



SUSTAINABLE JERSEY SOLAR CHALLENGE



Helping Municipalities Drive Solar Adoption

powered by



Topics to Be Covered Today

- Overview of the EnergySage Solar Marketplace
- Sustainable Jersey Solar Challenge

EnergySage Solar Marketplace

EnergySage is the best way to research and shop for solar



"Solar Shopping Wrapped in a Warm Security Blanket"

-Utility Co. Executive

EnergySage is the first and only comparison-shopping website for solar PV systems and financing options. Often referred to as "the Kayak.com for solar", the EnergySage model is highly customer-centric, ensuring a world-class solar shopping experience that is unmatched in the industry.

Unbiased Information

Comprehensive, impartial solar content and one-on-one guidance throughout the shopping experience.

Comparison Shopping

Consumers receive multiple quotes from pre-screened installers that they can easily compare apples-to-apples.



The solar market can represent a noisy, stressful, confusing and demoralizing shopping experience for consumers

- No impartial information
- Prices all over map
- Difficult to compare options
- Unbelievable claims
- High pressure sales



- Confusion
- Lack of trust
- Long, costly sales cycles
- Inaction



Simple, online comparison-shopping solution



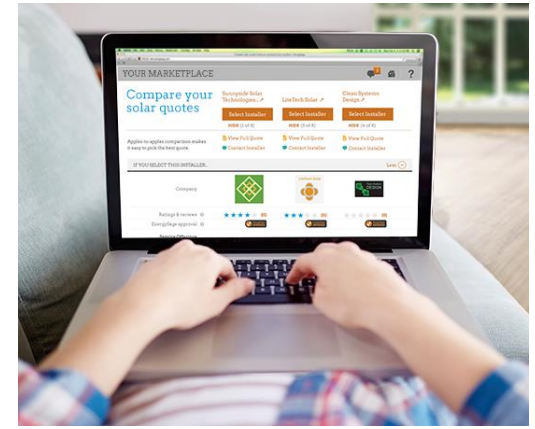
1. Homeowners create property profiles

- Specify property location
- Energy use
- System and financing preferences



2. Solar installers design systems, submit quotes

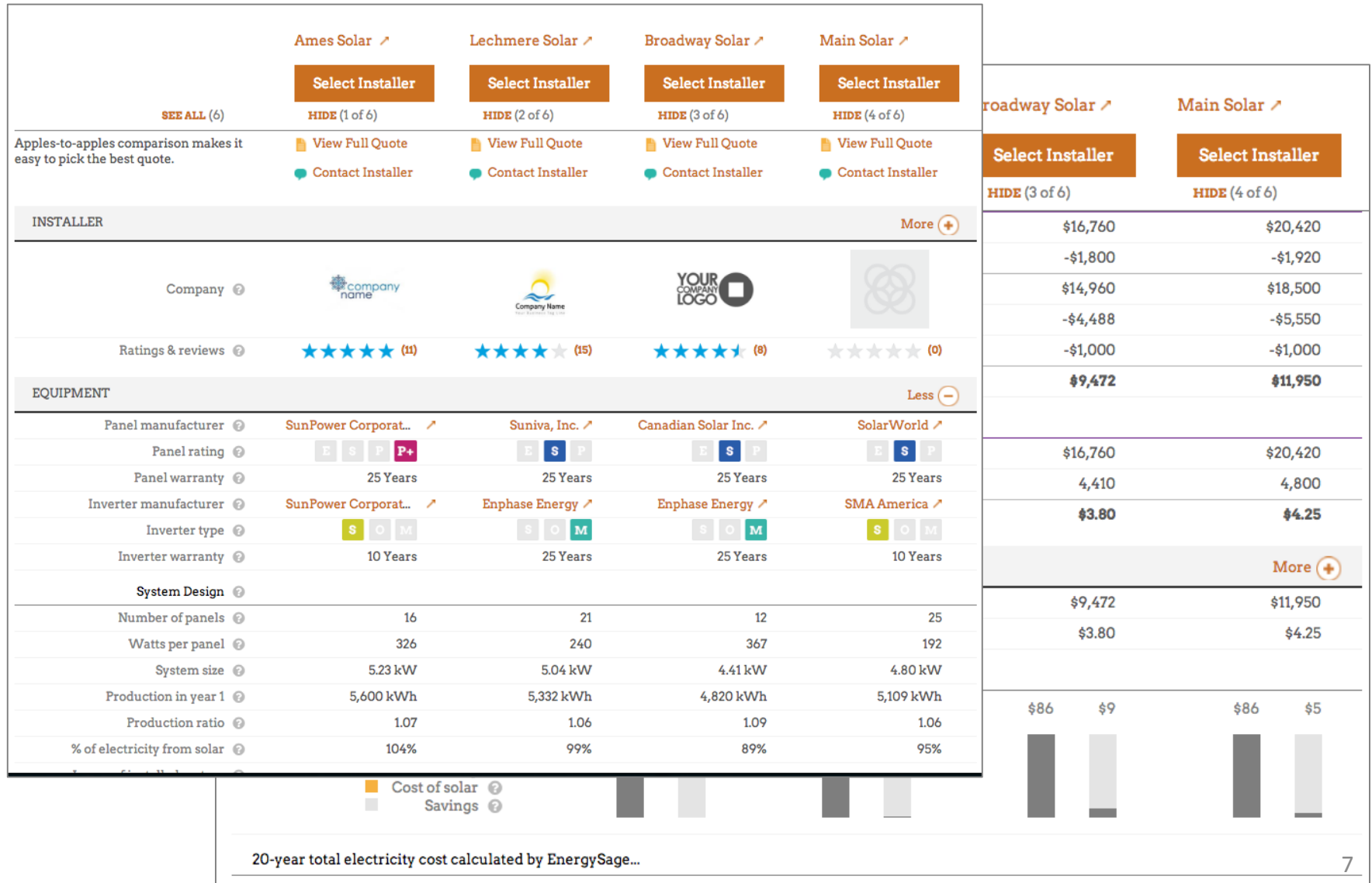
- Use aerial images
- Phone, email contact
- Submit quotes online via marketplace



3. Homeowners compare quotes & select one

