

THE TRUTH ABOUT INCENTIVES, REBATES AND SPECIAL OFFERS



With the growth of solar enterprises in Arizona, my goal as Founder of Sensible Solar AZ™ is to demystify solar while simultaneously providing essential information so that people can avoid being scammed, lied to avoid dealing with people who misrepresent what should be a simple commercial transaction.

There are companies that are solely focused on solar, and there are those who have integrated solar into their present industries to boost cash flow. The obvious difficulty is that when a contractor business, electrical firm, or roofing company adds a solar component, they have competing interests and, in many situations, cannot match the quality and reliability of a pure solar provider.

Consumers are looking for long-term dependability and stability, particularly when purchasing a system with a 25-year warranty. If the solar industry ever becomes less successful, it will be the first to be eliminated, and they will return to their core business.

Rebates, incentives, and special offers are frequently used as enticements to differentiate themselves from competitors or seal a sale. The hidden element is that because the public knows so little about solar, costs may be raised to cover any deal made to the consumer. For example, "We will give you \$1,000 if you sign up for solar with us today." Some promote time-based incentives, and in some circumstances, deadlines are made up and used as 'scare' tactics to promote urgency.

Fact. There are real deadlines for utility price hikes, APS energy buyback changes, Federal and State programs.

Fact. The federal government and Arizona both offer legitimate rebates and tax benefits.

Some solar companies exploit these as scare tactics to get folks to act immediately. For example, the auto industry used to do these sales techniques frequently, but many dealerships have converted to offering 'one price' so automobile shoppers do not have to haggle back and forth, and get transparency.

In my years of dealing solar, folks simply want a straightforward contract with transparency and a provider that will be there for them should they ever require servicing or have questions in the future. My goal in representing and setting people up with solar is fair pricing with top quality USA made equipment.

The final item to be wary of is those who organize educational meetings for homeowner organizations. Most homeowner organizations do not allow companies to come in and solicit during a meeting.

However, there are increasingly individuals who claim to be neutral educators, solar teachers, but would direct a person from the meeting to their firm or a company that will pay them a kickback, despite the fact that the meeting is promoted as free. Some even claim that they have been approved by APS.

Note: There is currently no official approval from APS.