series. The most popular series across the entire Marketplace are from eight different brands, including SunPower, LG, Panasonic, Trina, SolarWorld, Hanwha Q CELLS, and Silfab Solar. All but one option was rated as “Standard+” or better, showing that panels with above-average efficiency, performance, and warranties are more likely to sell on EnergySage.

Premium equipment packages are 50%+ more likely to be chosen than Standard packages

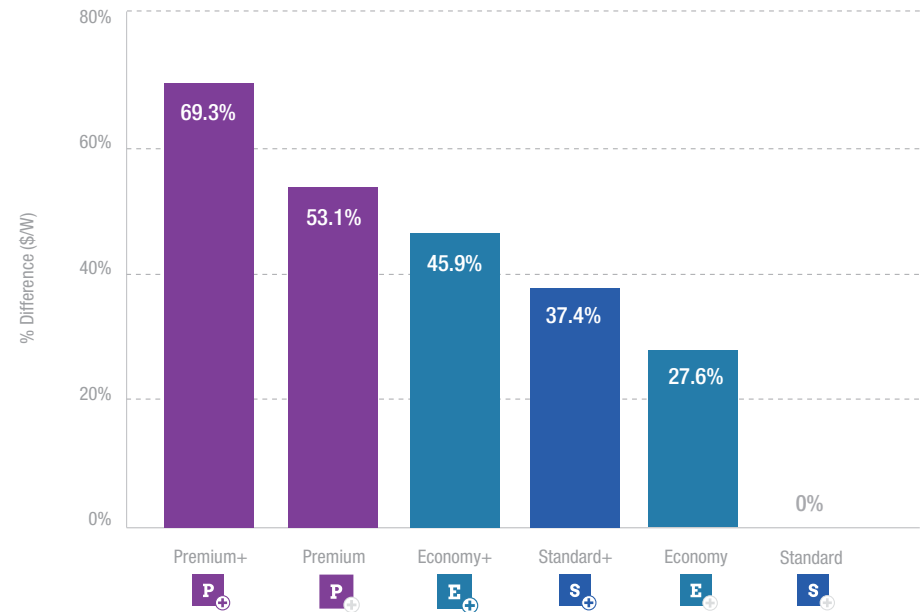
In addition to panel ratings, EnergySage also provides package ratings for quotes on the Solar Marketplace. These ratings account for both panel and inverter quality. On EnergySage, Premium and Premium+ packages were 53.1% and 69.3% more likely to be chosen, respectively, than packages with a Standard rating. Economy and Economy+ packages were also more likely to be chosen than Standard packages, indicating that, while most shoppers tend to choose premium products, at least some EnergySage shoppers seek the low-cost option.

Most Frequently Chosen Panels (2017)

Brand	Series	EnergySage Rating
1. SUNPOWER®	X-Series	
2.  LG	NeON R	
3.  LG	NeON 2	
4. Panasonic	HIT	
5. SUNPOWER®	E-Series	
6.  TrinaSolar	Allmax (Plus)	
7.  LG	Mono X Plus	
8.  SOLARWORLD	Module Plus Mono	
9.  Hanwha Q CELLS	Q.PEAK	
10.  Silfab Solar	SLA-M	

Likelihood to Purchase, by Equipment Package Rating

Baseline = Standard



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

Characteristics of Most Selected Quotes

The EnergySage Solar Marketplace assigns superlative “badges” to specific offers among a shopper’s full set of quotes to highlight key features. A single quote can have anywhere from zero to four badges assigned to it, depending on its characteristics compared to the other quotes that a shopper has received. In this analysis, EnergySage reviewed the badges most frequently associated with winning quotes on EnergySage. The results reflect a trend seen elsewhere in this report: prospective solar customers are compelled to buy offers that include high-quality equipment at the right price.

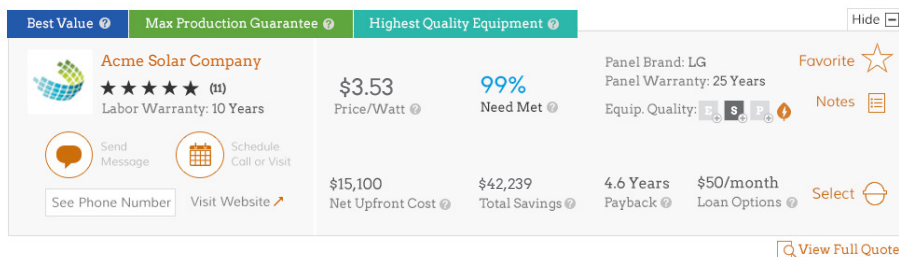
6 in 10 quotes selected by shoppers featured “highest quality equipment”

61.2% of the quotes selected by shoppers on the EnergySage Solar Marketplace had the “Highest Quality Equipment” badge, which is determined by EnergySage’s proprietary solar equipment rating system. The next most popular badge, at 39.8%, was for “Best Value”, which is awarded based on the best combination of equipment quality, system production, and price.

