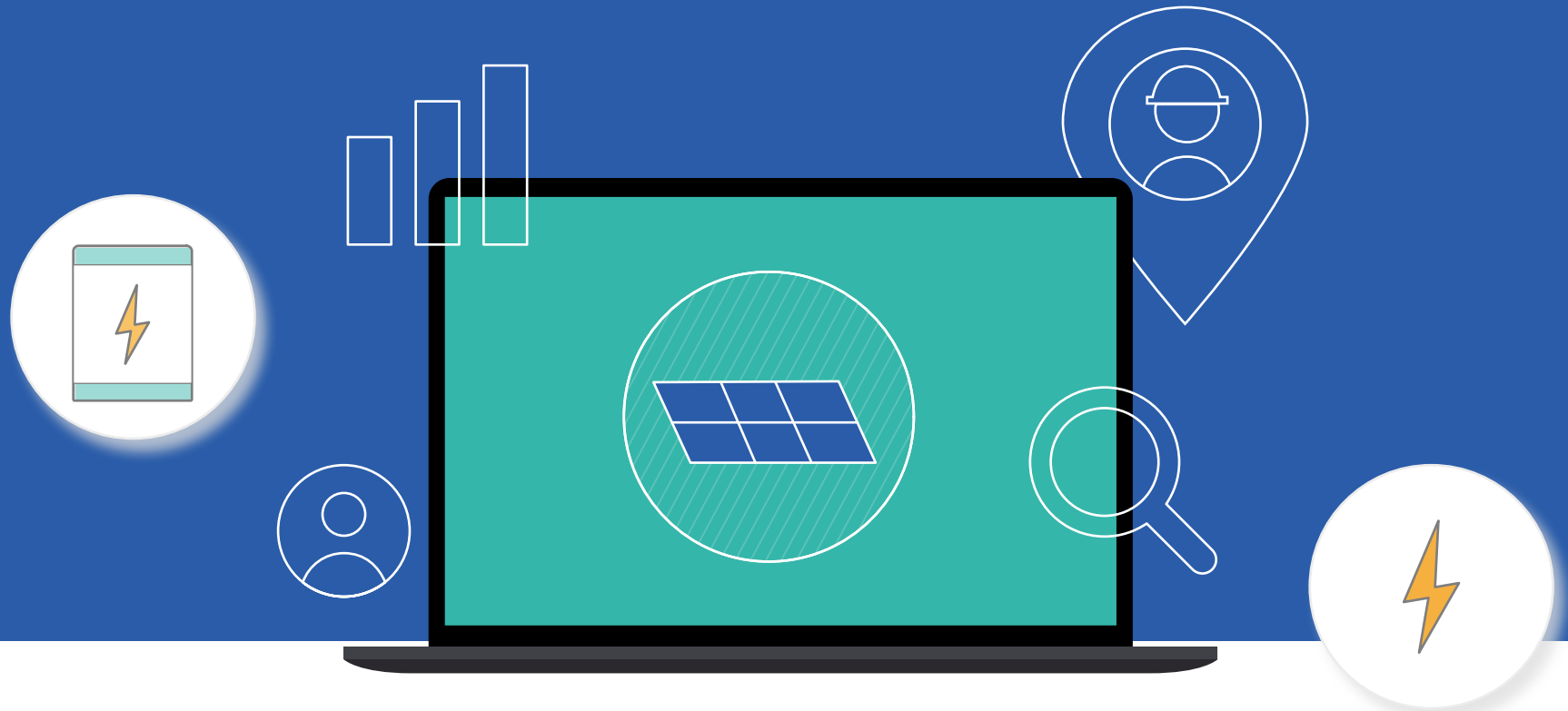
EnergySage Solar Marketplace

Intel Report

2021



energysage

13th edition | published August 2021

Thoughts from the CEO & Founder

We are excited to share with you our thirteenth semiannual Solar Marketplace Intel Report™ covering the twelve month period from July 2020 through June 2021. Both the solar and storage markets continued to demonstrate resilience through the first half of 2021, setting new records for installations while offering better technology and improved financing options to consumers. In this report, we review trends in pricing, equipment preference, and Marketplace share data for the residential Solar and Storage Marketplaces on EnergySage.

Here are some of our top findings from our thirteenth Intel Report™:

Vikram Aggarwal

CEO & Founder

EnergySage

Solar prices continue to decrease; storage prices begin to increase

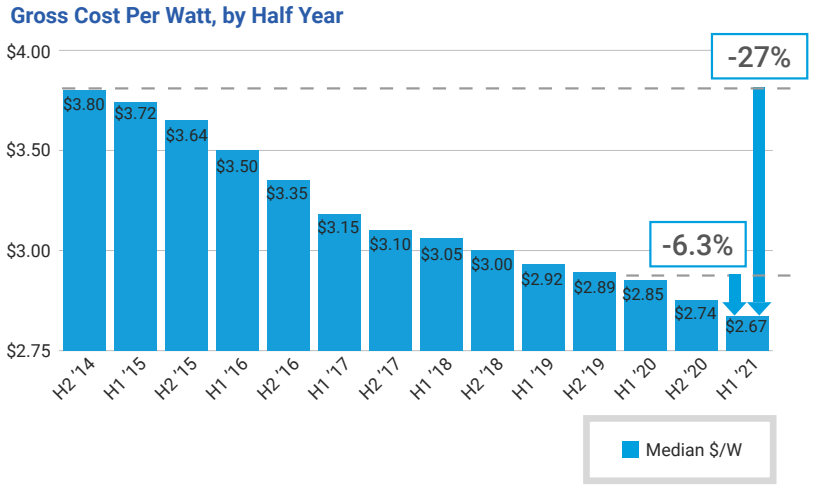
While quoted solar prices on EnergySage continue to decline by dropping over six percent year over year, quoted prices for storage are on the rise: the median storage price on EnergySage increased 10 percent on a $/kWh basis from Q3 2020 to Q2 2021.

Rates for solar loans are improving, becoming more consumer friendly

After three years of stagnation, the median loan rate quoted on EnergySage began to drop in H2 2019, decreasing to 2.99 percent in the first half of 2021. The most frequently quoted financing option on EnergySage in H1 2021 was a 12-year, 2.99 percent loan.

Battery storage market on EnergySage is a three-horse race; Enphase currently the most-quoted battery brand

In Q2 2021, Enphase overtook both LG Energy Solution and Tesla as the most frequently quoted battery brand on EnergySage. Together, these three brands account for over 85 percent of storage quotes on EnergySage over the last year. Two newer entrants to the battery market–Q CELLS and NeoVolta–surpassed Tesla as the least expensive battery brands offered on EnergySage.



There are many more insights contained within the data in this report. We invite you to start a conversation with us about your key takeaways and/or any ideas for future reports.

Sincerely,

Vikram Aggarwal

Vikram Aggarwal | CEO & Founder
EnergySage

National summary: solar pricing trends

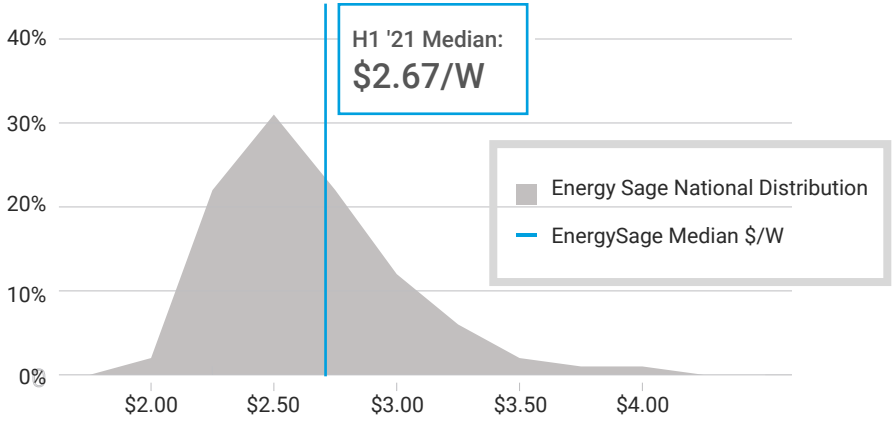
EnergySage is the leading online comparison-shopping marketplace for solar, facilitating and serving custom solar quotes to shoppers from local, vetted solar companies in 37 states and Washington DC. We analyzed quotes submitted by solar companies to shoppers in the Marketplace during the twelve month period covering July 1, 2020, through June 30, 2021. The median quoted solar price on EnergySage dropped to $2.67 per Watt ($/W) in the first half of 2021.

Quoted solar prices **dropped 6.3 percent** between the first half of 2020 and the first half of 2021, the largest percentage decrease during a twelve-month period since 2017.

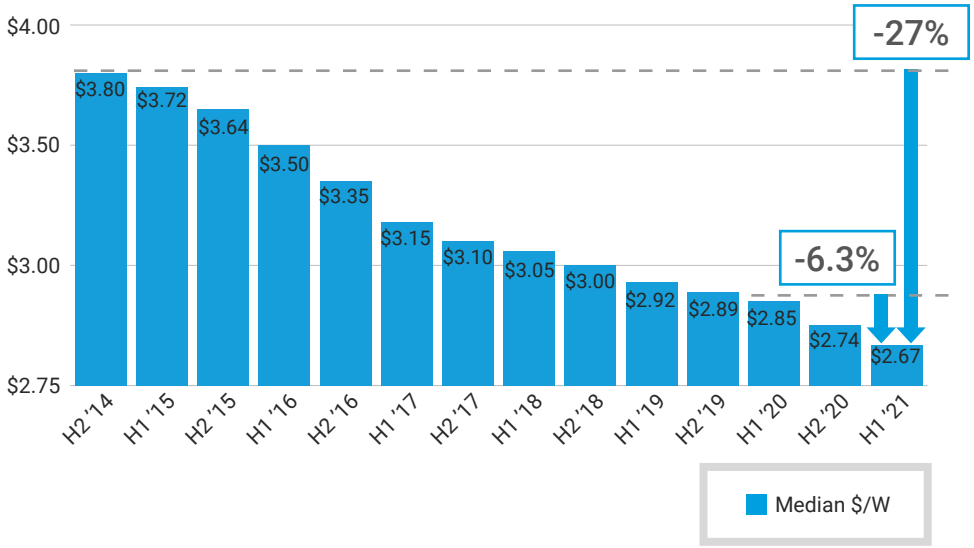
Solar prices continued to decline at an accelerated pace in H1 2021

For the last seven years, the quoted price of solar has decreased on EnergySage across every six month period, a trend which continued into the first half of 2021: prices dropped 2.9 percent between the second half of 2020 and the first half of 2021, nearly matching the reduction in prices between the first and second halves of 2020. The 6.3 percent decrease in quoted solar prices between H2 2020 and H1 2021 is the largest twelve month drop in prices on EnergySage since 2017. Meanwhile, average quoted system sizes on EnergySage remained steady at 10.2 kilowatts (kW) in H2 2021.