- Apples-to-apples comparison of system & financing options
- Live decision support from solar advisors

Online quotes help consumers to easily compare their options; Solar Advisors at the ready to help in any way



Comprehensive, impartial information and resources accelerate solar adoption



Educational Resources

- Impartial articles on solar
- Blogs covering key solar shopping topics
- Fun & engaging videos
- Instant Solar Estimate



Industry Directory and Profiles

- Solar installers
- Equipment manufacturers
- Financing companies



Unbiased Solar Guidance

- Solar Advisor Group – phone/ email/ chat
- Case studies, ratings/reviews, Q&A forum



Solar Marketplace Insight


- Market pricing
- Equipment popularity
- Consumer preferences
- Installer behavior

New solar loan portal developed to help consumers find attractive financing offers

About Solar | Solar Financing | Solar Financing Companies | Banks and Lenders Offering Solar Loans

Get a loan to finance your solar energy system

EnergySage is the leading source of solar financing information. Review your options below to learn more about each provider.



Solar Loan FAQ

- Should I buy or lease my solar panel system?
- Which is better – solar loans or solar leases?
- What is the difference between secured solar loans and unsecured solar loans?
- How do I choose the best solar loan?
- Will my solar installer offer a loan?
- Still have more questions? Visit our solar financing section

Filter by State New Jersey

PSE&G Solar Loan Program Get Started

PSE&G PRIMARY LINE OF BUSINESS Financing Company ★★★★★ (0)

Headquarters
NJ
United States

More About Us

PSE&G Solar Loan program is available to NJ residents.

