

**Form C – Core Direct Purchase Solarize Proposal  
for Solarize Dummerston  
Bidding Installer(s): Solaflect Energy (ground proposal)**

If applying as a consortium, please submit one Core Solarize Proposal on behalf of all partnering installers. (Expand cells as needed to fit your replies.)

**Proposal Narrative:**

If selected as a partner for ground installations, we will focus efforts in Dummerston that would otherwise be focused in other territories. Our sales staff will prioritize outreach to Dummerston, and block off time for site visits to be available in Dummerston. Even without the new sales person in process of being hired, we can easily handle 15-20 site visits per week. These are thorough visits, analyzing the technical aspects (solar access, breaker panel condition, etc.) and talking with prospective customers at length (if they desire) to explain all aspects of going solar in general and of our offer in particular. Following the site visit, our standard practice is to provide a proposal within 2 working days.

**Marketing Strategy:**

The outreach presentations will be the key marketing elements, though these events themselves need to be marketed. Jonathan Teller-Elsberg, who will lead Solaflect's presentations, has excellent communications skills. He has extensive experience with presentations for groups ranging in size from a half-dozen to more than 100 people, arising from various roles such as member of the Norwich Energy Committee, research associate for the Vermont Law School Institute for Energy and the Environment, (volunteer) Staff Economist with the Center for Popular Economics—a grassroots educational nonprofit based in Amherst, Massachusetts—and, of course, on behalf of Solaflect. (An online taste of Jonathan's communication style is at <http://digital.vpr.net/post/20-percent-vermonters-are-fuel-poor-new-study-shows>.)

In coordination with Solarize Dummerston, we will support advertising in local outlets, such as the Brattleboro Reformer, to promote the outreach presentations. We will also support printing of yard signs that are branded for Solarize Dummerston for residents/businesses that sign go solar with us.

If invited, we would be pleased to participate in radio or TV broadcasts about or promoting Solarize Dummerston. We will be happy to assist in this outreach in a coordinated fashion.

**Geographic Proximity:**

Though we are headquartered in Norwich (business office) and WRJ (engineering, manufacturing, and installation team), we already provide site visits and installations out to one-and-a-half hours driving distance. This fully incorporates Dummerston. If selected as a partner for on-site ground-installations, we will schedule specific days each week of Solarize Dummerston to be in the town for site visits and follow up work with prospective customers.

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**Customer Service:**

Superior customer service is standard operating procedure at Solalect. We provide flexible site visit times, including evenings and weekends. We provide rapid turnaround of proposals following site visits. All Solalect PV Trackers are internet connected (a requirement for installation) and are monitored in real time by our engineering department. If a tracker is not performing as expected, we immediately address the problem, fully covered under our warranty.

**Maintenance:**

Customers do not need to perform any maintenance of a Solalect PV Tracker. This includes dealing with snow—the tracker sheds snow automatically by virtue of the fact that it spends each night in a vertical orientation. (The fact that it sheds snow automatically helps it to have a significant productivity advantage in winter.)

We provide a 10-year warranty on each tracker. A requirement of the warranty is that the customer have an annual service visit, analogous to a boiler tune up. There is no charge for the service visit for the first three years. Beginning in year four, we will charge on the order of \$125 for the visit.

**Quality Control:**

Our trackers are designed, manufactured, and installed by a team that consists largely of degreed engineers. Development of the Solalect PV Tracker has been supported by two research grants from the Department of Energy, which included stringent requirements for system reliability.

**Estimate capability:**

As noted above, we are currently hiring new sales staff to expand our capacity to handle high numbers of customer leads. If the volume is there, we can easily handle 15-20 site visits (and follow up work) per week.

**Contingency Plan:**

In the unlikely case we cannot handle the volume of interest in our community solar offer, we will coordinate with Solarize Dummerston to extend the sign-up period, while also further expanding our sales capacity.

**Timeline:**

All those inquiring about our community solar offer will receive a telephone or email reply within two business days at the outside. Site visits will be scheduled for the earliest time convenient to the customer. We will provide proposals to prospective customers within two business days of the site visit. Once a customer moves forward with purchase, we immediately file the CPG application

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with the Public Service Board, Department, and GMP, and must wait a minimum of 10 business days for the CPG to be issued. Typically, installation will occur approximately one month from the date of contract. If, as has happened in many other Solarize programs, customers tend to bunch up at the end of the sign-up period, installations may have to be scheduled further out. Individual installations take three days or less, depending on circumstances (e.g., length and ease of trenching path). Installation crew will follow up a couple of times in the weeks after a tracker is complete to ensure optimal performance.

**Financing Options:**

We do not offer in-house financing and do not have a special relationship with particular lenders. Our customers to date have relied on a variety of financing options. VSECU offers excellent terms for its “solar loans,” but each individual may find better terms from other lenders, especially if they have an established, long-term relationship with a credit union or bank.

**If bidding as a consortium:**

N/A.

**Community Solar:**

We have submitted a separate proposal to be the Solarize Dummerston community solar partner.

**Small Business:**

We are eager to work with commercial customers. It is important for commercial customers to understand not only the Federal and state incentives that are available to them, but how the economics of net metering is different for businesses than for residences. Most importantly, a residence that net meters is not taxed on the financial value of their net metering, but a business will be. This is because operational savings for a business means the business will have higher profits, and business profits are taxable. Some marketers ignore this fact and promote wildly exaggerated rates of return for businesses going solar. We are always forthright with all of our prospective customers about the genuine value they can expect.

**Lawsuit Disclosure:**

None.