

Boots on the Ground: Solar Roof Contracting Today

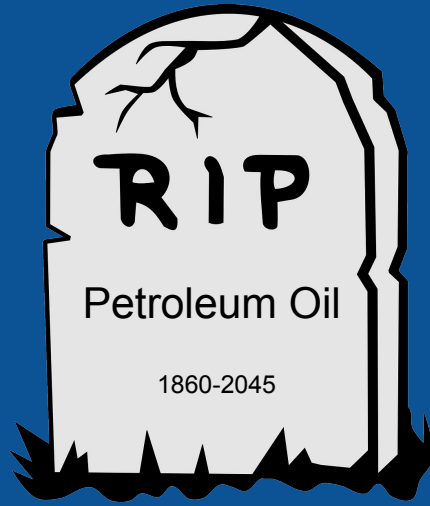
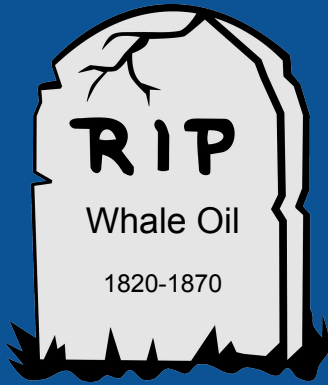
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Amy Atchley
amy@amys.com

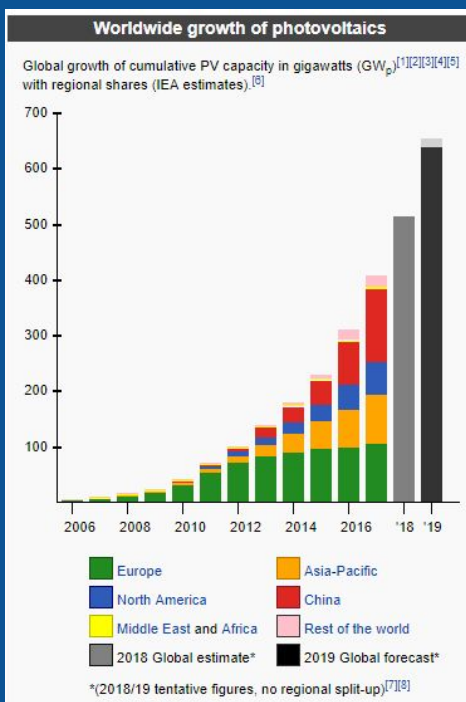
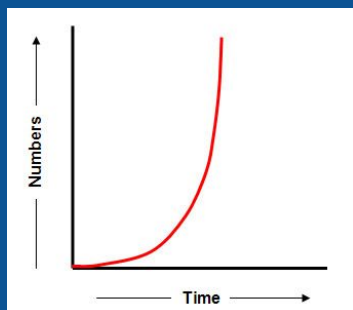


- Macro
- Market Needs
- Micro
- Questions





Solar growth



Source: https://en.wikipedia.org/wiki/Growth_of_photovoltaics

We're all aware that solar is growing exponentially. Probably most of us in this room were a part of making that happen. Thanks guys!

But how do we continue this exponential growth? Now that we are at half a million solar installs per year, how do we continue growing as fast as we need to?

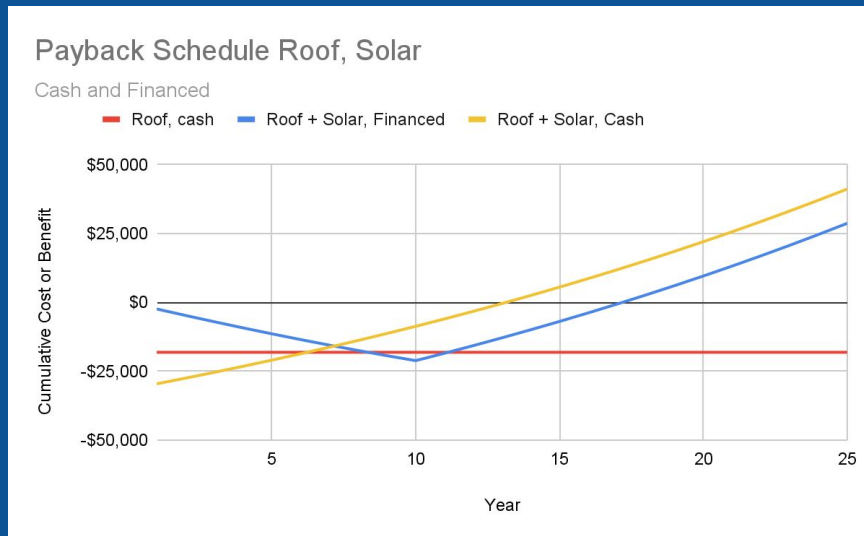
Solar costs are DOWN! and efficiency and reliability are up. The government offers 30% back on, states and utilities are incentivizing

