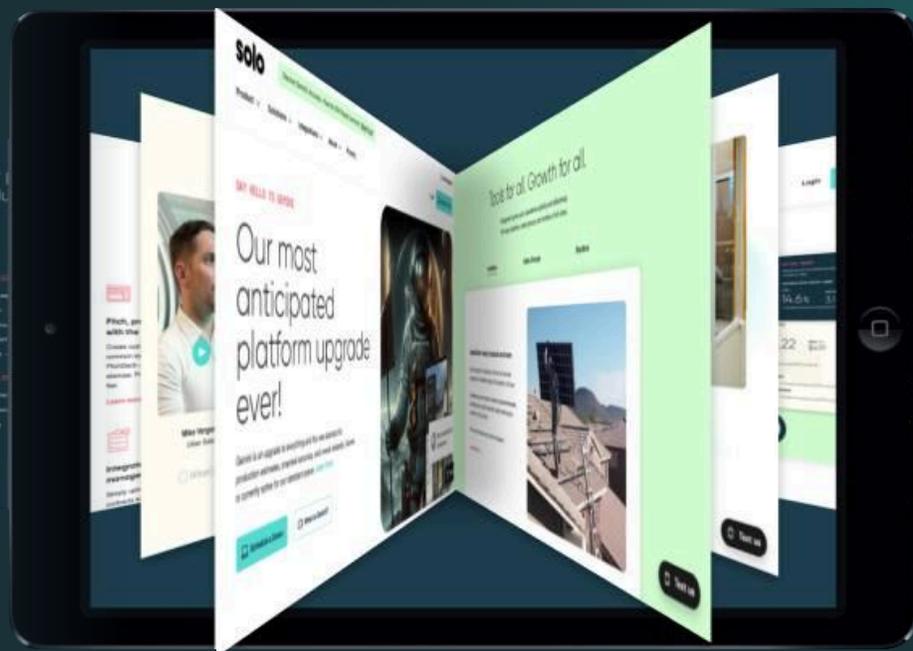


**solo**



# 2025

## Residential Solar Pro Toolkit



WELCOME TO THE 2025

# Residential Solar Pro Toolkit



The residential solar landscape has shifted. With new policy changes, more informed homeowners, and rising demand for energy resilience, sales teams need a sharper, more consultative approach.

This toolkit is built to help your solar sales thrive in 2025 and beyond. Whether you're working door to door, handling in-home consultations, selling virtually, or managing a team of reps, these tools are designed to help you build trust, close confidently, and create a smoother path from pitch to install.

## Here's What's Inside:

- ✔ **Sales Assist Emails:**  
Smart follow-ups designed to reignite interest and help reps close with confidence.
- ✔ **One-Pager:**  
"What Homeowners Need to Know in 2025" – Easy-to-skim visual handout or leave-behind
- ✔ **Checklist:**  
Proposal Handoff to Ops – Helps ensure you're setting up installs for success
- ✔ **Social Caption Bank**  
Pre-Written captions to boost engagement and debunk common myths, ready to use on social, email, or text outreach.

Every piece in this kit is built to help you educate, differentiate, and sell with confidence  
—without needing extra time or tools in the field.



## SALES ASSIST EMAILS

# When to Use Them (and When Not To)



In a perfect world, every homeowner says yes on the spot. But sometimes a prospect needs more time, a little more trust, or just a reminder that their proposal is still valid.

The following 2 [Sales Assist Emails](#) are designed...

- Didn't sign after your initial visit or meeting
- Said "I need to think about it"
- Asked you to call back in a few days
- Seemed interested but haven't responded

You don't need to overthink it. These emails are short, helpful, and focused on clarity, not pressure.

- ✓ Just copy, paste, and personalize
- ✓ Send via email or SMS
- ✓ Use within 24–72 hours after the first conversation

Use them as your safety net—and spend less time chasing cold leads.



EMAIL TEMPLATE #1

# Post Visit

**Subject:**

Following Up on Your Solar Plan – A Few Things to Consider

Hi **[Homeowner First Name]**,

Thanks again for taking the time to review your solar plan. I wanted to send over a quick recap of why now is still a great time to move forward:

- You're still eligible for **[30% federal tax credit]**

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- The design we created is customized for your home's energy needs

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- Adding battery storage gives you backup and better long-term savings

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- We can lock in pricing and get your paperwork moving in just a few clicks

Let me know if you have questions. I'd be happy to adjust anything or walk you through next steps. I'll also check in by phone **[tomorrow/in a few days]** if I haven't heard from you.

