



# HOMEOWNER DEMAND FOR SOLAR IN 2023:

TACTICS TO OVERCOME CURRENT  
MARKET CONDITIONS

Peter Troast, Founder & CEO

Abby Yolda, Director of Solar & Digital Marketing Strategy

May 24, 2023

# Ongoing Focus on the Implications of AI



## THINKING ABOUT AI IN HVAC & HOME PERFORMANCE:

VIRTUAL ASSISTANT'S IN THE FIELD  
FOR COMPLEX BUILDING SCIENCE

Peter Troast, Founder & CEO

March 29, 2023

## Future Webinars

- AI Chat for Your Website
- Website "Optimization" for Language Models
- Continued Testing of Virtual Assistant
- and More



## WEB SEARCH IN A WORLD OF AI:

WHAT WILL CHANGE FOR CONTRACTORS  
AND THE CUSTOMER JOURNEY?

Peter Troast, Founder & CEO

May 10, 2023



## What We'll Discuss

- ① THE CURRENT STATE OF THE MARKET
- ② TACTICS TO OVERCOME THESE CONDITIONS



# STATE OF THE MARKET FOR SOLAR



# America's home improvement boom appears to be over

## *Inflation Is Unrelenting, Bad News for the Fed and White House*

Inflation rose quickly in September and a key measure accelerated to the fastest pace since 1982, underlining the persistence of price increases.


# What it would mean for the global economy if the US defaults on its debt

**Los Angeles Times** [SUBSCRIBE](#)

WORLD & NATION

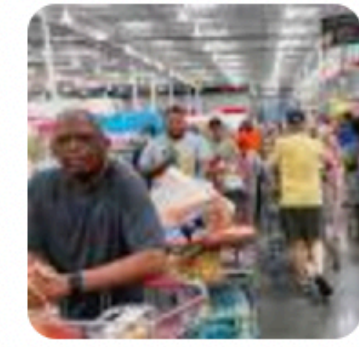
## Today's Headlines: U.S. inflation reached a new 40-year high

