

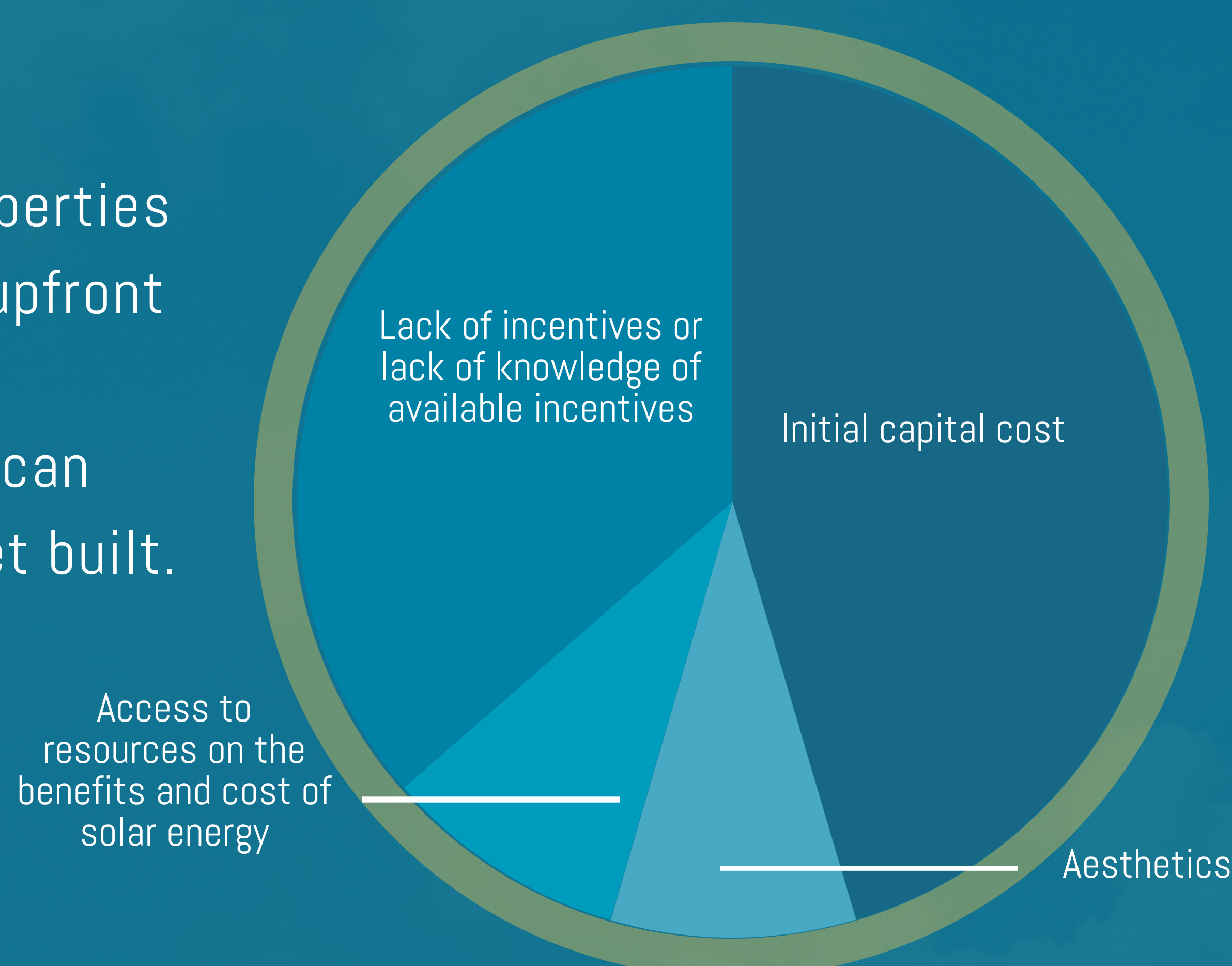
HOW TO ACCELERATE THE ADOPTION OF COMMERCIAL SOLAR

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THE CHALLENGE

A vast majority of commercial properties don't choose solar energy due to upfront costs & lack of knowledge about incentives. These two challenges can cause potential projects to not get built.

Source: Based on survey responses from 154 building owners/managers across the globe interested in solar.