PSE&G has set aside millions of dollars to help finance the installation of solar power systems for residents, businesses, and organizations throughout our electric service area. And that means you may be eligible for a loan from PSE&G that can help finance 40% – 60% of your qualified solar power installation.


What's more, unlike other loans, you can elect to have the Solar Renewable Energy Certificates (SRECs) your solar electric system generates to pay back your loan. PSE&G will guarantee a fixed minimum price for the SRECs applied towards the repayment of your loan. If SREC market prices are higher than the floor price, PSE&G will credit your loan at the higher price. You get the safety of a floor price and the upside potential of higher SREC prices.

FACT: While SREC prices may seem high now, there is no guarantee on where they will be in 2, 5, or 10 years. If you lock in your SREC prices with PSE&G you can benefit from higher prices and have the security of a floor price.

PSE&G has simplified and improved the loan approval and closing process. It's now easier than ever to get a Solar Loan.

It's all part of PSE&G's continuing efforts to encourage the development and installation of clean, renewable energy technologies throughout New Jersey.

Technology Offered

 Solar PV

PSE&G Solar Loan Program

PSE&G

On bill financing for solar

Service Area	Loan Types	Term	Get Started
	Equipment	10 years	Get Started

Mosaic

We are part of a global movement to build a more inclusive, resilient and sustainable e... [Read more](#)

Service Area	Loan Types	Term	Get Started
CA	Equipment	12-20 years	Get Started

Home Loan Investment Bank

Fast loan processing, competitive rates and attentive customer service

Service Area	Loan Types	Term	Get Started
AK, AL, AR, AZ, CA, CO, CT, DC, DE, FL, GA, HI, ...	Mortgage, Equipment	3-20 years	Get Started

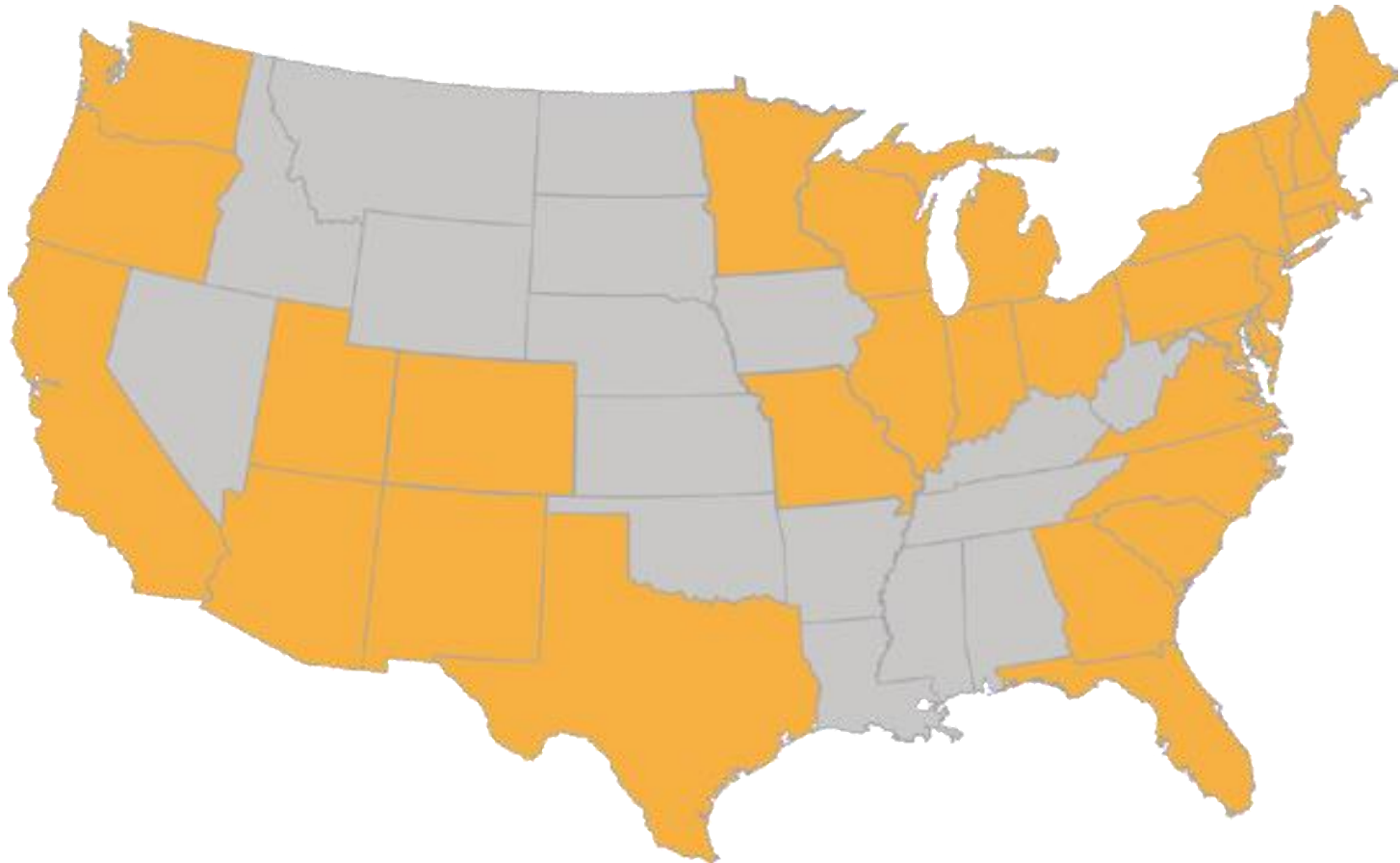
Pre-screened installers give consumers confidence