Best,

**[Your Name]**

**[Company Name]**



EMAIL TEMPLATE #2

# Ghosted Follow-Up

**Subject:**

Still Thinking About Solar? Let's Simplify It.

Hi **[Homeowner First Name]**,

I know it's a big decision, and I totally understand needing time to think. Just a quick reminder, your customized solar proposal is still saved and ready to go.

A few key things that may help:

- We can adjust the quote to match your priorities (storage, pricing, timeline)

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- Your eligibility for [federal/state incentives] is still active, but the ITC tax credit is only around for a limited time

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- We offer simple digital signing to move things forward without hassle

Let me know if you'd like to revisit your options. I'm here when you're ready.

Warmly,  
**[Your Name]**

YOUR LOGO HERE

GOING SOLAR IN 2025?

# Here's What You Should Know

The rules have changed, but the value of solar hasn't.



## 1. You Can Still Go Solar with Big Incentives

- The 30% federal tax credit is still active, but only until the end of 2025.
- Many states and utilities offer additional rebates or net metering options.

**Ask your rep** what incentives apply to your home and how they're built into your quote.

## 2. Batteries Are Becoming the Norm

- Homeowners are adding storage to protect against outages and avoid peak energy rates.
- A battery can give you backup power even when the grid is down.
- In some areas, batteries may even help you earn credits or avoid new utility fees.

## 3. Every System is Custom, Not Cookie Cutter

- Homeowners are adding storage to protect against outages and avoid peak energy rates.
- A battery can give you backup power even when the grid is down.
- In some areas, batteries may even help you earn credits or avoid new utility fees.

**Ask your rep** how your design factors in shade, local AHJ rules, and your utility's policies.

## 4. Your Proposal Should Be Clear, Not Confusing

You should see:

- How much of your bill the system will offset .
- Whether a battery is included .
- What happens during an outage
- What the estimated monthly payment is (if financed)

## 5. Solar is Still One of the Smartest Home Investments

- It lowers your electric bill, protects against rate hikes, and increases home value
- You own your energy future, NOT your utility
- And with the right partner, it's simple

Brought to you by a certified Solo sales partner. Accuracy, trust, and transparency built in.





PROPOSAL HANDOFF CHECKLIST:

# Set Your Ops Team Up for Success

Close the deal and ensure a smooth install by checking these boxes before handoff.



This checklist is designed for sales reps using Solo to close the deal on the spot. It ensures that every proposal handed to the ops team is accurate, complete, and install-ready. This minimizes delays, change orders, and customer frustration.

Use this at the end of every signed deal to confirm you're handing over a clean file.

## Site + System Design

- Verified site address and utility provider
- Accurate roof face(s) selected and shade modeled
- AHJ (Authority Having Jurisdiction) identified and local rules applied
- System size matches homeowner needs and roof capacity
- Panel layout finalized and saved

## Financing + Incentives

- Financing product selected and terms match homeowner expectations
- Loan docs (if applicable) signed and submitted
- 45Y/25D eligibility tagged correctly
- Incentives explained clearly to homeowner

## Docs + Admin

- Signed proposal uploaded
- Signed contract uploaded
- Homeowner contact info complete and confirmed
- Notes include any verbal agreements, upgrade conversations, or conditions

## Battery + Adders

- Battery included in design (if applicable)
- Storage backup loads discussed with homeowner
- Adders (critter guard, MPU, etc.) priced and included
- Proposal reflects true final system scope

## Communication

- Homeowner expectations clearly set: timeline, steps, post-sale contact
- Rep has noted any urgency (e.g. tax credit cutoff, travel dates)
- Customer questions logged for onboarding team (if needed)

**When in doubt, note it.** Your ops team can only act on what they know.

This checklist is optimized for Solo-powered sales workflows. Build faster, close cleaner.



# Quick Captions for Social or Text Follow-Ups

Short, clear messages to educate and engage homeowners, whether you're posting online or texting a lead.