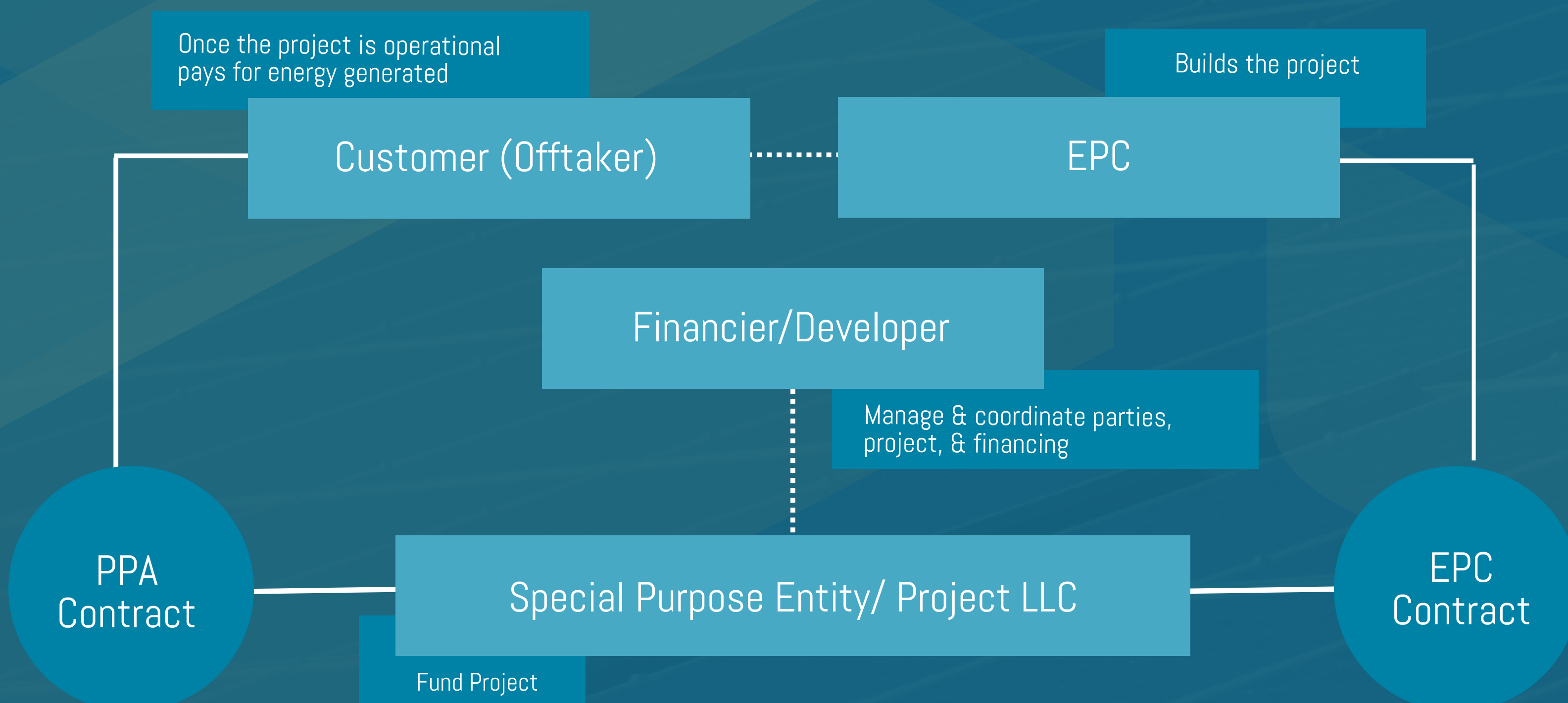


In addition, fully understanding the intricacies of all the available options and their associated benefits is a difficult job for a salesperson to explain and can lead to paralysis by analysis for clients.

THE SOLUTION

Power Purchase Agreements (PPAs) allow customers to simplify these challenges as well as provide other benefits. Financiers & developers can help raise all boats by educating more salespeople on how this financing structure works and how to best present the option to customers. Equipping salespeople with this knowledge will ultimately lead to more deals getting done and projects getting built.

Traditional PPA structure:



	PPA	Lease	Purchase
Little to No Upfront Capital	✓	✓	✗
No Performance Risk	✓	✗	✗
No System Expertise Required	✓	✗	✗
No Maintenance Required	✓	✗	✗
No Incentive Knowledge Required	✓	✗	✗

The low upfront investment, limited risk and predictable long-term electricity rates offered by PPAs tend to offer more value to businesses..."
- SEIA, 2019 Solar Means Business Report

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