



SUNFARM ENERGY SOLAR FRIDAY

DEBUNKING SOLAR MYTHS



The solar market is growing fast and that means there are lots of companies competing for your project.

Unfortunately, that also means that companies will deploy shoddy tactics and misleading claims to capture your business.

Misinformation hurts the industry as a whole and can further discourage customers from making the smart switch to solar power.

This misinformation can range from slightly misleading to downright false.

The most common place to find misleading solar information and advertising is on social media platforms like Facebook.

You might also run into these types of ads on YouTube, and other digital platforms.

This week, we're breaking down what to look for when searching for solar, how to identify misleading and false claims, and some key questions to ask your solar provider.





FALSE

Your utility company will pay you to install solar.

This is one of the most common claims that companies use to incentivize you to go solar.

But the truth is, utility companies will never pay customers any kind of cash to install a solar PV system. In fact, most utility companies are neutral on installing solar.

In some states, utilities may even actively discourage the adoption of solar by charging additional fees.

Questions to Ask:

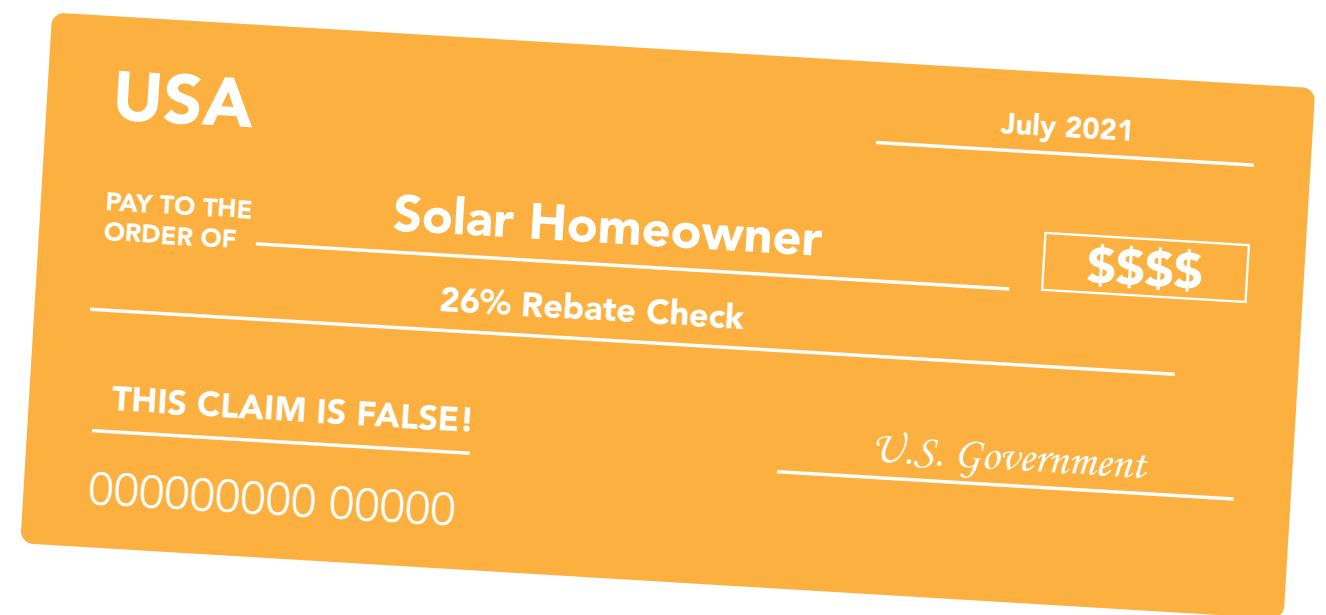
How is my utility company involved in the process of switching to solar?

What does connection to the grid look like?

When can I expect to be connected?

FALSE

The solar tax credit is a rebate program.



Lots of companies will try to sell you the tax credit as a rebate, meaning you will receive a direct check for 26% of the cost of your system.

This is not true. While we wish it were, **there are currently no federal rebate programs for installing solar.**

The federal ITC works as a credit on any federal taxes that you owe. In 2021, this percentage stands at 26% of the cost of installing your solar PV system.