# Banks: Is this a banking crisis - how worried should I be?

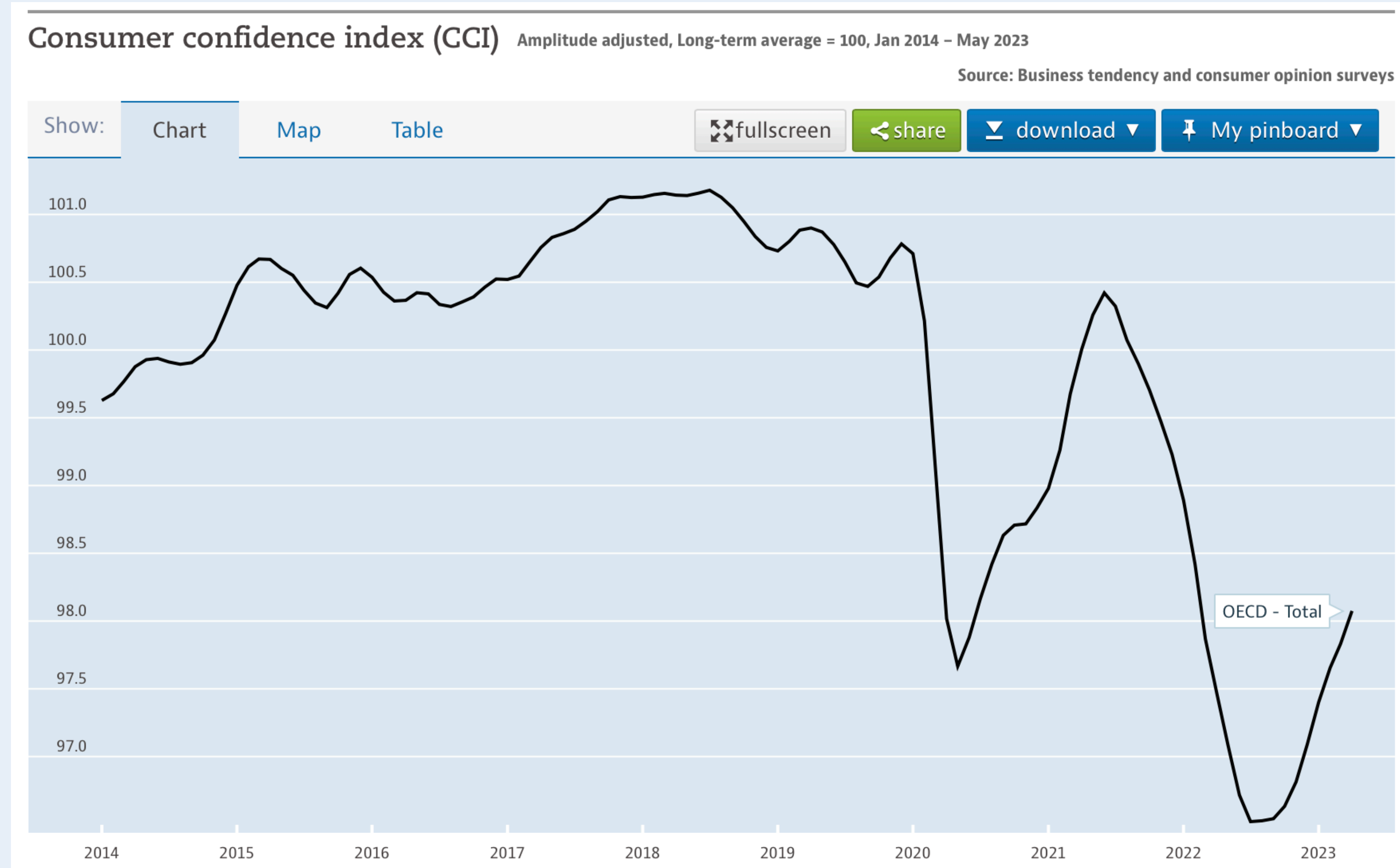
 **Consumer spending is weakening as economic uncertainty grows**

American consumers are continuing to rein in spending amid growing concerns over the health of the U.S. economy, putting further pressure on...

23 hours ago



Values below 100 indicate a pessimistic attitude towards future developments in the economy, possibly resulting in a tendency to save more and consume less.



**solar panels**  
Search term

+ Compare

United States ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time



**Covid Start**

**TX Power Grid**

**Ukraine Invasion**

**2023 Malaise**



**solar panels**  
Search term

+ Compare

United States ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time



**2023  
Malaise**





# Rise of National & Lead Seller Competition in Paid Search Advertising

May 2022

Auction insights <sup>?</sup>	
Add filter	
Display URL domain	↓ Impression share
You	32.68%
understandsolar.org	26.45%
sunpower.com	26.37%
cleanenergyassociation.org	22.37%
sunrun.com	22.22%
isaksensolar.com	21.83%
solaramerica.com	12.97%
solar-estimate.org	12.42%
nocost.solar	11.52%
solarquote.org	11.25%
ecowatch.com	< 10%
amazon.com	< 10%

May 2023

Auction insights <sup>?</sup>	
Add filter	
Display URL domain	↓ Impression share
solar-estimate.org	18.56%
smartgreensolar.com	14.87%
sunpower.com	13.71%
venturesolar.com	11.46%
	11.42%
You	< 10%
isaksensolar.com	< 10%
ecowatch.com	< 10%
goevergreen.solar	< 10%
cleanenergyassociation.org	< 10%
consumeraffairs.com	< 10%
sunrun.com	< 10%



# Net Metering Pressure

**CNET**

Your guide to a better future

## Why You Can Trust CNET

Our expert, award-winning staff selects the products we cover and rigorously researches and tests our top picks. If you buy through our links, we may get a commission. [Reviews ethics statement](#)

Home > Home Energy & Utilities

# Net Metering Changes in California: How Will They Impact You?

A new net metering structure takes effect on April 15, bringing significant changes to solar customers in California.