- All qualified installers are welcome to participate
- EnergySage works with installers to ensure consumers have an excellent solar shopping experience
- Installers pay EnergySage a small sales commission for business they earn through the platform
- Installers are vetted according to the following criteria

- ✓ At least 3 years of experience installing solar PV
- ✓ Licensed and insured for solar PV
- ✓ NABCEP certified
- ✓ Reputation for excellent customer service and quality solar installations
- ✓ Use high quality solar equipment

Coverage in 31 states with over 350 installers



The platform adds efficiency and delivers value for all participants



FOR CONSUMERS

- Simplicity
- Choice
- Transparency
- No cost



Up to 20% lower prices than market averages



FOR INSTALLERS

- Quality leads
- Lower acquisition cost
- Shorter sales cycle
- Manageable sales fees




Efficient online sales channel to help grow business

Organizations of all types leverage the EnergySage solution



Sustainable Jersey Solar Challenge

Customized campaign landing pages are provided for each participating municipality; logo integrated with customer experience




[About Solar](#)


[Solar Loans](#)

[My Marketplace](#)

888.802.8806

 John Gingrich


The City of Cambridge is helping you go solar!



Get competing solar quotes online

[Get Started](#)


The City of Cambridge has teamed up with EnergySage to light up our homes with solar power




It's the Cambridge Year of Solar! Sunny Cambridge is the city-wide initiative to make it easy for all types of residents to get solar power for their homes.

Solar is a smart choice for our community—not only is it clean energy, it also provides significant long-term savings. With financial incentives running out and Cambridge racing to reduce its energy use the most this year to win the Georgetown Prize, there will never be a better time to go solar!


Sunny Cambridge has lined up local solar installers through the EnergySage Solar Marketplace, which helps you request, receive, and compare solar quotes 100% online, with support available every step of the way.



Your Marketplace



You have a new quote




Hi Cathy,

Congratulations! New England Solar, one of our pre-screened installers, has submitted a quote for your property on the EnergySage Marketplace.

[VIEW THIS QUOTE](#)

Warm regards,
The EnergySage Team



Comparing Quotes

The EnergySage Marketplace lets you compare multiple quotes side-by-side to understand the true benefits and advantages of each. Apples-to-apples comparison levels the playing field and gives you the confidence to pick the best quote. Don't shop without it!

