

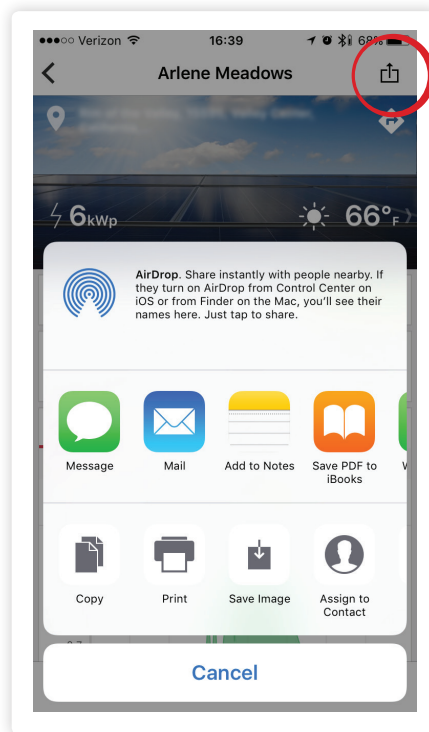
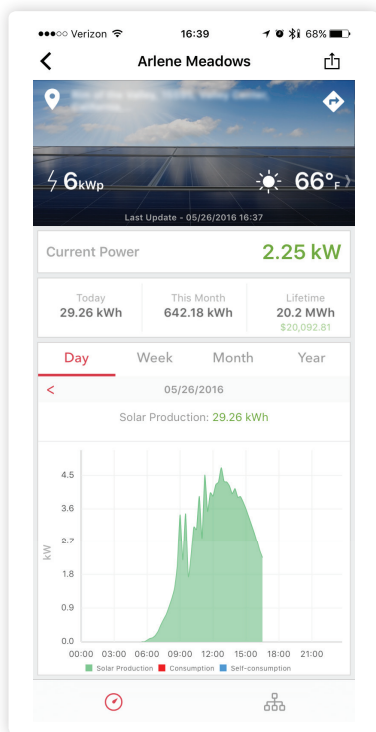
# Top 5 Ways to Make More Money with Monitoring

“Do you know what is the top cost reduction target for many installers in the US? It’s not modules and it’s not inverters. It’s customer acquisition.”

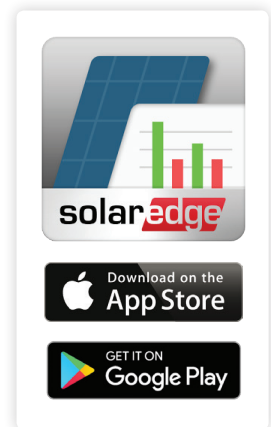


## Referrals

Many top installers estimate that customer acquisition represents between \$0.40 to \$0.90/Wdc<sup>1,2</sup>. That’s as much as the modules! One of the best ways to lower this hidden expense is by using referrals. But how do homeowners talk about their PV and refer your business? Simple, put the PV in the palm of customers’ hands. With SolarEdge, you give homeowners visibility into their systems’ performance and energize their desire to share. When sharing on messaging apps, email, Facebook and Twitter, homeowners can tell all of their contacts about their systems. Then when those contacts ask “who did your installation,” you can let the referrals flow in!



When you’ve set up your customer’s monitoring portal, encourage the homeowner to download the app for free on iPhone or Android by visiting the AppStore or Google Play.



## Service

Also known as, “Referrals Part II”. Now that your PV is in the palm of customers’ hands, let’s make sure that they are advocates and not critics. With online review sites like Yelp, SolarReviews.com, and SolarPanelTalk.com, the word is getting out. Are you a 5-star performer or a 3-star performer? According to Act-On, a leader in market research, in a recent study, about 4 of every 5 buyers start the buying process with a web search. Making sure that you stand out as one of the top tier installers during this process will be critical to closing future business.

### Do your reviews read like this?

★★★★★ “I’m a sucker for perfection and the installment crew did a great job... I have the LG panels with SolarEdge optimizers and inverters. Just got my PV system installed on 8-31-13 and I’m very Satisfied!!”

★★★★★ “We spent many hours researching a good solar company for our home through ads and websites... We purchased a 9.5 KW DC system comprised of 34 Mitsubishi SolarWorld 280W modules with a SolarEdge SE 7600 inverter due to the extensive analysis provided to us... [The installer] continues to stay in touch with us, ensuring that post installation, everything remains copacetic.”

Generate more business and increase the love for PV by providing outstanding service. By setting up automatic alerts, you will know if something goes wrong with an installation before the homeowner does. Why not WOW them with outstanding service by showing up to fix an issue they didn’t even know that they had.

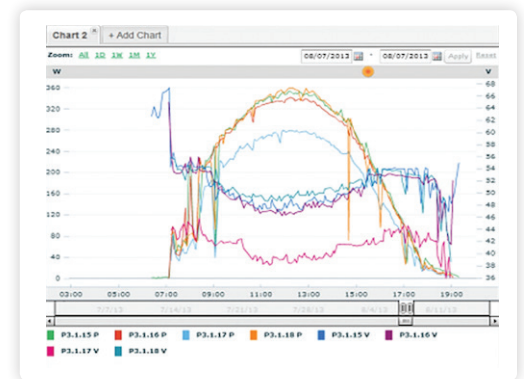
## Service Fees

Are you paying money for monitoring equipment or subscription fees? SolarEdge offers free monitoring for 25 years. SolarEdge inverters come from the factory with Ethernet connectivity, enabling a simple Ethernet cable connection to the monitoring portal. If you want a cellular connection, you can get that as well for an additional charge. Either way, SolarEdge offers a subscription-free way to monitor systems or your fleet’s performance down to the module level.



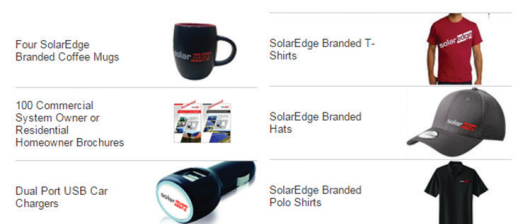
## RMA Savings

How do you process module RMAs? Flashing PV modules is costly and time consuming. With SolarEdge monitoring, you have a consistent source of module information and with that data, you can quickly process RMAs.



## Gifts

If those top 4 aren’t enough, SolarEdge maintains an Alliance program. Think of this as a frequent flier program for monitoring. Collect 15 points for every kW of SolarEdge installed and register on the SolarEdge cloud-based monitoring platform. You can redeem your accumulated points for a number of attractive gifts. If you want to know more about the program, email us at [alliance@solaredge.com](mailto:alliance@solaredge.com).



1 <http://www.greentechmedia.com/articles/read/SolarCity-is-planning-for-ITC-stepdown>  
2 <https://www.solarworld-usa.com/~media/www/files/summit-presentations-2014/cpf-customer-acquisition.pdf>