On the Positive  
Side

Solar Tax Credit\*

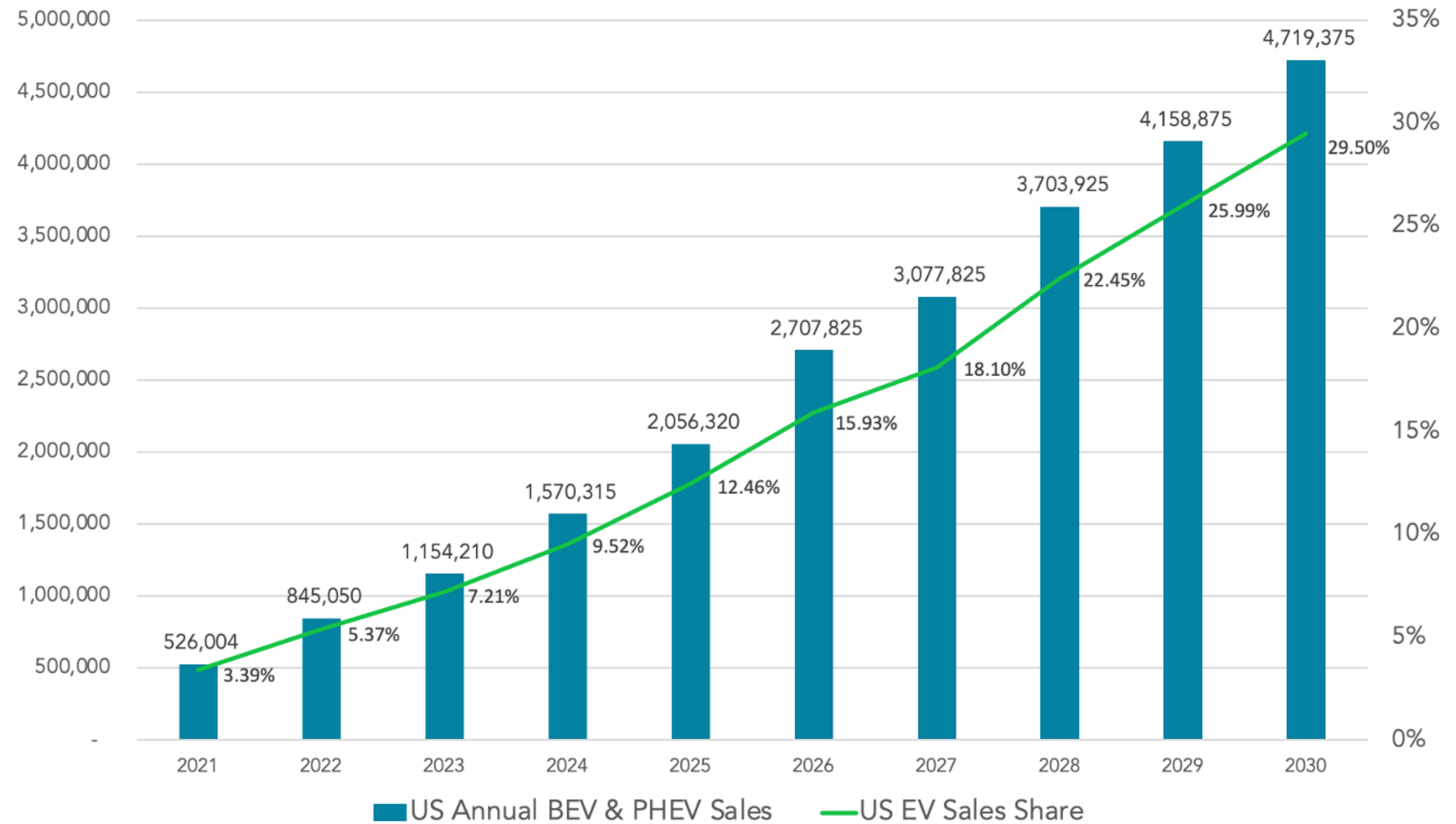
Inflation Reduction Act

Energy Prices



# Unexpected EV Adoption

## US EVs (BEV & PHEV) Sales & Sales Share Forecast: 2021-2030



Historical Sales Data: GoodCarBadCar.net, InsideEVs, IHS Markit / Auto Manufacturers Alliance, Advanced Technology Sales Dashboard | Research & Chart: Loren McDonald/EVAdoption



