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## How to Sell SolarEdge

As a SolarEdge installer, you already know that a DC Optimised Inverter System can increase revenue, decrease expenses, and minimise risk for your business. But how is the SolarEdge advantage best explained to homeowners? Here's a breakdown of the benefits.



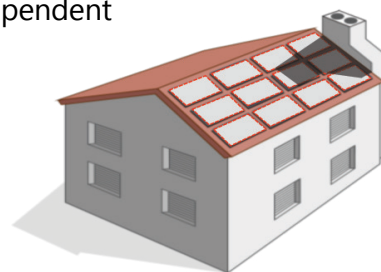
### Benefit 1 More Energy from the Sun

#### For the Homeowner:

Similar to Christmas tree lights, in which one failed bulb knocks out an entire string, one underperforming solar module connected to a traditional string inverter will negatively impact the performance of an entire string. SolarEdge eliminates this issue by allowing each module to perform to the best of its ability at all times. More power = more savings on your energy bill.

#### The Details:

SolarEdge power optimizers provide module-level MPP tracking and real-time current and voltage adjustments to achieve the optimal working point of each PV module. By enabling each module to continuously produce its maximum power potential independent of other modules in the same string, SolarEdge minimizes module mismatch and partial shading losses. Even on rooftops with no shading, module mismatch from snow, soiling, leaves, and bird droppings can cause a system to underperform over time.



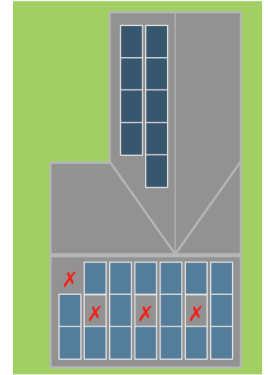
### Benefit 2 Design Flexibility

#### For the Homeowner:

Get the solar design you want, where you want it. SolarEdge enables the best possible rooftop utilization, resulting in more energy and more savings. Are you planning on adding to your array down the road? SolarEdge allows installers to mix and match module types, giving you the option to easily expand your system at a later date.

### The Details:

SolarEdge allows for a wide variety of string lengths from a minimum of 8 modules—up to a maximum of 5,250 watts—with no requirement for matching string lengths. The size and layout of an array is no longer defined by electrical constraints. Shaded modules do not bring down the entire string performance, and module size, bin, and type can be mixed in any orientation or tilt.



### Benefit 3 Free Online Monitoring

#### For the Homeowner:

A solar PV system without monitoring would be like a car without a dashboard. How fast are you driving? Do you have enough gas? When should you change the oil? The SolarEdge online monitoring portal provides real-time visibility into the performance of your solar array and is accessible from any computer, smartphone or tablet.

#### The Details:

SolarEdge offers free online monitoring for 25 years, reducing maintenance costs throughout a system's lifetime. Installers can offer homeowners monitoring at the module or system level to easily assess performance in real time. Demo monitoring accounts are available on the SolarEdge monitoring portal to showcase the functionality of online monitoring to customers.



### Benefit 4 Enhanced Safety and Reliability

#### For the Homeowner:

**Safety:** Rest easily with SolarEdge's SafeDC™ feature. Your system will automatically de-energize whenever an inverter or the AC power is switched off, enhancing the safety of solar professionals, firefighters and your home.

**Reliability:** Compared to a traditional string inverter, SolarEdge inverters live an easy life. SolarEdge Power Optimizers are warranted for 25 years, and our warranty extension and out-of-warranty inverter replacement options are some of the most affordable of any string inverter.



#### The Details:

Power Optimizers and DC cables drop to 1V DC if the inverter is off, providing protection to installers, maintenance personnel, firefighters, and property. Integrated Arc Fault Protection (Type 1) for NEC 2011 690.11 is standard, and Rapid Shutdown functionality per NEC 2014 690.12 is also available.

SolarEdge carries best in class warranties: 25 years for optimizers and 12 years for inverters. Including the extended inverter warranty in the sales price to a homeowner allows the entire system to be warranted for up to 25 years.