Questions to Ask:

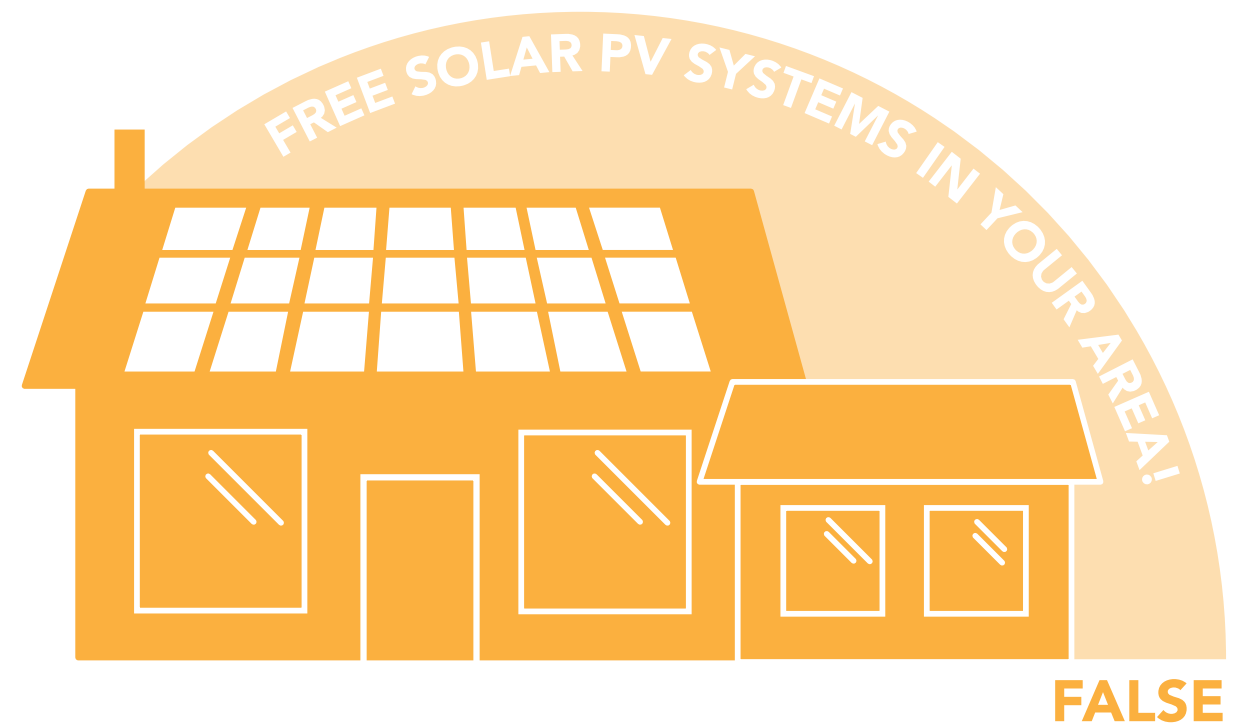
Can you explain how the federal tax credit works?

Will my quote factor in this incentive?

How do I claim the credit when I file my taxes?

FALSE

Your state is giving away free solar PV systems.



According to Business Insider, which conducted an extensive investigation into misleading claims, ads on Facebook have taglines like “federal and state programs pay you to go solar.” These claims are blatantly false.

Customers are not being paid to switch to solar, and systems are not being installed for free.

While there are ways to reduce costs with the federal investment tax credit, financing options, and other programs, no state or federal programs will directly hand you cash to switch to solar or install a system at no-cost.

Questions to Ask:

What financing options does your company provide?

Do you offer additional company discounts?

MISLEADING

Switching to solar will save you “x” dollar amount.



You may see companies advertising **specific dollar amounts** in savings by switching to solar.

Example: “save \$8,726 by switching to solar today!”

It’s important to remember that **solar savings vary by customer**. Depending on your energy needs, consumption, system size, and available land/roof space, savings will be different from customer to customer.