the switch. So why are homeowners not adopting solar faster?

So What's the Problem?

First, I'll tell you what the problem is not. The problem is not the price and the problem is not the homeowner.

Asphalt Roof and Retrofit



When someone calls me for a roof, I give them an estimate and I show them this simple graph. This shows the cost of an asphalt shingle roof in red. In Yellow the cost of a roof plus solar, it pays for itself around year 12 and then pays for essentially, their next solar roof by the end of the roof's life.

Homeowners are savvy. They see this, and the 30% Tax credit and most of them jump on board.

Super easy pop quiz. What percentage of our roofing customers get solar? ?? 75%.

In the US, we build 5 million roofs every year. Just imagine how much clean energy we could produce if 75% of those people chose to get solar?

22GW- that's about the same amount as we installed in all of solar last year.

The problem is...

Homeowners are not offered solar at the time of re-roof.

Why?

So what's the problem? The problem is that most homeowners are not offered solar at the time of re-roof. Why?

Road Blocks to Successful Solar-Roof Integration:

Infrastructure:

- Status Quo Bias
- Sales
- Access to tools & products

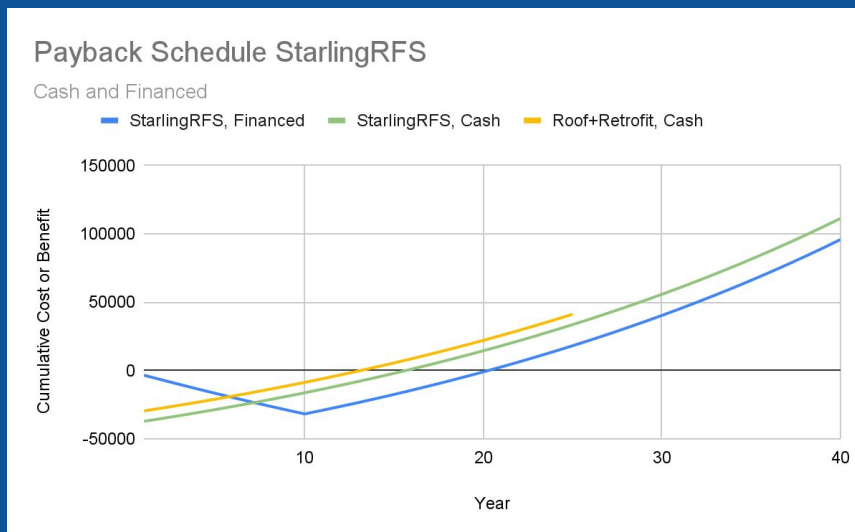
The first and biggest problem is roofers don't have sufficient incentives to change. They have plenty work, they make good money. It's a no brainer. Why should they take a chance on something new?

We need more people getting licenses to offer this. The skilled labor is out there. A General contractor COULD do this. There is a growing number of integrated solar and roofing installers.

The second problem is two-fold. Access to integrated tools and products. Software is a good example- we have tools to estimate solar, tools to

measure roofing but almost no tools that do both. Same with distributions. As a solar roofing contractor, I get my roofing supplies from one distributor, my solar supplies from another and my electrical supplies from a thirs distributor! It's bananas!

Solutions



How does our company address these problems?
We created our own software that integrates both roofing and solar estimating tools.

We created our own products that simply and elegantly integrate commodity solar and roofing. We designed it to be appealing to both the installer and the homeowner. It's beautiful and simple to learn.

On the sales front? We have the licenses. And we have a product that sells itself- It's a roof that pays you back. I have no sales training and do no hard sells, no fear techniques, and still I manage

to upsell 75% of customers into a solar roof. It's because most people want it. They love that it's one contractor, one Neck to wring, one warranty. None of this stuff (finger pointing) if something goes wrong.

Starling Solar Roofing System



In case anyone is curious, this is our Starling Solar roofing system. Easy to install. One SKU for solar hardware. One supplier. One installer. (give it a few seconds)

- lifetime cost
- aesthetics
- warranted together
- recyclable
- better performance

Nuggets to take with you:

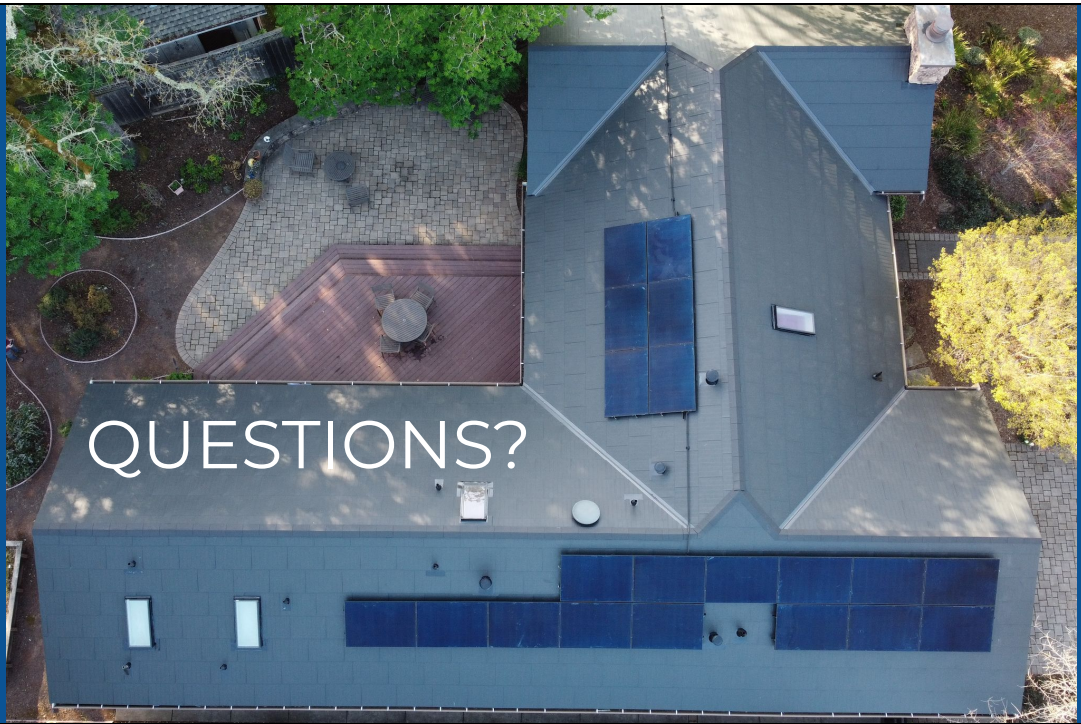
Tools/ Infrastructure:

- General Contracting/ Solar Roofers
- Incentivize Integration
- Create Infrastructure

If there is one thing I hope you take with you, it's that our current bottle neck is with installers and infrastructure.

A simple solution is for current General license holders to sell and sub contract.

As for policy solutions, we've done an awesome job incentivizing homeowners. Let's now incentivize installers to integrate by making it easy and profitable.



Now I'd love to hear your questions and thoughts about the bottle necks for adoption in our industry. We have about 4 minutes, so please keep your questions or comments short and to the point.



A Roof That Pays

 Amy's
roofing & solar


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ROOFING FOR SOLAR