Low monthly payments aren’t a powerful driving factor for customer choice

The third most frequently selected badge is “Lowest Cost Per Watt,” representing a subset of EnergySage users that are seeking a low-cost option. However, low monthly financing payments don’t appear to be as compelling: the two badges that appeared least frequently in quotes selected by shoppers are “Lowest Loan Payment Per Month” and “Lowest Lease Payment Per Month.”


An example quote with EnergySage badges







Best Value **Max Production Guarantee** **Highest Quality Equipment** Hide

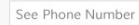

Acme Solar Company
★★★★★ (11)
Labor Warranty: 10 Years


\$3.53 **99%**
Price/Watt **Need Met**

Panel Brand: LG
Panel Warranty: 25 Years
Equip. Quality: 

Favorite 
Notes 

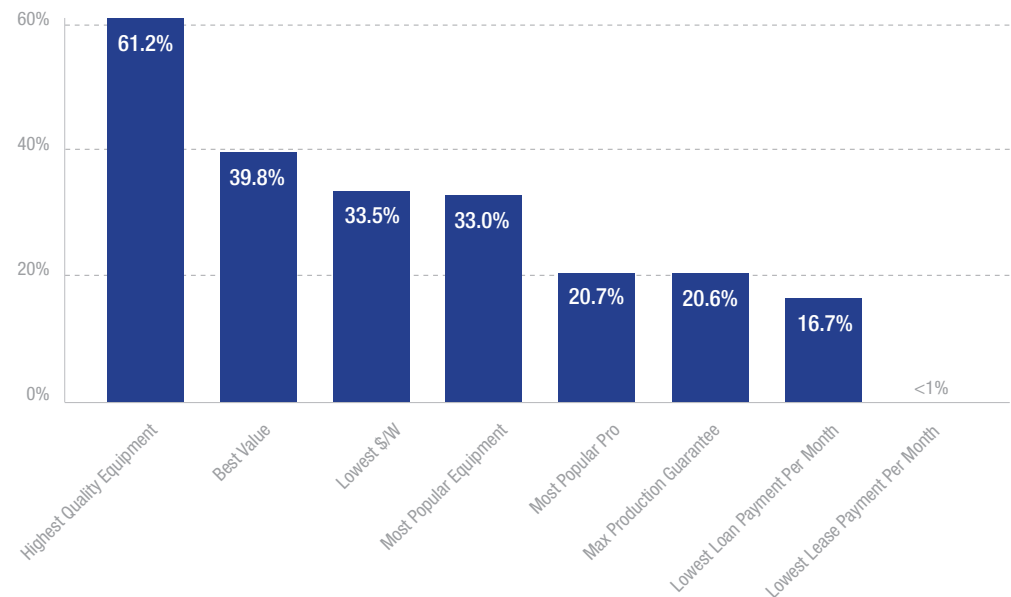
Send Message  Schedule Call or Visit 

See Phone Number  Visit Website 

\$15,100 **\$42,239** **4.6 Years** **\$50/month**
Net Upfront Cost **Total Savings** **Payback** **Loan Options** **Select** 

[View Full Quote](#)

Badges Most Likely to Be Selected



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

In mid-2017, EnergySage started asking Solar Marketplace users who created an account what other non-solar energy products and services they were interested in. Solar shoppers were given six nonexclusive choices, and participation in this questionnaire was optional. The results showed that many users are interested in other energy-related products, particularly energy storage.