Overall, switching to solar will save you money, but it’s important to work with your Energy Consultant to build a system that fits your needs and lifestyle.

Questions to Ask:

What kind of savings can I expect based on my needs?

How will my quote reflect these savings?

How are my savings calculated?

MISLEADING

Switch to solar with no out-of-pocket costs.

While many companies, including SunFarm Energy, offer no-cost down financing options, **there are still some expenses associated with installing a system.**



If customers choose to finance their system, they may opt for a no-cost down option but will still pay monthly bills towards their financing plan.

In addition, grid-tied systems are often associated with a connection fee. While switching to solar is a fantastic way to save money, setting up your solar PV system rarely comes at no cost.

Questions to Ask:

What costs are associated with installing my system?

How are these costs calculated?

How much does my utility charge to be connected to the grid?

Have you seen these or any other misleading or false claims about solar?

Any time you see a misleading claim on social media about solar, be sure to report the ad.

Remember, these misleading claims are not only harmful to you as the customer, they also hurt the industry as a whole and jeopardize a clean energy future for all.

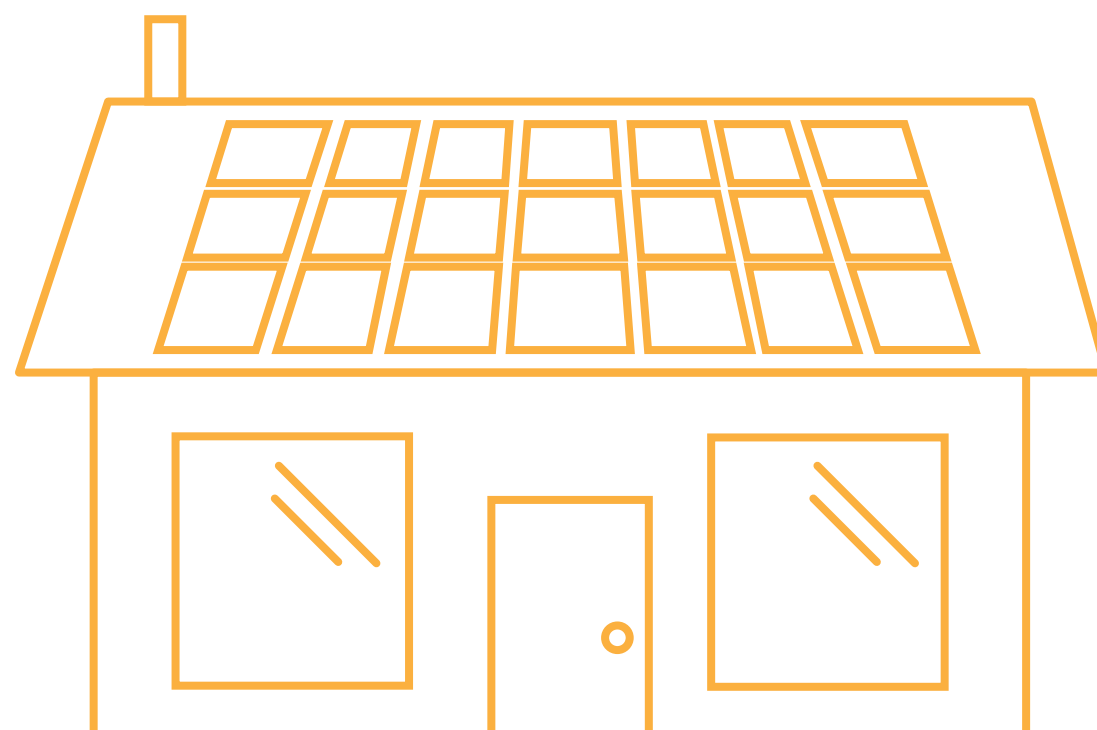
Making the switch to solar power is a big decision. Make sure you're armed with the facts to make the best choice!

A stylized orange sun with a circular face and several straight lines radiating outwards.

SunFarm
ENERGY

**Have more questions about solar?
Give us a call today.**

#SFESOLARFRIDAY



Sources: Business Inside & Energy Sage