EnergySage Marketplace National Price Distribution, H1 2021



Gross Cost Per Watt, by Half Year



	Avg. Payback Period	Avg. Size of Quoted System
H2 '20	8.5 years	10.2 kW
H1 '21	8.8 years	10.2 kW

NOTE: Data have been revised to remove outliers in user-provided data.

National summary: storage pricing trends

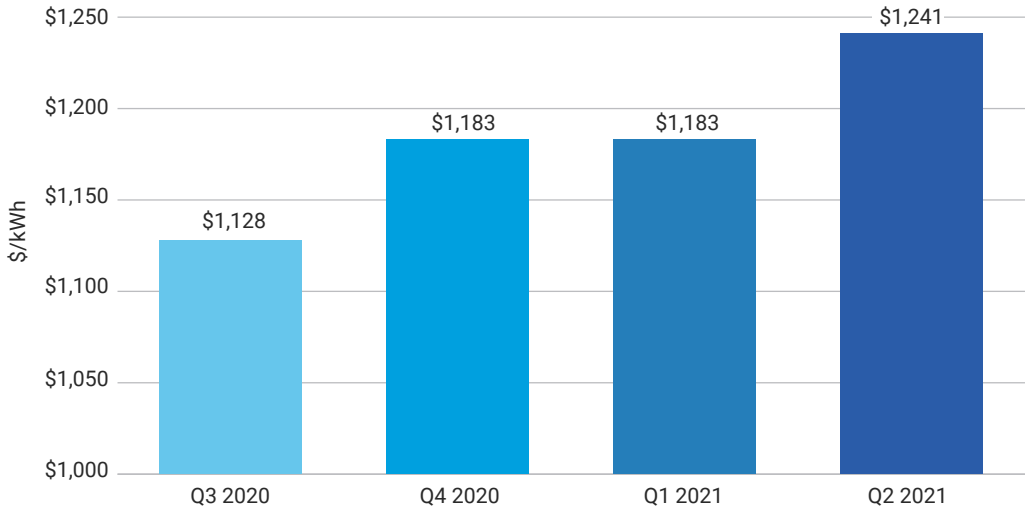
In addition to information on solar panel system quotes, EnergySage also captures data about the energy storage solutions provided in quotes to homeowners through our Marketplace, including consumer preferences for storage (how many consumers are asking for storage quotes, where and why), battery equipment information (brand, model, power rating and usable capacity), and pricing information (gross cost and cost per kilowatt-hour, $/kWh).

Quoted storage prices have **increased** on a $/kWh basis each quarter, unlike solar prices, which have steadily decreased on a $/W basis.

Unlike solar pricing, storage pricing has increased over time

While the quoted price of solar decreased over six percent over the last 12 months on EnergySage, the quoted price of storage actually increased 10 percent on a $/kWh basis over the same time frame from $1,128/kWh to $1,241/kWh. Outside of EnergySage, the reported installed cost of storage was around $1,000/kWh according to Lawrence Berkeley National Laboratory (LBNL)'s recent "Behind-the-Meter Solar+Storage" report. In fact, the quoted price of storage increased in seven of the top 10 storage states on EnergySage between the second half of 2020 and first half of 2021. At the same time, the median quoted storage capacity leveled out to between 10 and 13 kWh of stored energy in most states in H1 2021.

Median storage pricing by quarter, $/kWh



Top Storage Markets	$/kWh storage pricing			System sizing (kWh)		
	H2 2020	H1 2021	Delta	H2 2020	H1 2021	Delta
CA	$1,289	$1,140	↓	10.1	13.3	↑
TX	$1,015	$1,425	↑	13.3	10.1	↓
MA	$1,316	$1,290	↓	11.4	11.4	–
FL	$1,270	$1,237	↓	10.1	10.1	–
PA	$1,183	$1,241	↑	9.3	10.1	↑
AZ	$1,022	$1,219	↑	11.4	11.4	–
NC	$1,015	$1,188	↑	13.3	13.3	–
CO	$846	$938	↑	18.6	10.1	↓
VA	$1,183	$1,183	–	9.3	10.1	↑
GA	$1,038	$1,507	↑	13.3	10.1	↓

Storage pricing and marketplace share

The storage market in the US is a rapidly evolving industry. Between supply constraints and shortages, as well as shifting consumer and installer demands, market dynamics shift quarter-to-quarter even as each quarter sets a new record for residential energy storage deployment in the country, according to Wood Mackenzie. Tracking EnergySage Marketplace share is a useful way to benchmark both consumer and installer preferences in this still nascent industry.

ENPHASE

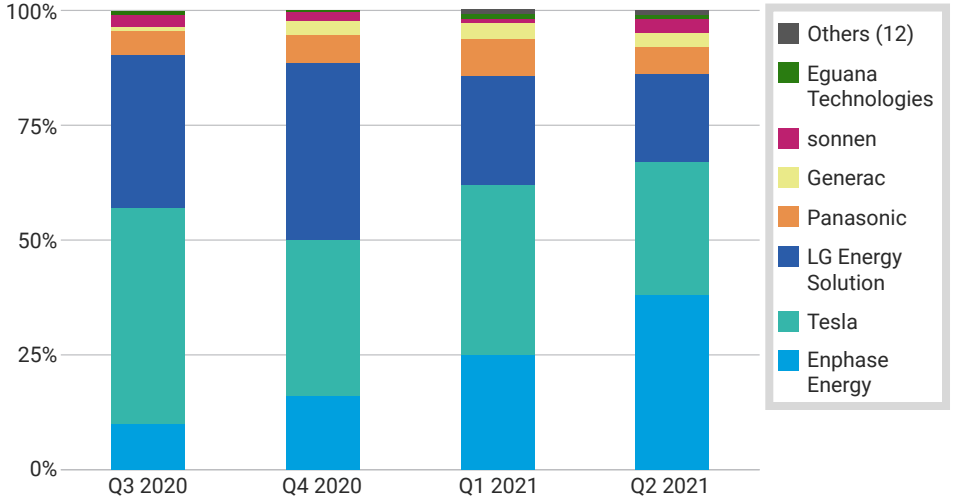
Enphase overtook LGES and Tesla as the **most quoted storage brand** on EnergySage, while Q CELLS and NeoVolta provide the **lowest cost solutions**.

Three different quarterly leaders in four quarters

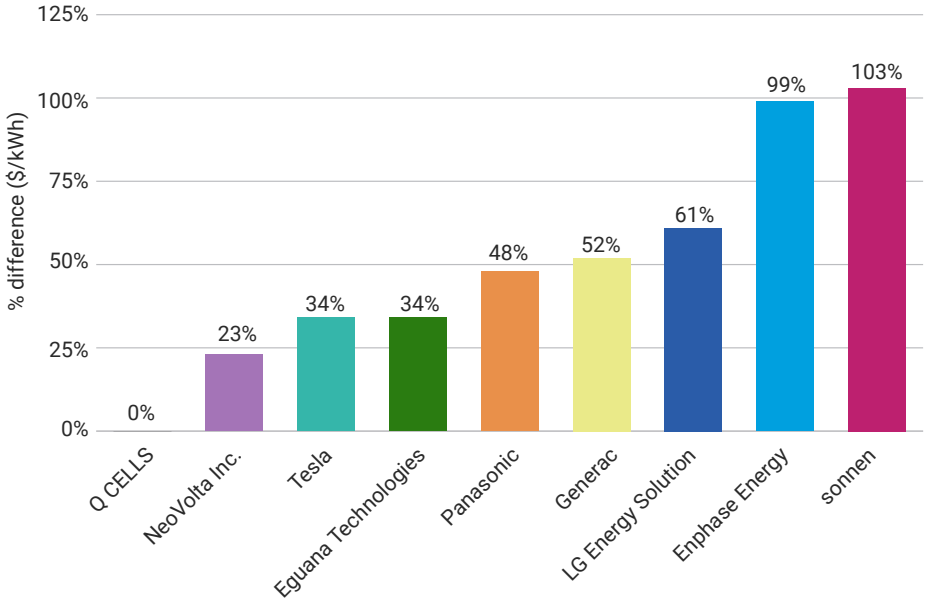
Now a year into tracking energy storage data in quotes, three different manufacturers have led the EnergySage Marketplace storage quote share for a quarter: Tesla in Q3 2020 and Q1 2021, LG Energy Solution (LGES) in Q4 2020, and Enphase in Q2 2021. Combined, those three brands dominate the Storage Marketplace share, accounting for over 85 percent of storage quotes on EnergySage over the last year.

On the pricing front, two battery solutions–Q CELLS and NeoVolta–were quoted at sub-$1,000/kWh, taking the mantle for lowest priced option from Tesla. For the second Intel Report in a row, the two companies quoted at the highest $/kWh–sonnen and Enphase–both exclusively offer lithium iron phosphate (LFP) battery chemistries.

Storage marketplace share by quarter, H1 2021



Percent difference from least expensive option



NOTE: Data have been revised to remove outliers in user-provided data.