Of all the options, energy storage rises above the rest

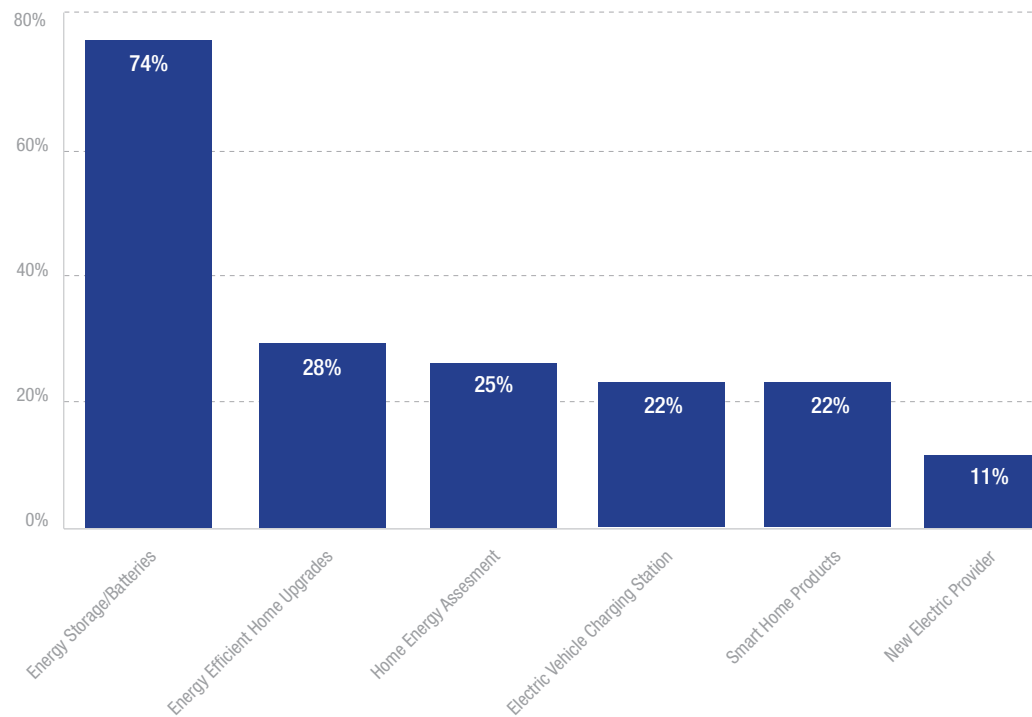
74% of the shoppers who responded to the question indicated that they were interested in battery storage options – nearly three times as many as the next most popular energy product or service. The high level of interest in energy storage is likely due to multiple factors: more installation companies are offering batteries alongside solar in 2017, and some utilities are starting to implement changes

to net metering or rate structures (e.g., time-of-use rates for solar customers) that incentivize storage. 2017 also brought powerful hurricanes, wildfires, and power outages to parts of the U.S., leading to increased interest in energy storage for resiliency reasons.

Shoppers also express interest in other home energy products and services

Interest levels for other energy upgrades aside from storage were similar. Respondents showed interest in energy efficient home upgrades, home energy assessments, electric vehicle charging stations, and smart home products at ranges between 22% and 28%. Shoppers were least interested in finding a new electricity provider (11%).

