



1826 Jefferson PI NW, Washington, DC 20036



*\$250 when your friend goes solar*

IP SUN SOLAR'S REFERRAL BONUS PROGRAM



Today, many customers who go solar in our area expect their commitment to clean energy will set an example for others to adopt sustainable energy at their home or business.

Going solar is easy, straightforward, and a great value. Ipsun Solar encourages you to show friends and neighbors the way to get the same great investment you did and grow our community of solar owners.

With Ipsun Solar's Refer-A-Friend Bonus Program, every sold solar electric contract that we get as a result of you referring friends will earn you \$250 as a thank-you from us.

#### *Tips and Tools for Connecting Friends with Ipsun Solar:*

##### **Do**

- Post on social media about your solar installation, always tagging us @IpsunSolar
- Drop hints to friends about how good you feel as a solar customer - and what a good investment it is! Who keeps asking you questions about your solar? Who shows interest when you bring it up?
- When you've identified a friend who would like a solar consultation from us, **send their complete contact information (name, phone, email) and their address** (where they are interested in having solar installed) to **Herve Billiet**, [herve@ipsunsolar.com](mailto:herve@ipsunsolar.com) - a solar consultant will contact them soon
- Our default is to email you an Amazon gift card, so let us know if you'd prefer your gift in another form.

##### **Don't**

- Don't mass-email your whole address book! It's tempting, but you'll have a better chance of actually getting a referral if you're strategic about which friends to talk to, rather than spamming.
- Don't pressure your friends, but do remind them that this is the last year of a 30% tax credit for going solar and that most utilities credit the customer back for their surplus solar energy.
- Don't give up if the first few friends you reach out to aren't ready for a solar consultation now. The more you mention your solar to others and share exciting updates from the industry and from us, the more chances they'll have to decide to take you up on a solar consultation!

Thanks for referring friends and helping expand the solar movement in MD, VA and DC!

## What makes my friend's home qualified for solar?

Some of these prompts may help you get the conversation started with a friend who you're looking to refer to us for a solar consultation.

By thinking through some of these factors with your friend before their solar consultation happens, you can help them feel more comfortable and ready to look at a solar proposal. (It's not required, and if you want feel free to just send us their contact info and let us do our stuff. Just tell them to expect our call!)

### Home Details:

- What part of the roof faces closest to south? Is there much space? What direction is it exactly?
- Is there a Homeowners Association for the community?
- How old is the roof of the home, approximately? How old is the home?
- How high are the resident's electric bills?

### Future Plans:

- How long do you plan to stay in the home?
- What factors will/could increase your electric use in the coming years?
  - Electric car?
  - Addition on the house?
  - Number of people residing in your home changing?
  - Hot tub or pool?
- Do you expect to look at backup power options (generator, battery storage) for power in an outage?

### Investment Preferences:

- Do you already have a sense of your preferred method to purchase a solar project like this? Cash, financing, line of credit using home equity?
- What questions are your most eager to get answered in terms of estimated ROI and at what timeline your solar will have, so to speak, paid for itself?

Would you rather arrange a Lunch-And-Learn at your office (or a local library for a group you belong to) or organize a seminar for your church or neighborhood? We offer an incentive if you can pack the room for a presentation, plus we'll cover light refreshments!



We look forward to talking with your friend, colleague, neighbor or family member about their potential to go solar! Questions about our referral program? Reach out to Hannah: [hannah@ipsunsolar.com](mailto:hannah@ipsunsolar.com)