These pre-written captions are designed to help reps:

- Build credibility online
- Handle objections indirectly
- Send smart follow-ups via SMS or email
- Educate without overwhelming

Each one tackles a **common myth** or **frequent homeowner question**, using clear, no-jargon language.

## MYTH

**“I heard solar doesn’t work during a power outage.”**

**Caption:**

Unless you have a battery, your solar system won't power your home in an outage. That's why more homeowners are adding storage in 2025 to stay powered when the grid goes down.

**“Solar is free, right?”**

**Caption:**

Nothing is truly free, but solar can lower your monthly energy costs and protect you from future rate hikes. Ask us how your quote compares to your current electric bill.

**“Solar doesn’t save you money anymore.”**

**Caption:**

That depends on your utility, roof, and usage, but most homeowners we work with still see strong long-term savings. We'll show you real numbers for your home

**“I should wait for prices to drop more.”**

**Caption:**

Solar incentives are already starting to phase out and utility rates are rising. If you're considering solar, now is a smart time to get started.

## FAQ:

**“Will this really work on my roof?”**

**Caption:**

Every home is different. A good solar proposal factors in your roof pitch, shading, utility, and local regulations. If it's not tailored to your house, it's not a good deal.

**“How long does it take to get installed?”**

**Caption:**

Most installs take 4–8 weeks depending on your AHJ and utility. We build that timeline into your proposal so there are no surprises.

## BONUS:

### Battery Add-On Caption

**Caption:**

Adding a battery gives your solar system backup power during outages and more savings during peak hours. Ask if it makes sense for your home.

### Usage Tip:

**Drop these into:**

- Instagram/LinkedIn posts
- Email PS sections
- Conversation starters during cold outreach
- SMS follow-ups

# Sell Smarter. Sell Faster.

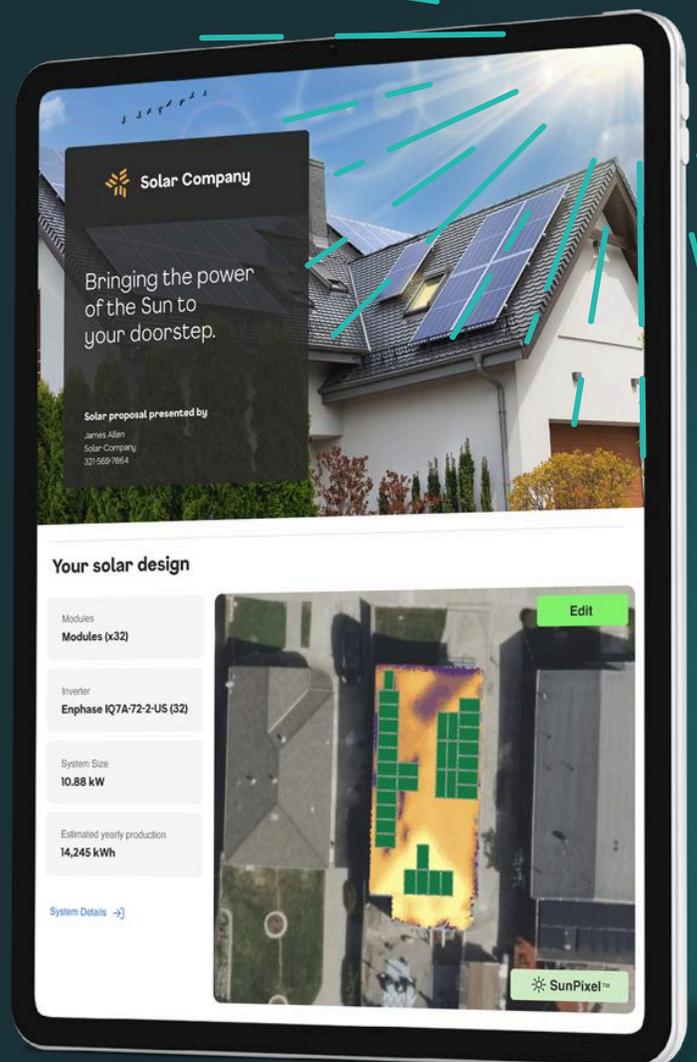
You have the tools. Now close with confidence.

## NEED MORE RESOURCES?

✉ info@gosolo.io

☎ (385) 831-6121

## CONNECT WITH US:



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