Other Energy Interests for EnergySage Shoppers



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

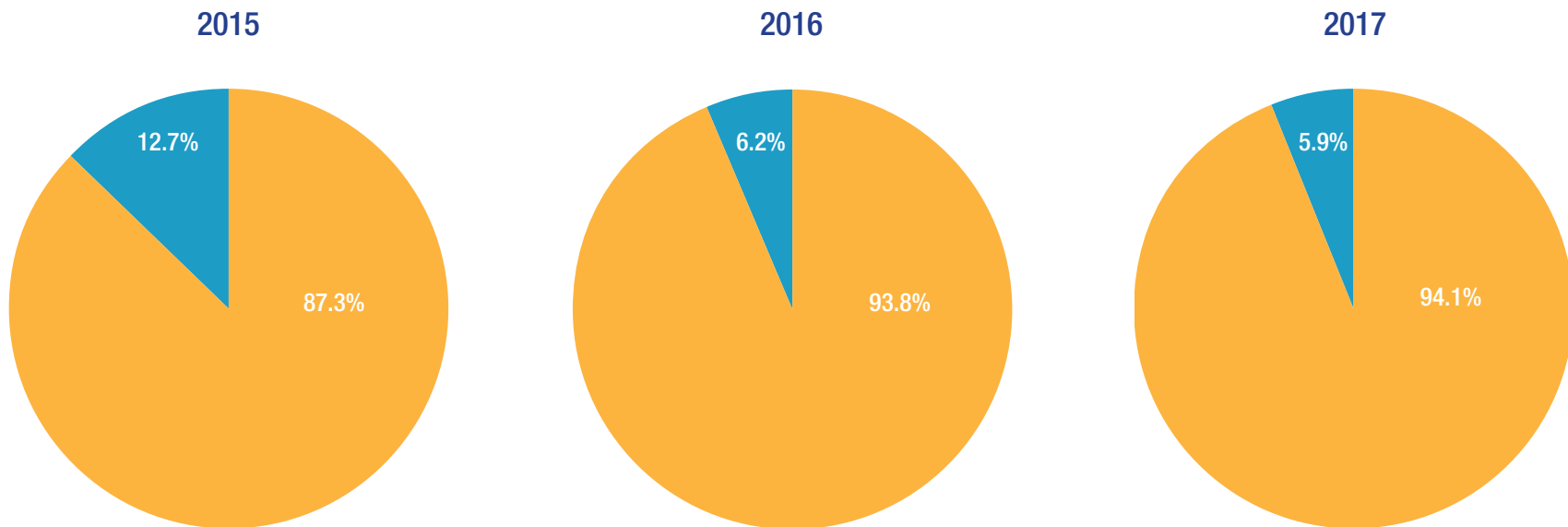
EnergySage User Financing Preferences

EnergySage reviewed financing preferences for users joining the Solar Marketplace from 2015 through 2017 to see how they have changed over the past three years. Of the registrants who indicated a preference, fewer prefer third party ownership options each year. This correlates with broader industry trends – as loan products become more easily accessible, customers will choose to own their system to maximize savings.

Under 6% of EnergySage shoppers were interested in a solar lease or PPA in 2017

Since 2015, solar shoppers using the EnergySage Solar Marketplace have consistently preferred ownership of their system rather than a lease or power purchase agreement (PPA). Of the users who indicated a financing preference when signing up to receive quotes, just 5.9% stated a preference for a lease or PPA in 2017. This is similar in 2016 (6.2%), and a decrease from 2015 (12.7%). Even fewer shoppers end up selecting third-party ownership quotes on EnergySage: in 2017, just 1% of the quotes chosen through the platform included a lease or PPA option.

 Purchase (Cash/Loan)  Lease/PPA



Financing Products

EnergySage analyzed loan products offered by installers on the EnergySage Solar Marketplace in 2017. Similar to previous analyses, most installation companies offer loan products from just one or two providers. The number of solar loan financing options offered through the Marketplace continues to increase, with many of these products coming from regional or local providers.

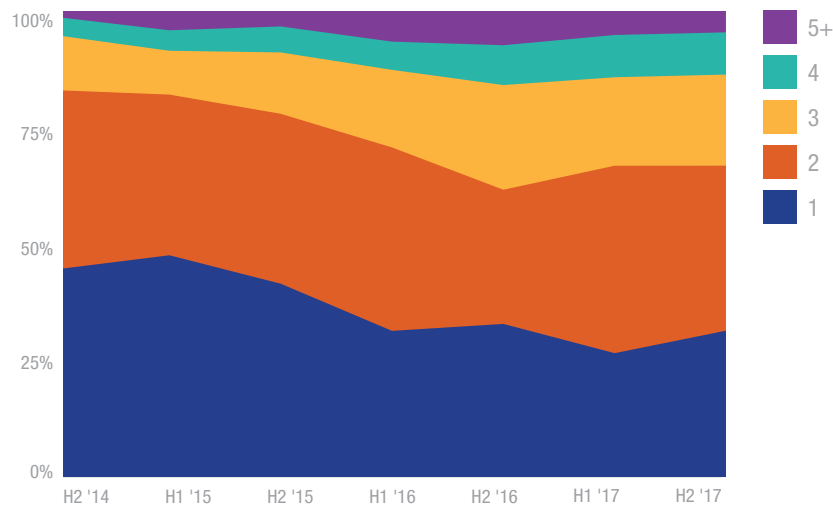
Most installers work with one or two financing partners

In H2 2017, 66.7% of installation companies offered solar loan products from two or fewer providers in quotes on the EnergySage Solar Marketplace. This is consistent with H1 2017, though more installers in H2 2017 offered loans from only one single provider. The number of installers working with 5+ loan providers in H2 2017 on the Solar Marketplace dropped nearly 3%, from H2 2016, from 7.6% to 4.8%.

