

Add Solar to Your Roofing Business



As a roofer, you're already a master of all things roofing—from construction and repair to safety and materials. With the rise of solar panels as a lucrative addition to roofs, there's no reason you shouldn't expand your expertise to include photovoltaic (PV) system installation. You don't have to be an engineer; you just need to apply your roofing knowledge to ensure roofs are in top condition for solar, making you the ideal candidate for this growing field.

3X Profits with New Roof + Solar

New Roof Alone

- New Roof Cost: \$10k
- Monthly Utility bill: \$250
- Utility bill doesn't go down
- Finance: \$120
- Roof needs to be replaced in 25-30 years.

Total Profit: \$3,000

VS.

New Roof PLUS SOLAR

- New Roof + Solar Cost: \$30k
- **NEW** Utility bill: \$20
- Finance: \$200
- Roof + Solar panels needs to be replaced in 25-30 years.
- 25-year bill **SAVINGS**: \$9,000

Total Profit: \$9,000

*Example based on 7 KW project with tax incentives.

3 Ways to Sell Solar

1. Sell Solar Leads
2. Solar Hardware Installs
3. One Stop Shop



Sell Leads

Sell qualified leads ranging from a \$500 to \$2,000 payout. To sell these leads, one can directly contact PV companies by providing them with the leads' contact information and electric bill. After which the companies can follow up on their own.

Install Hardware

By installing mounting hardware for solar panels, roofers set the stage for PV installers to complete the setup, with some PV companies preferring certified roofers for this task to maintain warranty integrity.

Full-Service

Taking charge of the full roof and solar installation can triple your earnings.

The basic solar installation is simple and the more complex tasks can be outsourced. Easily turn a \$10k roofing project into a \$30k roofing and solar project.

Why Customers Want Solar

1. Energy Cost Savings (Most can save an average of \$100 per month on energy bills.)
2. Environmental (Help combat greenhouse gas emissions and use of fossil fuels.)
3. Tax Credits (20 states currently offer solar rebates and incentives.)
4. Net Metering (payment for energy returned to the grid.)
5. Solar Energy Renewable Credits (SREC's available in NJ, MA, PA, MD, DE, OH, and D.C.)
6. Increase Home Value (Increases approx. \$15k with solar system.)

You Will Need

NABCEP &
Manufacturer Training

IMGING

Local Code & Permits