EnergySage provides campaign strategy templates to help guide your marketing plan

Tactics	Launch	Sept	Oct	Nov	Dec	Jan	Feb
<u>Press Coverage</u>							
Press Event							
Milestones							
Radio							
<u>Marketing</u>							
Email							
Voice Broadcast							
Direct mail							
Social media							
<u>Advertising</u>							
Digital advertising							
TV							
Signage							
Local Print Ad							
Local Digital Ad							
<u>Local Outreach</u>							
Meet with local organizations							
Share materials with local orgs							
Share updates with local orgs							
Canvassing							
Webinars							

Illustrative Only

A selection of program marketing materials can be customized for each community

Join the Woodridge Solar Challenge!

woodridgesolar.org



New Jersey residents are going solar to...

- Save money
- Protect the environment
- Increase property value



IT'S THE YEAR OF SOLAR!

Dear Neighbor:

You have likely heard a lot of buzz about solar energy! If you're like most people, you have many questions and solar may seem complex and confusing. The Woodridge Solar Challenge was developed to help answer your questions about solar and to make it simple and easy to get a great deal on a solar energy system of your own.

The Woodridge Solar Challenge is a City-sponsored program that has partnered with EnergySage, an online solar marketplace that was developed with funding and support from the U.S. Department of Energy. This free service will help you learn about and shop for a solar energy system with absolutely no obligation to make a purchase in the end. To participate in this great City-sponsored program, simply visit our new website (www.woodridgesolar.org).

The great news is the more than 50,000 New Jersey homeowners have gone solar and are saving money and the environment already. An average homeowner in New Jersey saves enough money each year from reduced electricity bills and other incentives to pay back their initial investment in just 7 years. And, you can go solar with no money down through various loan and leasing programs!

Sign up today for some free solar quotes and help us spread the word about the Woodridge Solar Challenge today. www.woodridgesolar.org

Sunny regards,

Process Works

Step 1: Complete quotes online. Pick the best quote for you and we'll send you a contract.

Step 2: Your actual numbers will vary slightly.

Step 3: Marketplace Data in NJ.

\$5,000 LEADERSHIP

Beat the system, we'll pay back your \$5,000.

\$18,000 20 Year Ten Year Solar (10)

\$0 Out of Pocket Cost

Immediate Payback

0% Increase in Property Value (10)

20% Your Estimated Savings

20% Your Estimated Savings

IT'S THE YEAR OF SOLAR!

About the program

The Woodridge Solar Challenge is a city-sponsored program to encourage homeowners to go solar. Woodridge has partnered with EnergySage, an online marketplace to receive and compare quotes!

Why participate?

- Access free solar resources
- Get an instant solar estimate
- Engage with highly qualified solar companies
- Participate in local workshops
- Support the local economy

Sign up today!

[woodridgesolar.org](http://www.woodridgesolar.org)

Questions? Please contact Jane Doe | jane.doe@gmail.com | 484.444.4444

Join the Woodridge Solar Challenge!