Consumer preference regarding storage

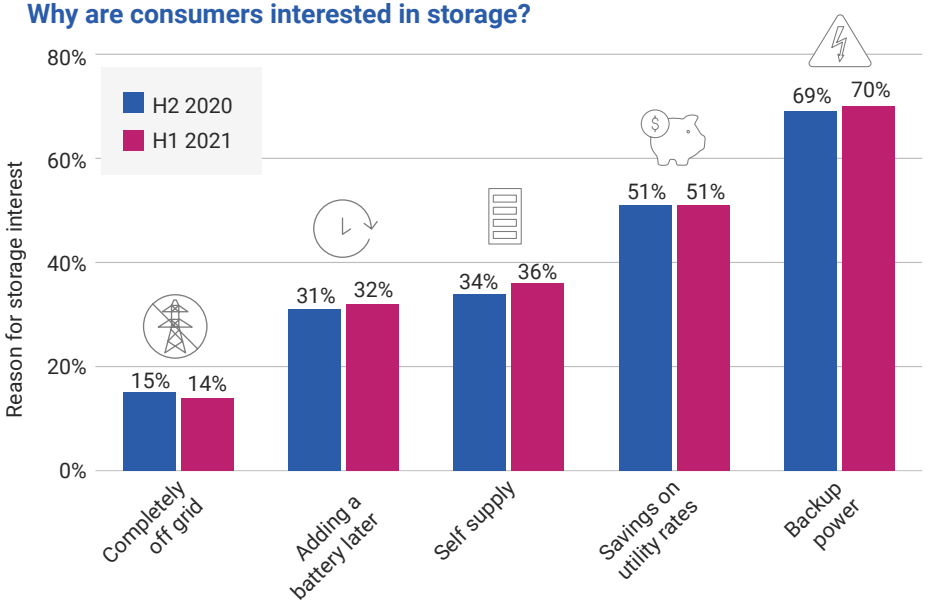
While the residential energy storage market continues to expand in the US, most consumers are not interested in energy storage for the financial savings, but rather for the resiliency benefit of pairing storage with a solar panel system. Consumer interest in storage on EnergySage confirms this trend: following the February blackouts in Texas, the portion of EnergySage solar shoppers requesting storage quotes reached 70 percent for the first time, where it stayed for the next five months.

70 percent of solar shoppers on EnergySage requested storage with their solar quotes, primarily driven by a desire for emergency backup power.

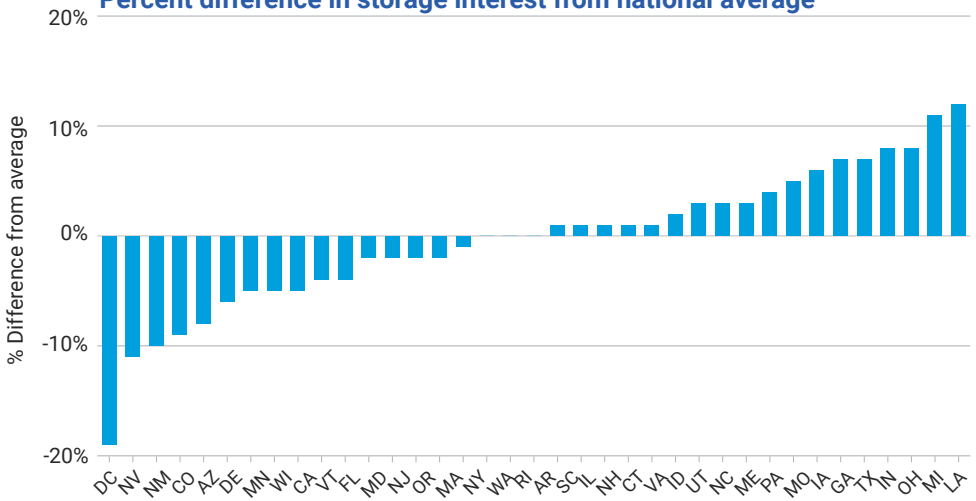
Resiliency remains the primary driver of storage interest

Consumer interest in storage continues to be driven by a desire for resilience, or emergency backup power. This is particularly true in places like Texas that were recently impacted by major outage events, where 78 percent of consumers wanted storage for backup power. However, two-thirds of customers in Arizona and California indicated interest in storage as a way to save on utility rates, demonstrating another market opportunity for storage.

Why are consumers interested in storage?



Percent difference in storage interest from national average



Completely off grid
a system for people who want to be completely disconnected from the grid

Self supply
maximize the amount of solar production that is consumed on-site instead of exported to the grid

Savings on utility rates
financially driven decision to save on time varying rates or demand charges

Adding a battery later
a 'future proof' solar PV system that can easily integrate a battery down the line

Backup power
resiliency in the face of outages on the grid

Price distribution for residential solar in select states

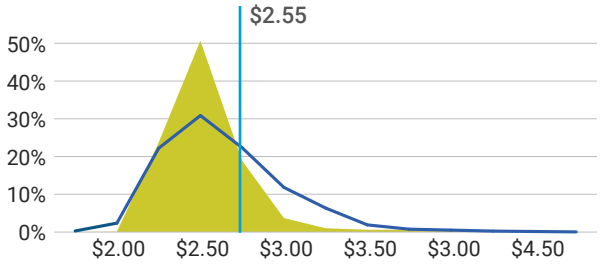
To provide a sense of market dynamics in different states and regions, EnergySage analyzed Marketplace quote data for the first half of 2021 for the 10 states with the most cumulative solar electric capacity, according to the Solar Energy Industries Association (SEIA).

States with the highest cumulative solar electric capacity led the charge in **driving down** national residential solar pricing.

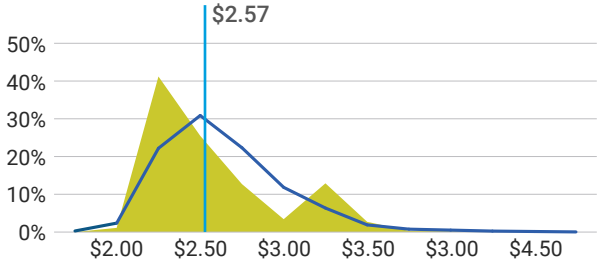
States 1-5: Affordable solar quotes in top solar states

Four of the five top solar states (excluding North Carolina) all saw median quoted prices on EnergySage below the national median price. All states had narrower price distributions than the national pricing distribution; however, the distributions of California and Texas were the most similar to the national distribution, with at least 75 percent of quotes distributed between $2.25 and $3.00/W. Arizona and Florida both experienced narrow price distributions: at least 70 percent of solar quotes were within a $0.50/W margin in H1 2021 in those two states.

1. California

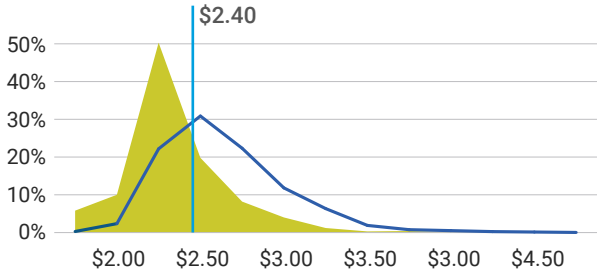


2. Texas

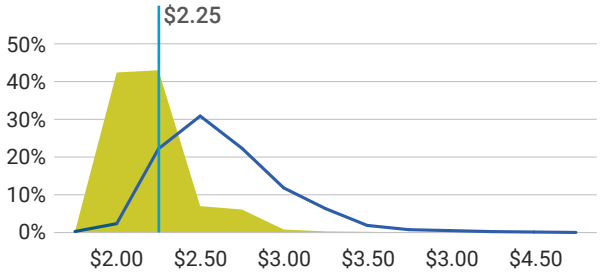


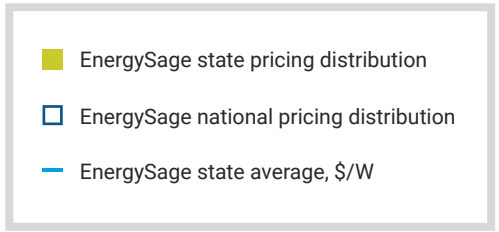
3. North Carolina

4. Florida



5. Arizona





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Price distribution for residential solar in select states

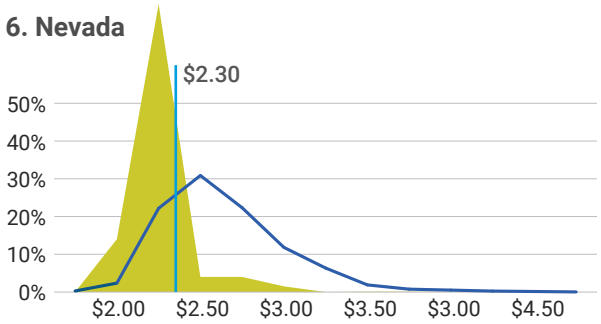
To provide a sense of market dynamics in different states and regions, EnergySage analyzed Marketplace quote data for the first half of 2021 for the top 10 states with the most cumulative solar electric capacity, according to SEIA.

All top 10 solar states had **narrower price distribution** curves than the national pricing distribution.

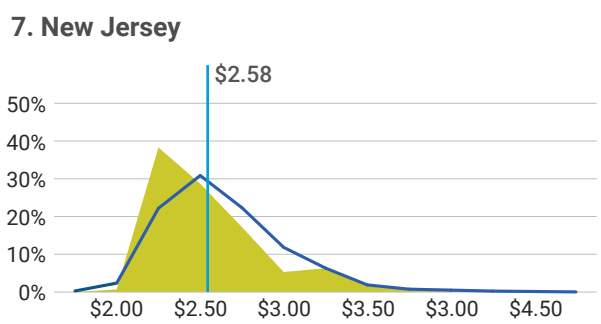
States 6-10: Higher prices than the national median

Similar to the top five states, the solar pricing distribution curves in the sixth through tenth state markets were all narrower than the national pricing distribution. However, pricing of residential solar quotes in three of these states was higher than the national median during the first half of the year: median quoted prices were more than $0.27/W higher in Georgia, Massachusetts and New York than the national median. Nevada saw the narrowest and lowest price distribution of the sixth through tenth states with over 75 percent of quotes between $2.25 and $2.50/W.

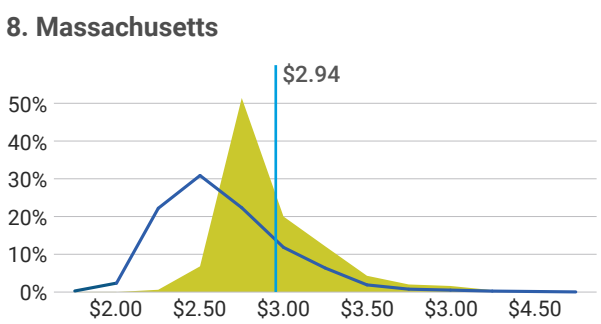
6. Nevada



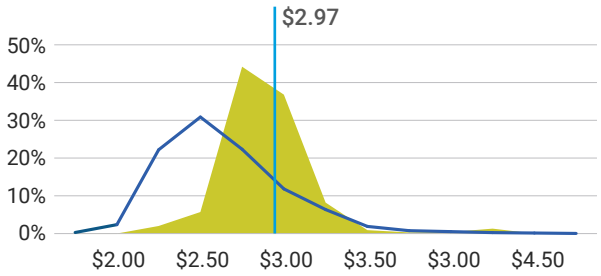
7. New Jersey



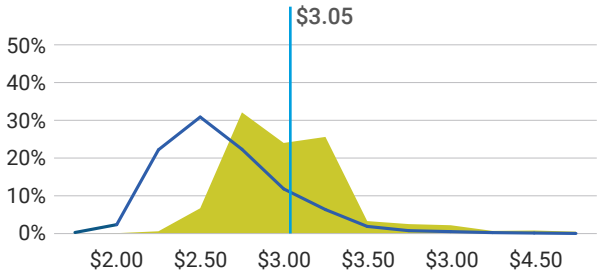
8. Massachusetts

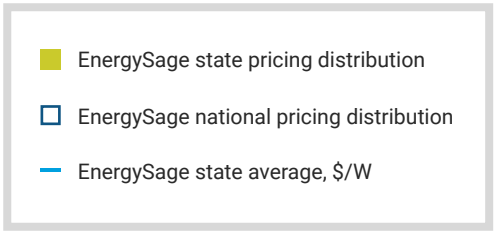


9. Georgia



10. New York





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EnergySage solutions for utilities

Tess O'Brien, VP Partnerships
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energysage.com/partners/utilities

We tailor our digital tools for utility customer experiences

- Educational Content
- Solar Cost Calculator
- Comparison-Shopping Marketplaces (Rooftop and Community Solar)

Utilities benefit from stronger customer engagement

- Deliver an integrated experience
- Deepen customer relationships
- Facilitate consumer protection

Featured utility partnership

2020 Best Practices Awards — SMART ENERGY CONSUMER COLLABORATIVE

nationalgrid

"In this partnership with EnergySage we were able to stand up a portal to bring the ecosystem together and that's where the utility became a true, trusted advisor."

- Gregory Knight, Chief Customer Officer
National Grid

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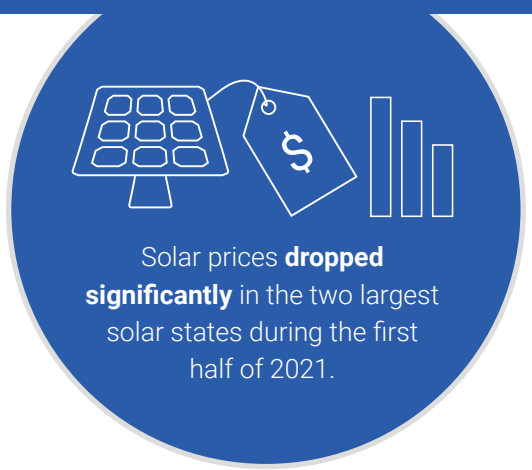
Solar system characteristics in select states

Every quote a solar shopper receives on EnergySage is customized, meaning that solar panel system characteristics will vary from quote to quote. In general, higher average monthly electricity usage in a state correlates with larger quoted system sizes on EnergySage, as solar installers design systems to cover 90+ percent of a customer's usage in eight of the top 10 solar markets.



Lower prices drive higher usage offsets

Solar prices declined in half of the top 10 solar states during the first half of 2021. Notably, the top two solar states, California and Texas, experienced significant price declines at $0.14/W and $0.13/W, respectively. In general, the median quoted price of solar was correlated with the usage offset: states with higher offsets saw the lowest prices whereas states with lower offsets experienced higher prices. All states with prices below the national median had average usage offsets above 93 percent. In general, quoted system sizes and average monthly consumption do not appear to impact the quoted solar prices: all but two states saw decreases in the quoted system size between H2 2020 and H1 2021.

State System Characteristics: Quoted System Size (kW) and Usage Offset (%)

States	Overall Solar Rank	System Size (kW)			Usage Offset (%)	Median $/W			Average Monthly Consumption (kWh)	Avg Elec Rate Jan 2021 (c/kWh)
		H2 2020	H1 2021	Delta	H1 2021	H2 2020	H1 2021	Delta		
California	SEIA #1	8.2	8.1	↓	104%	$2.69	$2.55	↓	387	23.37
Texas	SEIA #2	13.0	12.5	↓	96%	$2.70	$2.57	↓	790	11.97
North Carolina	SEIA #3	11.0	11.8	↑	88%	$2.80	$2.90	↑	859	11.67
Florida	SEIA #4	13.4	13.2	↓	98%	$2.54	$2.40	↓	936	11.77
Arizona	SEIA #5	11.0	10.6	↓	96%	$2.30	$2.25	↓	823	12.54
Nevada	SEIA #6	11.4	10.4	↓	100%	$2.30	$2.30	–	660	12.18
New Jersey	SEIA #7	12.1	11.7	↓	93%	$2.41	$2.58	↑	489	16.54
Massachusetts	SEIA #8	9.3	9.2	↓	92%	$2.90	$2.94	↑	493	23.45
Georgia	SEIA #9	11.3	10.8	↓	80%	$2.95	$2.97	↑	812	12.23
New York	SEIA #10	10.8	10.9	↑	91%	$3.10	$3.05	↓	485	18.5

Average state monthly consumption and price data from the Energy Information Administration (EIA)
NOTE: Data have been revised to remove outliers in user-provided data.

State residential solar cost: difference from EnergySage national average

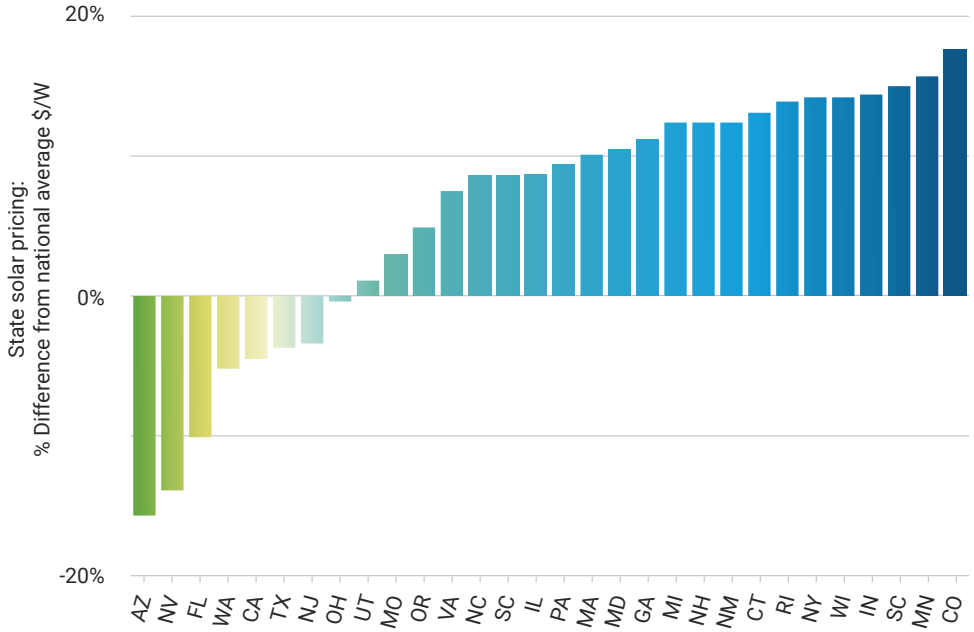
For the second half-year in a row, Arizona and Nevada saw the lowest median quoted solar costs on EnergySage at $2.25 and $2.30/W, respectively, while Colorado had the highest median cost at $3.15/W. While the lowest median price dropped by $0.05/W between H2 2020 and H1 2021, the highest median price remained the same, increasing the total range in median quoted price from $0.85 to $0.90/W. In nearly 75 percent of states, the median solar price was above the national median in the first half of 2021.

In the first half of 2021, the majority of states had median quoted solar prices **above the national median**, but the majority of quotes came from states **below the national median**.

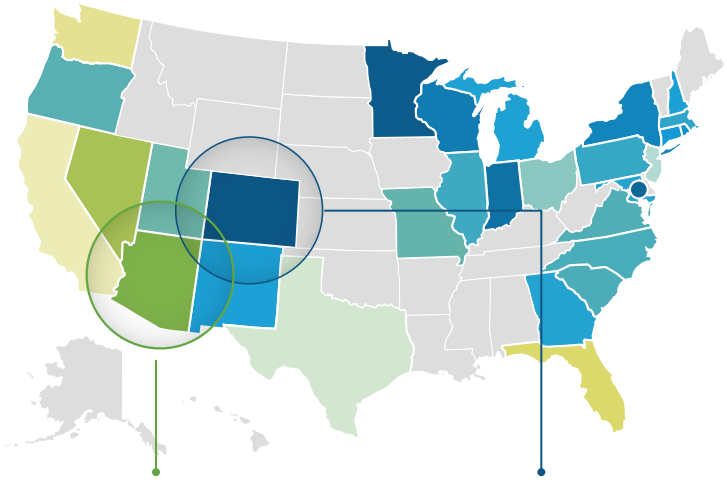
Solar prices are low in the West; higher in the East

Generally, solar prices during the first half of 2021 were lower in the West and higher in the East, with all states within $0.50/W of the median quoted price. One notable exception is that, for the second Intel Report in a row, the state with the highest quoted price (Colorado) was located in the Western half of the United States, only one state away from the state with the lowest quoted price (Arizona), with a $0.89/W median quoted price difference between these states.

State Pricing Difference from EnergySage National Median



$2.67 per Watt
ENERGYSAGE NATIONAL MEDIAN



$2.25 per Watt
LOWEST PRICE

$3.14 per Watt
HIGHEST PRICE

NOTE: Data have been revised to remove outliers in user-provided data.

State system sizes: difference from Energysage national average

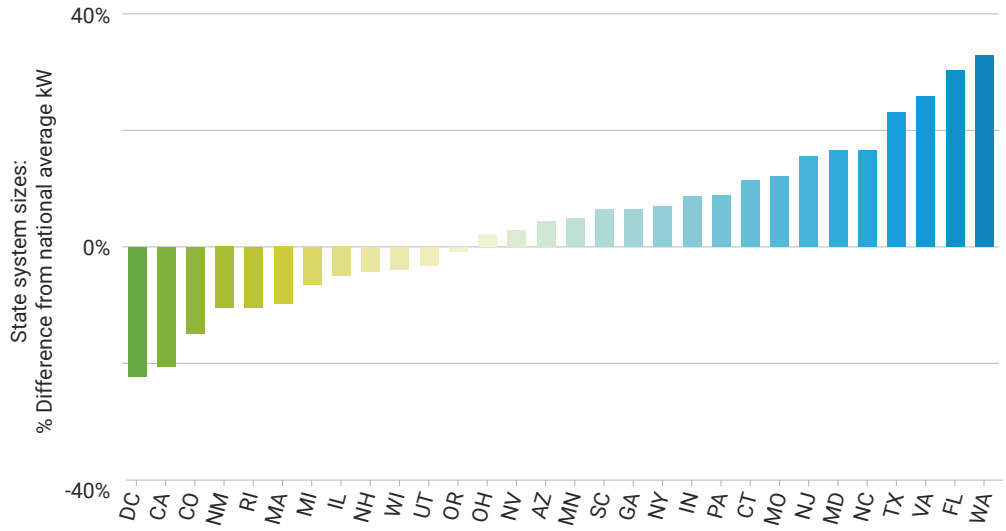
Across the country, average quoted system sizes ranged from a minimum of 7.9 kW in the District of Columbia to a maximum of 13.5 kW in the state of Washington. Of the states analyzed, half were within one kW of the national average.

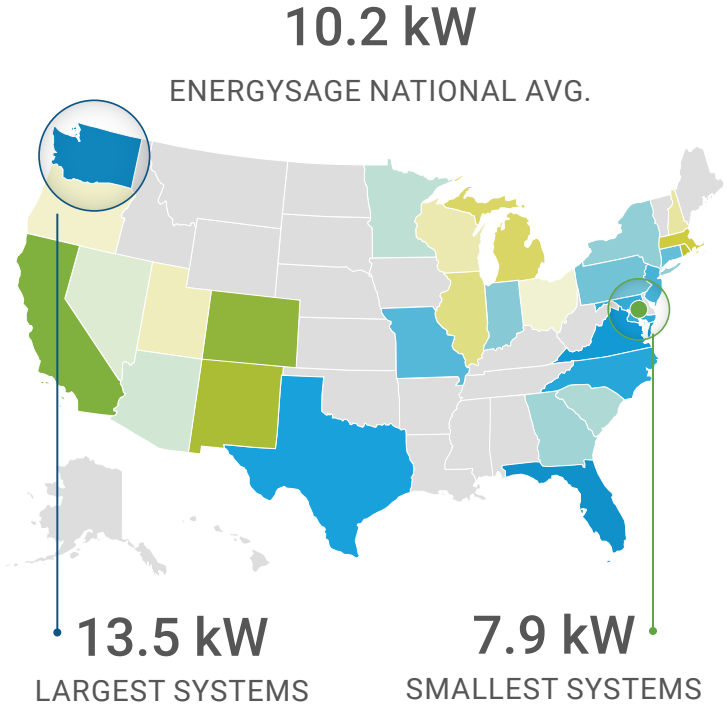
The spread between the states with smallest and largest average quoted system size increased from **4.7 kW in H2 2020 to 5.6 kW in H1 2021**.

Larger system sizes driven by higher electricity consumption

In the first half of 2021, average quoted system sizes generally grew concurrent with increasing monthly electricity consumption: the two states that consumed the most electricity monthly (Florida and Washington) also saw the largest average quoted system sizes. California, the state with the lowest monthly electricity consumption, had the second smallest average quoted system size. While states with the largest quoted system sizes were mostly located in the Southeast, the state with the largest quoted system size (Washington) is located in the Northwest.

State System Size Difference from EnergySage National Average





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Marketplace share: equipment

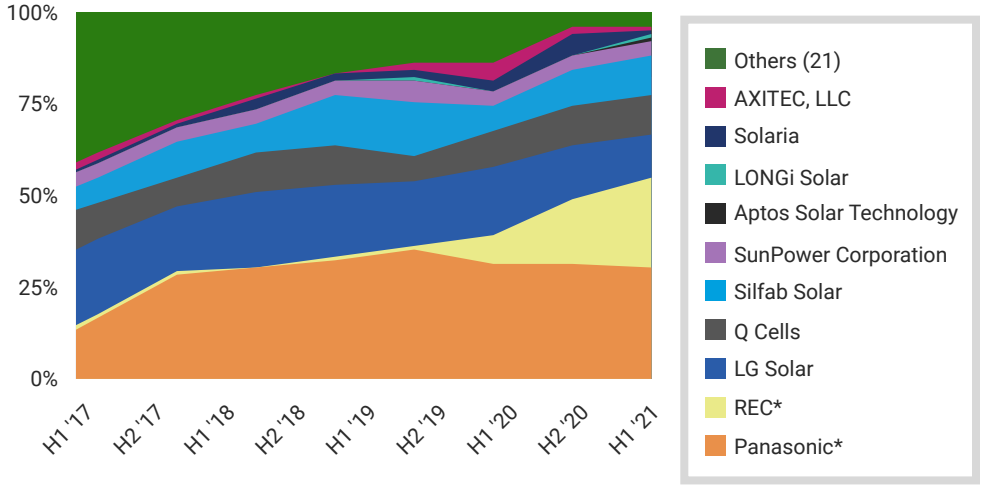
EnergySage Marketplace share is indicative of consumer preference and the resultant sales behavior of small-to-midsize solar installers. Two solar panel brands currently running consumer-facing promotions on EnergySage continue to dominate Solar Marketplace share, and two inverter companies comprise all but three percent of the Inverter Marketplace.

Marketplace consolidation continues on EnergySage: **over half** of quotes contained Panasonic or REC panels and **over 95 percent** contained Enphase or SolarEdge inverters.

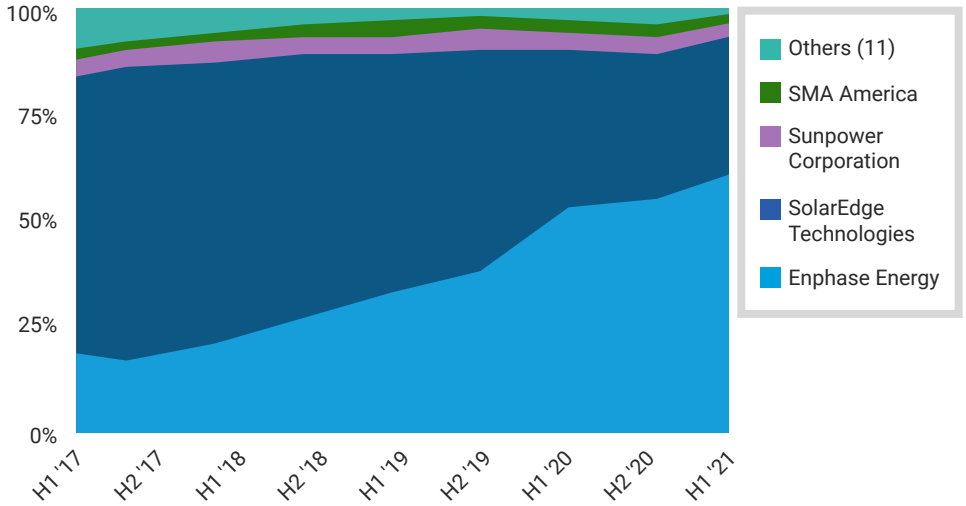
Top equipment brands increase Marketplace share

Consolidation of Marketplace equipment share continues on EnergySage: 56 percent of quotes included one of two solar panel brands with consumer-facing promotions in H1 2021, a six percent increase in total Marketplace share from H2 2020. On the inverter front, Enphase continued its growth on EnergySage, increasing Marketplace share from 56 to 63 percent between H2 2020 and H1 2021.

Top Panel Brands



Top Inverter Brands



*Rebate offered. All solar panel manufacturers are eligible to offer a rebate to consumers via the EnergySage Marketplace.

NOTE: Data have been revised to remove outliers in user-provided data.

Solar equipment characteristics

EnergySage analyzed the quoted cost per Watt by system size and module efficiency, as well as the wattage of panels quoted over the last four years. The shift to higher powered modules for residential properties continued in the first half of 2021, as 350+ W panels were quoted twice as often as during the last six months of 2020.

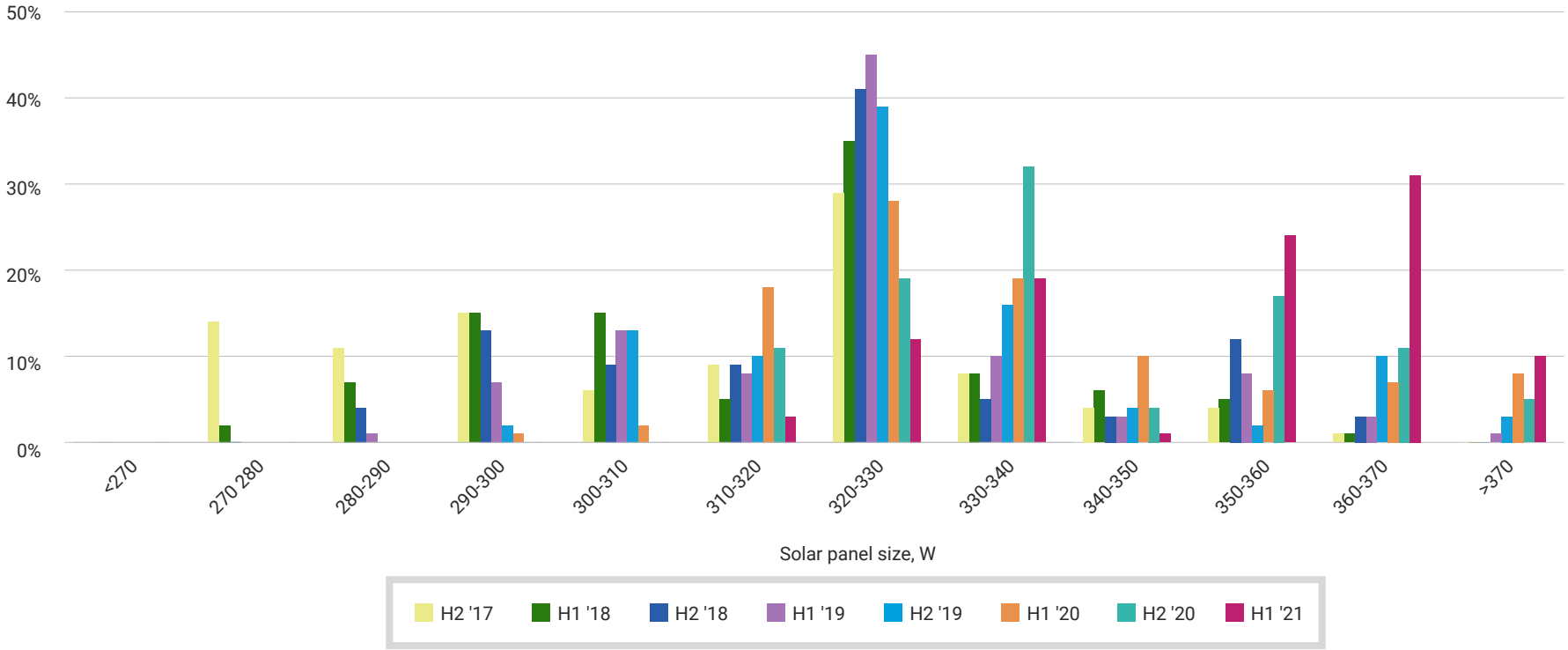
>350W

Solar panels **larger than 350W** were quoted twice as frequently in H1 2021 as compared to H2 2020.

360 Watt panels are the most quoted on EnergySage

In H1 2021, 360 and 370 W solar panels overtook 340 W panels as the most quoted on EnergySage. In fact, eight of the top 10 most quoted solar panels on EnergySage in the first half of 2021 were between 360 and 370 W, led by Panasonic's EverVolt series of solar panels and rounded out by REC's Alpha Series and Silfab's Elite series of solar panels. The only sub-360 W solar panels to crack the top ten are Q CELLS's DUO BLK G6+ 340 W and Panasonic's 340 W HIT+ modules.

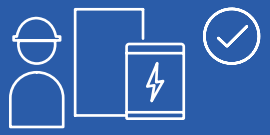
Percent of Quotes by Panel Size



NOTE: Data have been revised to remove outliers in user-provided data.

Installer equipment offerings

Tracking installer equipment offerings over time provides a useful metric for analyzing both customer choice and installer brand loyalty. From H2 2020 to H1 2021, over half of installers continued to only offer one or two different brands of solar panels, while about 80 percent offered only one or two brands of inverters.

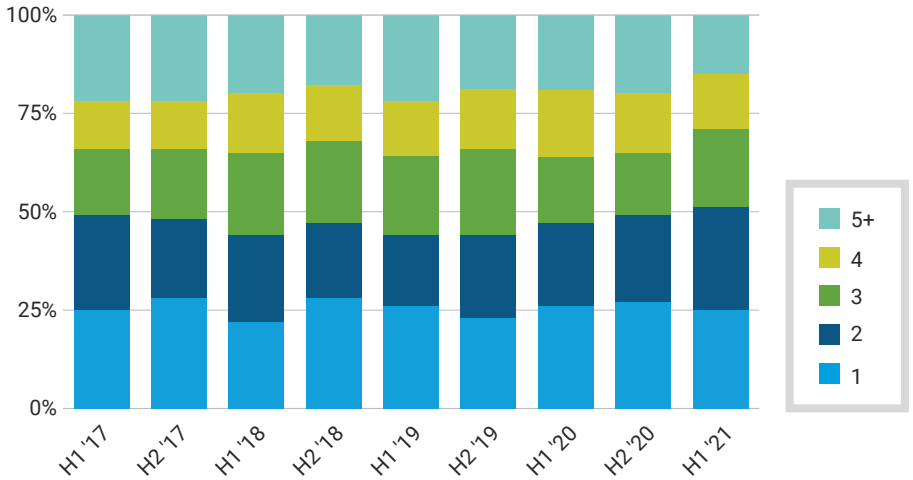


Most installers offered only one or two solar panel brands and one or two inverter brands, consistent with Marketplace share trends showing **dominance of a few key brands**.

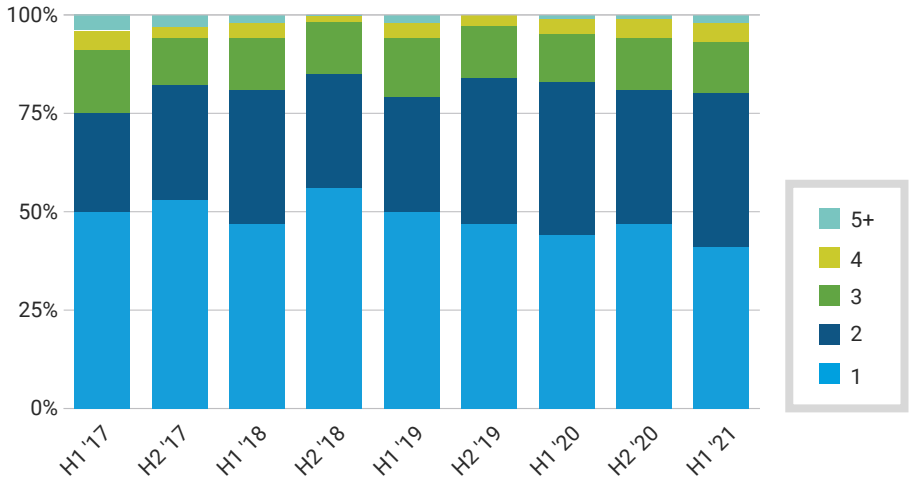
Installers largely remain loyal to one or two brands

For only the second time since H1 2017, the percentage of installers offering two or fewer solar panel brands exceeded 50 percent. Only 15 percent of installers offered five or more panel brands in H1 2021, a substantial decrease from 20 percent in H2 2020. The percentage of installers offering just one inverter brand dropped to its lowest point over the past four years, while the percentage offering two inverter brands hit its highest level over the same timeframe.

Number of Panel Brands Offered



Number of Inverter Brands Offered



NOTE: Data have been revised to remove outliers in user-provided data.

Installer equipment pairings & price

EnergySage analyzed the comparative cost differences across the 11 panel and inverter pairings quoted most frequently to Marketplace shoppers over the first half of 2021. To start 2021, the nine most commonly quoted equipment pairings were quoted within two percent of each other on a $/W basis.

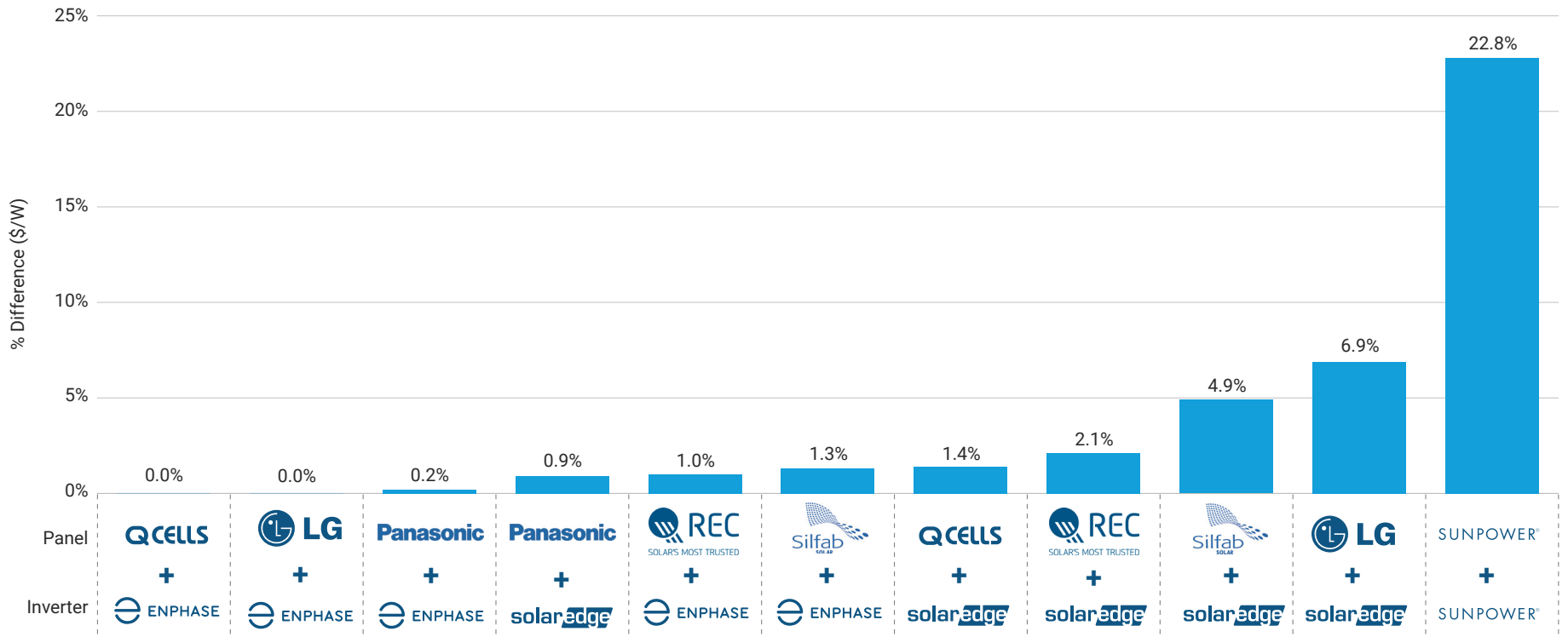
ENPHASE / solaredge

Solar equipment pairings with Enphase microinverters were **priced lower** than equipment pairings with SolarEdge string inverters across the top installer offerings.

Equipment pairings with microinverters are quoted at a lower price

Traditionally, string inverter systems have been less expensive than microinverter systems. However, in the first half of 2021, solar equipment pairings with SolarEdge string inverters were quoted at a higher price than the same solar panel with Enphase microinverters, going against conventional logic. Geographic differences may account for some differences in equipment pairing pricing.

Percent Difference from Least Expensive Equipment Pairing



NOTE: Data have been revised to remove outliers in user-provided data.

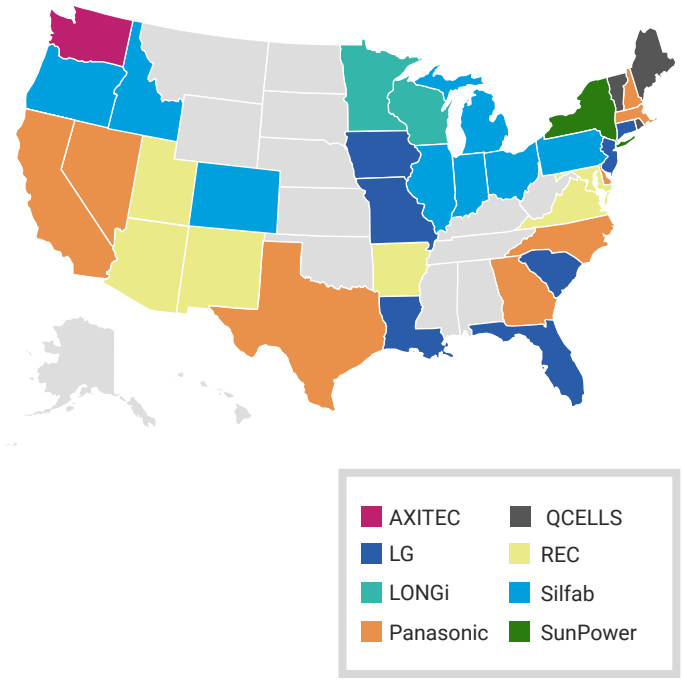
Map of equipment preferences by state

The solar market varies significantly geographically: costs, consumer preferences and installer offerings all shift from state to state. Tracking installer equipment offerings and pricing at the national level only tells a piece of the story. To get a better feel for regional- and state-level dynamics of the residential solar market, EnergySage analyzed the most quoted equipment pairing by state.

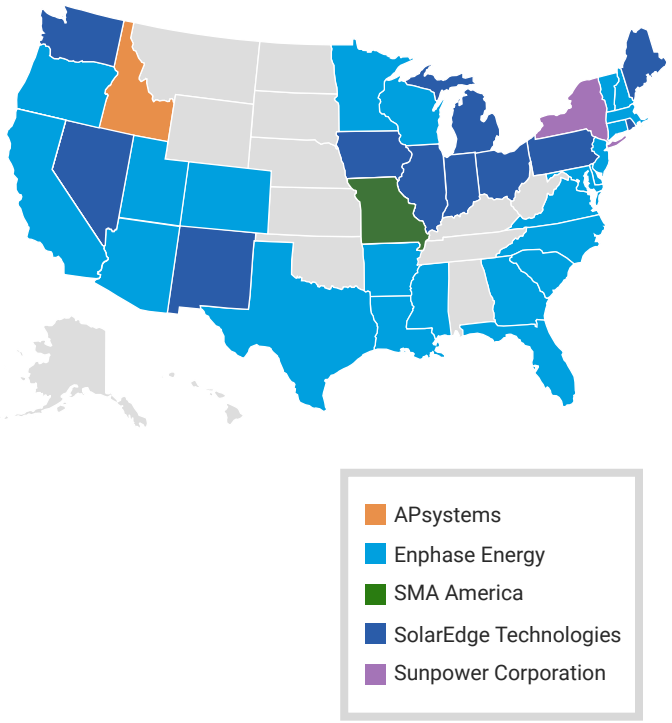
Regional marketplace share does not always reflect national marketplace share

At the national level, Enphase is the most quoted inverter brand on EnergySage, a trend which holds true at the state level as well: Enphase was the most frequently offered inverter brand in 23 states on EnergySage in H1 2021. However, Silfab–the fifth most quoted panel brand at a national level–was the most offered panel brand in the most states (nine states), beating out the two brands at the top of the national Marketplace share rankings–Panasonic (seven) and REC (seven).

Most frequently quoted panel brand by state

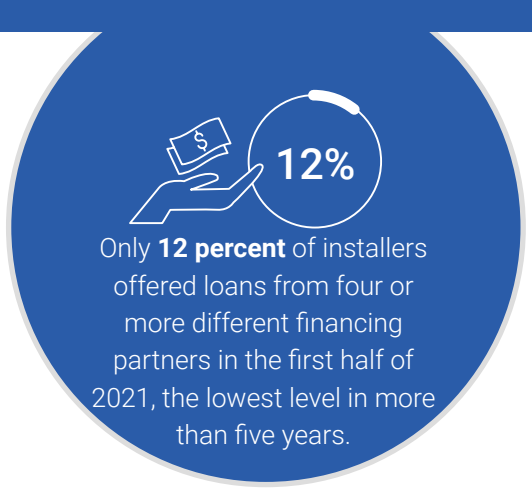


Most frequently quoted inverter brand by state



Financing products

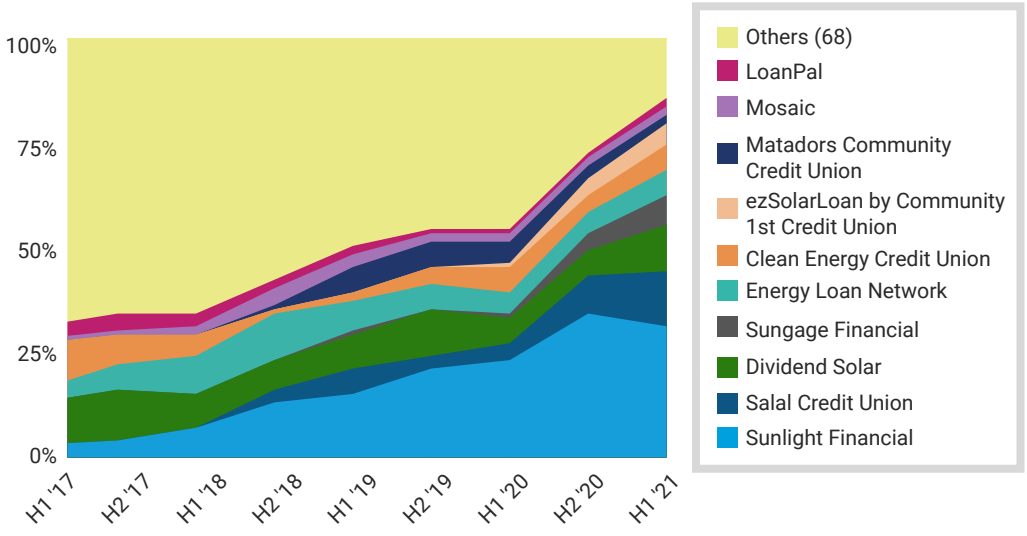
Solar loans continue to increase in popularity both on EnergySage and within the broader solar market. The first half of 2021 saw increasing consolidation of the loan market on EnergySage, with seven loan providers accounting for nearly 80 percent of quotes. Sunlight Financial continued to lead Marketplace share, with their loans offered in nearly a third of all quotes that included loans on EnergySage during H1 2021.



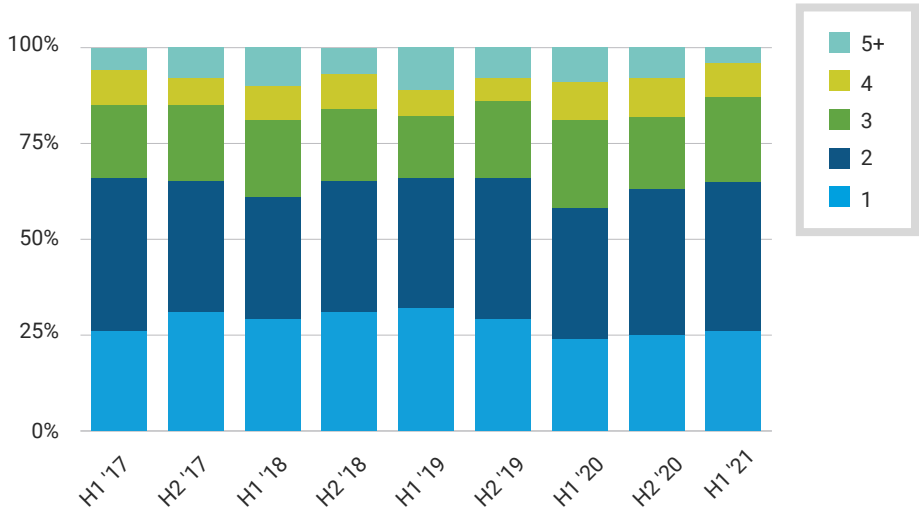
Most solar installers continue to only work with one or two financing providers

In the first half of 2021, solar installers quoted loans from 68 different financing providers; however, very few solar installers appear to work with multiple financing providers in any given six month period. For the third Intel Report in a row, the percentage of installers offering one or two financing providers increased to 65 percent of installers. Interestingly, the percentage of installers working with four or more different lenders decreased to its lowest percentage in the last five years.

Financing Provider Marketplace Share



Number of Loan Brands Offered per Installer



NOTE: Data have been revised to remove outliers in user-provided data.

Typical loan terms and offerings

According to LBNL's most recent Tracking the Sun report, the percentage of third party owned systems (i.e., leased systems) continues to decrease, dropping to only 37 percent of residential systems for the first time since 2011. At the same time, solar loans have become increasingly popular both on and off of EnergySage, in large part due to ever improving offerings from loan providers.

The most frequently quoted loan product on EnergySage was a **12-year, 2.99 percent** APR loan in H1 2021.

Loan rates offered on EnergySage decreased steadily over the last two years

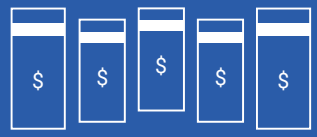
After three years of stagnating loan rates offered to solar shoppers on EnergySage, the median loan rate in quotes decreased from 4.99 to 2.99 percent between the first half of 2019 and the first half of 2021. During H1 2021, the most frequently quoted loan option was a 12-year, 2.99 percent financing product, reaching nearly 16 percent of quotes including a loan. 20-year loans were also popular, with at least 8 percent of quotes including 20-year loans at multiple different rates: 0.99, 1.49, 2.99 and 4.99 percent.

Most frequently quoted loan rates and terms

		Loan Term					
		10	12	15	20	21	25
Loan rate	0.99	-	-	0.6%	9.0%	-	1.5%
	1.49	-	-	-	8.1%	-	-
	1.99	-	-	0.6%	1.2%	-	1.6%
	2.49	-	-	-	0.7%	-	-
	2.99	1.6%	15.6%	0.6%	9.2%	-	6.6%
	3.99	0.6%	-	-	1.2%	0.6%	-
	4.74	-	-	-	-	9.4%	-
	4.99	0.5%	1.4%	-	9.3%	-	-
	5.00	1.5%	-	-	-	-	-
	5.74	-	-	-	2.6%	-	-
	5.99	-	-	-	2.2%	-	-
	6.00	1.0%	-	1.0%	-	-	-

Price dispersion for EnergySage customers

On EnergySage, solar shoppers compare custom quotes from up to seven solar installers head-to-head in our online Marketplace. From the quality of solar equipment to the ratings and reviews of the installer, there are a variety of factors to consider when making a solar decision and price is often not the leading decision making factor. In fact, more than 60 percent of EnergySage shoppers don't select the lowest priced quote that they received. To track how the range of quoted prices have changed over time, EnergySage analyzed the prices of the median maximum and minimum quotes that each individual shopper received.

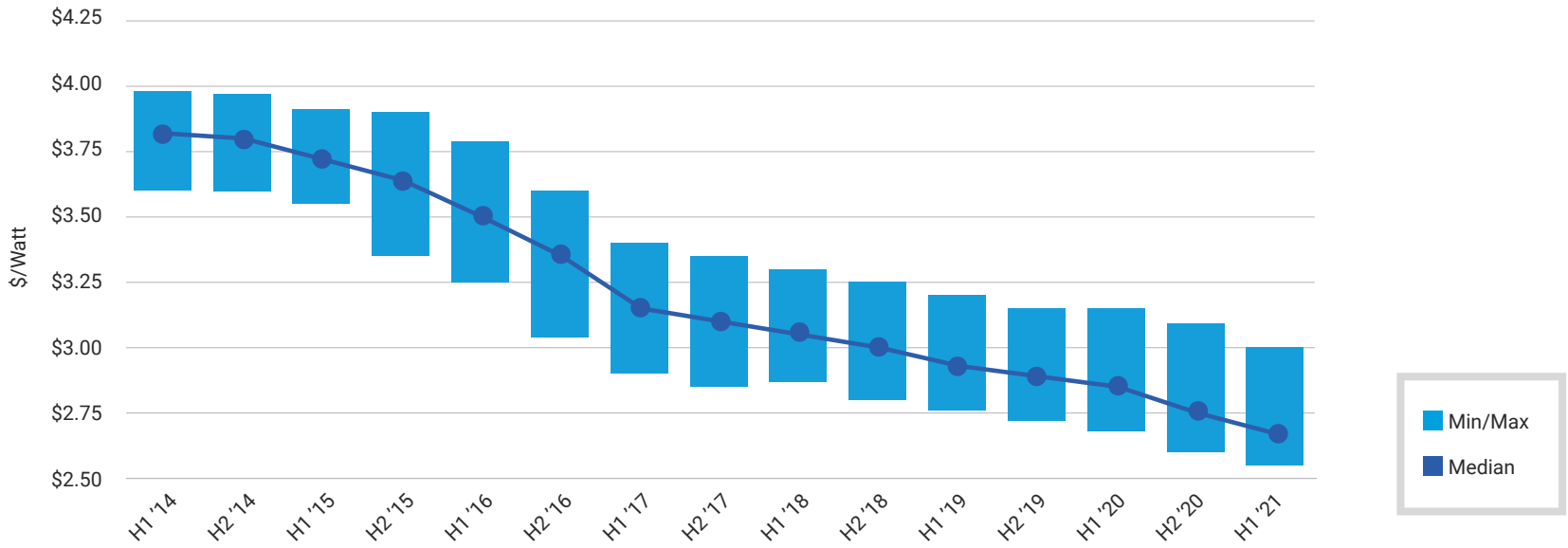


Individual solar shoppers saw a range of quoted prices from a median minimum price of **$2.55/W** to a median maximum price of **$3.00/W**.

The average spread between between quotes decreased in H1 2021

During the first half of 2021, the average solar shopper on EnergySage could expect a range of quoted prices of 18 percent, a $0.45/W range. For an average 10.2 kW system on EnergySage, that means an average difference of $4,500 in upfront costs between the lowest and highest price quote. Interestingly, the range of quoted prices has not exceeded $0.50/W since 2016.

Customer Price Dispersion Over Time



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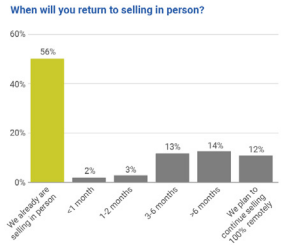
In case you missed it:

Three recent reports from EnergySage

energysage.com/data

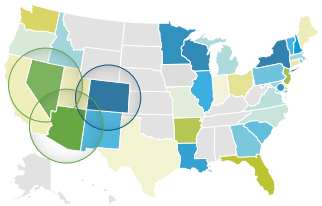
Solar Installer Survey:
2020 Results



Special Report:
Assessing the impact of COVID-19 on residential solar

Solar Marketplace Intel Report™

Data from H2 2020 - H1 2021



What can EnergySage data do for you?

EnergySage is the most visited website in the solar industry and the leading online comparison-shopping marketplace for solar, storage, and now community solar in the country.

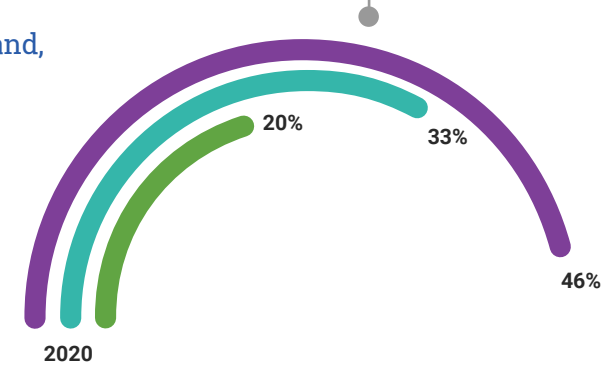
The EnergySage Marketplace data included in this report reviews nearly twenty million transaction level data points from custom solar quotes provided to active solar shoppers on EnergySage from July 2020 through June 2021. For additional market insights, EnergySage recently published our 2020 Solar Installer Survey, which analyzes responses from 650 solar companies.

Although this report presents this data aggregated at a very high level, EnergySage selectively partners with different organizations in the solar industry to provide custom data reports, including equipment manufacturers, national research laboratories and investment firms. If you're interested in custom solar data reports, explore our options at energysage.com/data or email us at data@energysage.com to set up a consultation today.

Nearly half of all customers are interested in receiving quotes with energy storage, and installers indicate that one-fifth of all installations include a battery.
Download our free 2020 Installer Survey here

Consumer Storage Demand, According to Installers

National Average



Prospective clients interested in energy storage

Quotes that included energy storage

Installations that included energy storage

energysage

About EnergySage, Inc.

EnergySage is the leading online comparison-shopping marketplace for rooftop solar, energy storage, project financing, and community solar. Supported by the U.S. Department of Energy, EnergySage is trusted by over 10 million consumers across the country to help them make smarter energy decisions through simplicity, transparency, and choice. Unlike traditional lead-generation websites, EnergySage empowers consumers to request and compare competing quotes online from a network of more than 500 pre-screened installation companies – a formula that is proven to result in a higher rate of adoption, 20 percent lower prices on average for consumers, and significantly lower costs for renewable energy providers. For these reasons, leading organizations like Connecticut Green Bank, DSIRE, Environment America, Kaiser Permanente, and National Grid refer their audiences to EnergySage.

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