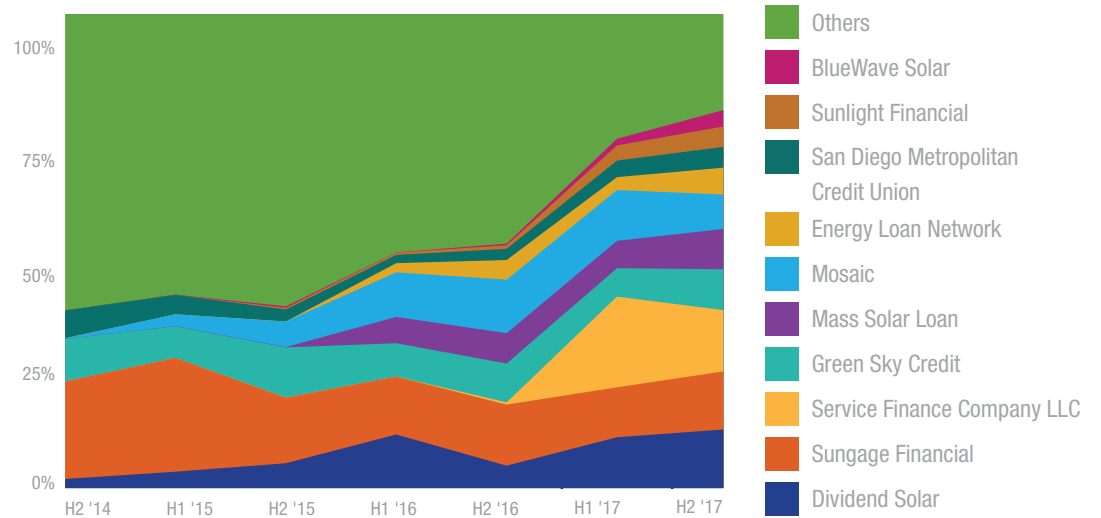
The solar financing market continues fragmentation

A growing number of lenders are offering financing products to shoppers on the EnergySage Solar Marketplace, and not a single financing provider held more than 14% of the market share in H2 2017. The three providers most commonly quoted to shoppers were Dividend Solar (13.21%), Sungage Financial (12.20%), and Service Finance Company (12.58%). However, regional or local financiers like San Diego Metropolitan Credit Union (4.39%) and Mass Solar Loan (8.53%) make up a large portion of financing products quoted as well, particularly in mature solar markets.

Loan Products Per Installer



Financing Provider Market Share



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

Solar Landscape By Utility

For this analysis, EnergySage analyzed quotes submitted to shoppers on the Solar Marketplace in five different utility service territories across the United States in 2017. These quotes were used to create a profile of solar PV system characteristics and to calculate the 25-year average levelized cost of energy (LCOE) for customers of each utility.

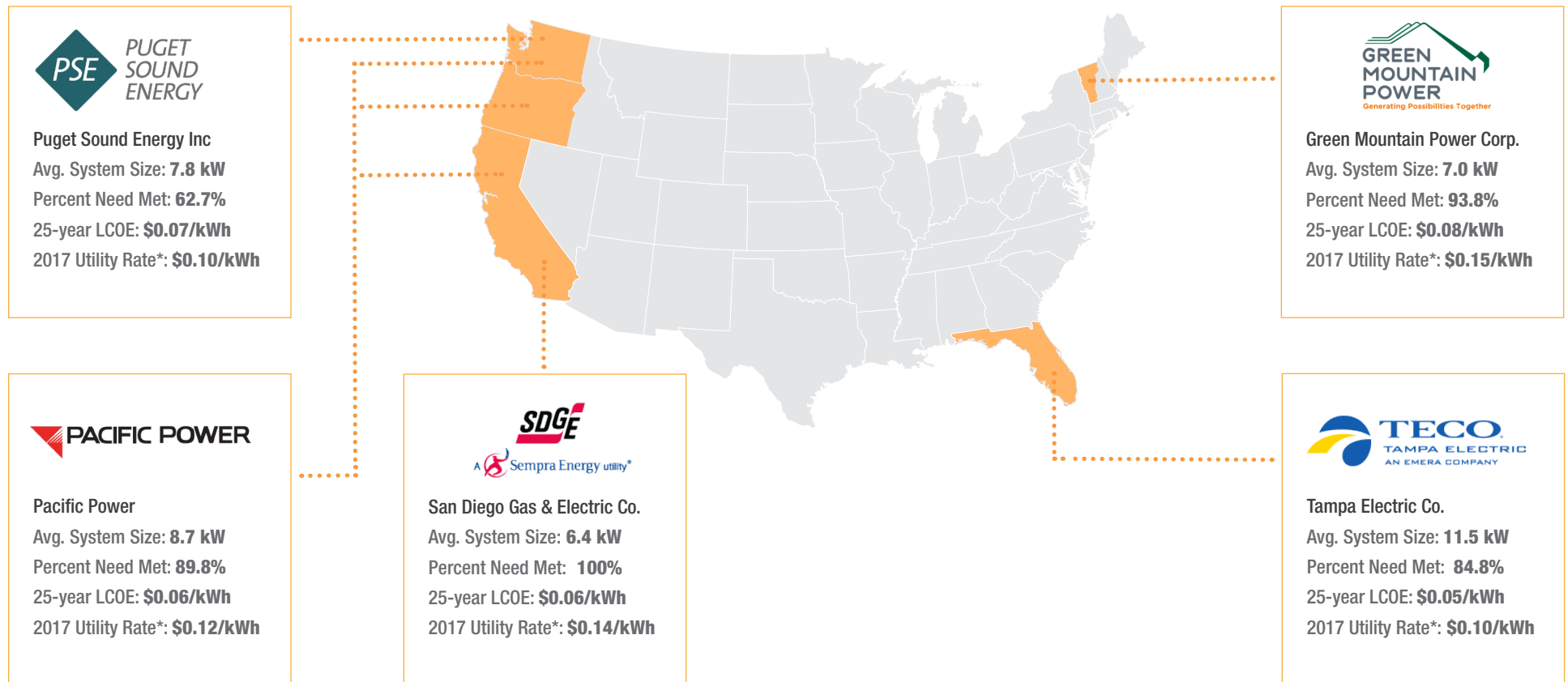
Average system characteristics vary depending on utility territory

The characteristics of average residential solar installations by utility territory reflect the variety of solar customer profiles across the country. Average system sizes ranged from 6.4 kW to 11.5 kW, while the

percent of electricity needs met through solar was between 84.8% (Tampa Electric Co.) and 100% (San Diego Gas & Electric Co.). Average LCOE fell as low as \$0.05/kWh (Tampa Electric Co.) and reached an upper limit of \$0.08/kWh (Green Mountain Power Corp.).

In all but one utility service territory, LCOE was half of the 2017 utility rate or less

Remarkably, in every utility service territory case except Puget Sound Energy, LCOE was about 50% of the 2017 average residential utility electricity rate (or even lower in some cases). In the most extreme case (San Diego Gas & Electric Co.), LCOE was \$0.08/kWh lower than the average residential electricity rate of \$0.14/kWh, a rate differential of nearly 60%.



What can EnergySage data do for you?

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

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Report Title	Details	Scope & Pricing
Solar Market Trends	<p>Market data and trends for a market territory. Sample data points included:</p> <ul style="list-style-type: none"> • Quoted prices • Payback periods • Panel and inverter brands quoted • Financing options • System sizes • Consumer demographics 	<p>Basic Package (\$1,000):</p> <ul style="list-style-type: none"> • Quarterly roll-up, trend over 4 quarters • Up to 4 counties • Up to 2 states <p>Custom Package: Available upon request</p>
Solar Equipment Trends	<p>Market data and trends for solar panel or inverter brands. Sample data points included:</p> <ul style="list-style-type: none"> • 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 	<p>Basic Package (\$1,500):</p> <ul style="list-style-type: none"> • Quarterly roll-up, trend over 4 quarters • Up to 12 counties • Up to 3 states <p>Benchmarking Package (\$4,000):</p> <ul style="list-style-type: none"> • Includes Basic Package, plus benchmark comparisons to 2 other equipment manufacturers <p>Custom Package: Available upon request</p>
Solar Market Trends, by Utility Territory	<p>Market data & trends for solar activity within a utility territory. Sample data points included:</p> <ul style="list-style-type: none"> • 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 	<p>Basic Package (\$4,000):</p> <ul style="list-style-type: none"> • Quarterly roll-up, trend over 4 quarters • One utility territory • Up to 3 states • One written report and advisory call <p>Custom Package: Available upon request</p>
Custom Reports	<p>Any combination of above-mentioned data and more. Contact us for details.</p>	<p>Custom Package: Available upon request</p>



About EnergySage, Inc.

EnergySage is the leading online comparison-shopping marketplace for rooftop solar, community solar, and financing. Supported by the U.S. Department of Energy, EnergySage is the trusted source of information for over 6 million consumers across 35+ states. As of early 2018, the company has sent over \$3 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](#) and [LinkedIn](#).