# FIGHTING BACK: TACTICS THAT ARE WORKING

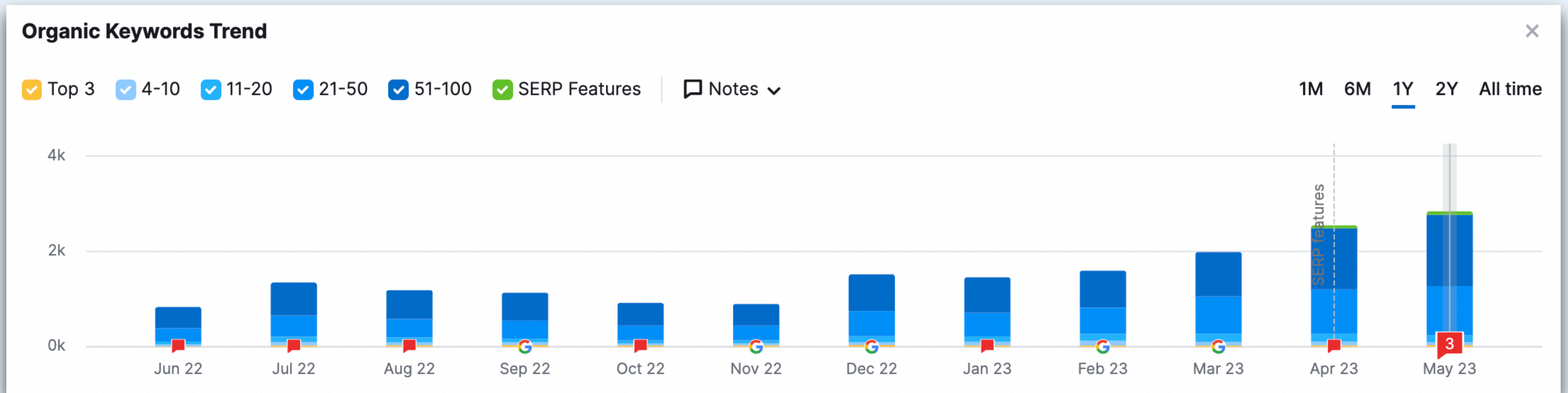


## Content Direction & Narratives

- IRA and ITC
- Long-term economic benefits/solar as investment
- High utility bills
- Sharp focus on brand & differentiation
  - Reviews
  - Case studies
  - Drone footage
  - Product footage
  - Team photos, lean on local



# Focus on Organic Strength & Performance



## Longtail Keyword Focus

SERP Feature keywords

Local

All Services (Storage/Backup, EV Charging, Maintenance, Cost Savings, Economic Benefit, Energy Costs, ...in 2023)



## Paid Search Strategy in Light of Growing Competition & High Ad Spends

- Increase ad spend when possible
- Shift budgets—narrow geos and audiences to highest conversion campaigns
- Consider lower cost display and YouTube to reach newer audiences






## Remarketing Campaigns


Drive brand and economic messaging to recapture tire kickers

- Display
- Facebook
- YouTube



**30% Federal Solar Tax Credit**

 With 45 Years Of Solar Experience,  
r Knows How To  
Delight Our Customers



Focus on Brand &  
Company Story

Reviews

Testimonials

Case Studies

Amp Up Referral Programs

Compelling Company Story

Strong About Us page

Local emphasis

Team & Project Images

Community Involvement



# QUESTIONS?

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