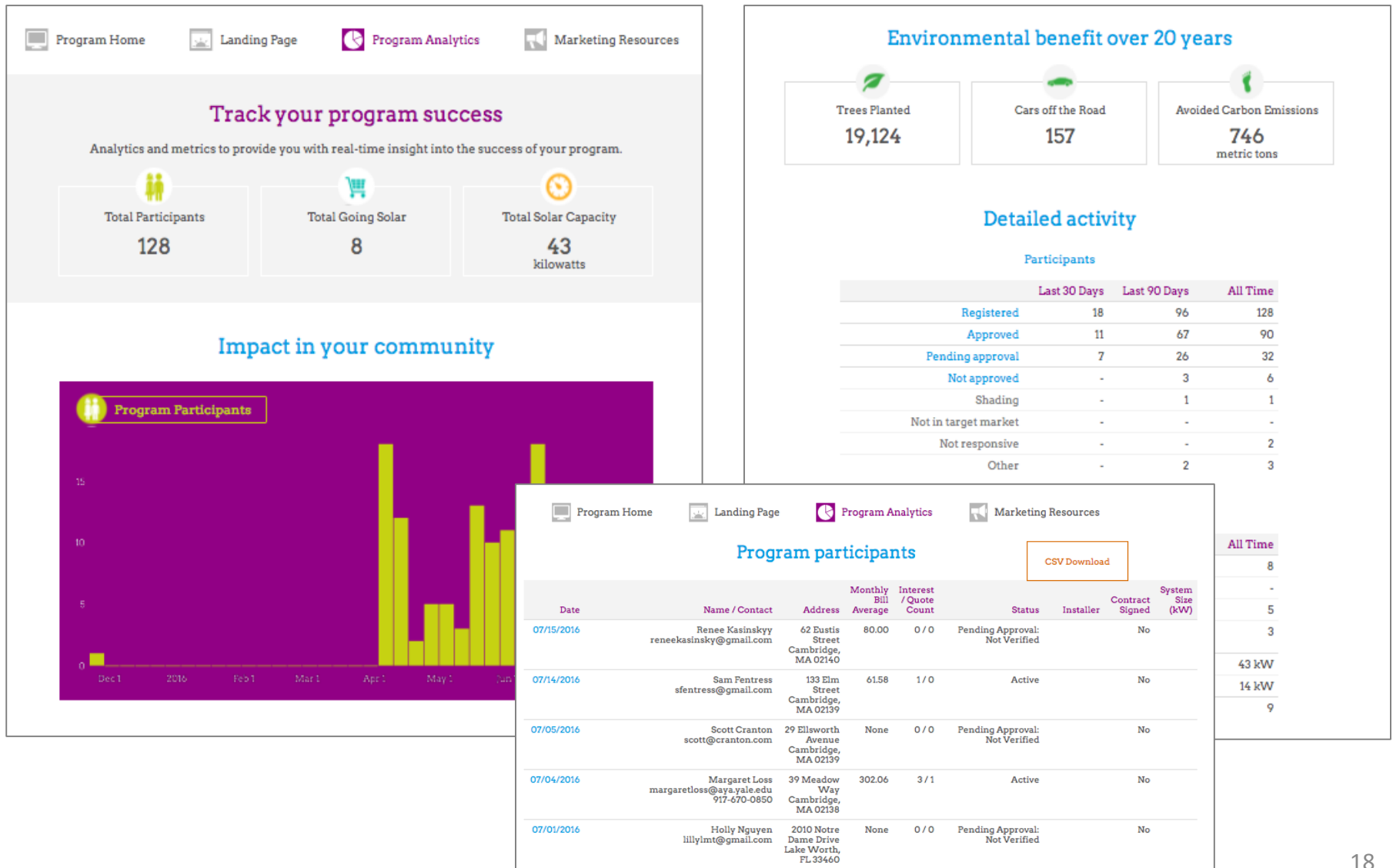
Solar is: easy, affordable and accessible for all property types.

woodridgesolar.org

IT'S THE YEAR OF SOLAR!

The Princeton Solar Challenge is a city-sponsored program to encourage homeowners to go solar. Princeton has partnered with EnergySage, an online marketplace to help you receive and compare quotes!

Real-time online reporting tools provide immediate insight in program success and access to participant information



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“The marketplace’s functionality and usability is light years ahead of other similar sites.”

– GREENTECH MEDIA

“EnergySage is solar shopping wrapped in a warm security blanket”

– Utility Company Executive

AS SEEN IN

Forbes

TIME

**SCIENTIFIC
AMERICAN**

The Boston Globe

CBS

**Consumer
Reports**

**FOX
BUSINESS**

Bloomberg

Money

Kiplinger

THE HUFFINGTON POST

greentechmedia: