



Comments on Brochure, Purchase Disclosure, and Marketing

1 message

Jeff West <jeff@foslersolar.com>

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To: "comments@illinoisabp.com" <comments@illinoisabp.com>

To whom I may concern,

Brochure Comments

- On page 2 it has language about your roof being good for solar and implies that it has to be south facing. I would like to propose the removal of that piece of language and instead pivot to "the mounting planes producing a reasonable KWh/kw.
- Having your roof professionally evaluated is overkill in my opinion.

Purchase Disclosure

- I think the system purchase information should be a disclosure that we provide rather than a form that the homeowner fills out. If the homeowner fills it out it will be confusing and introduce a wide variety of objections.
- Don't need all of the DC and AC specs. Also, system specs are unnecessary in my view. Warranties, Tier one panels, and system performance are the only important things to a customer.

Marketing

- I don't want name tags on our sales reps. Branded shirts and business cards should suffice.

Also, is this only required for "preferred providers"? Is the only benefit to being a preferred provider the ability to receive the SREC directly? I'm curious if the rules are different for entities that just participate in the program.

Sent from [Mail](#) for Windows 10