

## Kongres Container

# Selling solar modules



## Overview

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In this guide, we'll cover everything you need to know about selling solar panels, including the how, the why, and the where to do it. Let's get started. Why bother selling solar panels in the first place?

Should you sell solar panels?

Solar panel sales have grown significantly in recent years due to the increase in public awareness of the environmental and economic benefits of solar energy. If you are selling solar panels, there are a few things you need to keep in mind to be successful:.

Where to sell solar panels?

The major solar distributors sell to all types of solar installers — residential, commercial, and utility-focused. Some of the biggest distributors in the U.S. include BayWa r.e., Wesco, and CED Greentech. Now that you know the why and the how, it's time to get in front of customers. Here are great 5 places to sell solar panels. 1. Door-to-door.

Are solar panels a hard sell?

Thanks to the rising popularity of solar energy in the U.S., it's not really a hard sell anymore. In fact, a Pew Research Center survey from 2019 found that 46% of U.S. homeowners had given serious thought to adding solar panels to their homes in the past year. Want to sell more solar panels?

EagleView can help you.

Should you sell your home if you have a solar system?

\*Based on an Aug. 2023 proprietary survey among real estate professionals. "Most homeowners will be able to recoup the current value of their solar system when they sell their house," says Lane. In a review she conducted of over 400 home listings, she found that solar-equipped homes sold for 6.8% more than comparable homes without.

Do solar panels add value to a home?

The perception of solar energy within the local real estate market also affects value. In regions where renewable energy is highly valued or incentivized, like California, solar-equipped homes may command higher premiums. To ensure your panels add the most value, work with your home appraiser to educate the pro about your system.

How do I sell solar?

Another good place to sell solar online is through Google and Facebook ads. Using these platforms, you can run ads aimed at people actively shopping for solar. You can do that using the following tools in Google Ads: In-market: Show ads to users who have been searching for products and services like yours.

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## Contact Us

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