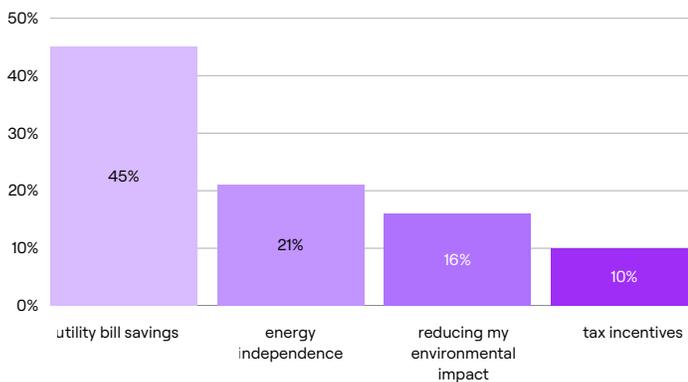


The 2026 Homeowner's Guide to Solar: Why Your Neighbors Are Upgrading

(And How You Can, Too)

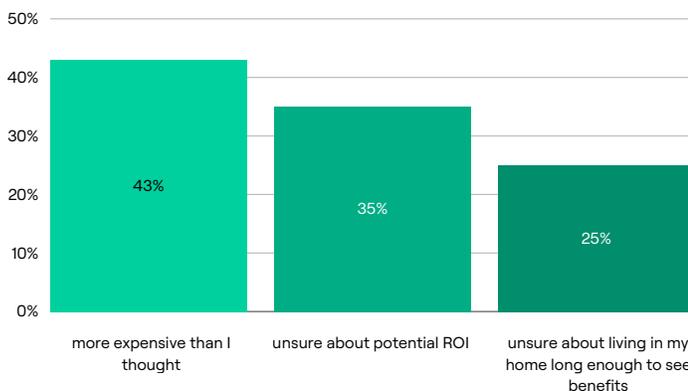
Thinking of going solar, but not sure where to start? You're not alone. Solar is a big investment, so it's natural to have questions. We surveyed over 1,100 homeowners to see what your most common concerns, wants, and needs are around solar — and to see what you can do about them.

Why homeowners want to go solar



The biggest group of homeowners chose “utility bill savings” as the number one reason they’re considering solar. (To the 16% interested in reducing your environmental impact: We see you and we appreciate you.) But, you have concerns about whether you can realize those savings — valid ones.

What concerns do you have about purchasing solar



Now that you know you're not alone, we have some good news: There are plenty of options that make solar both:

1. Affordable to install, and
2. Deliver real utility bill savings

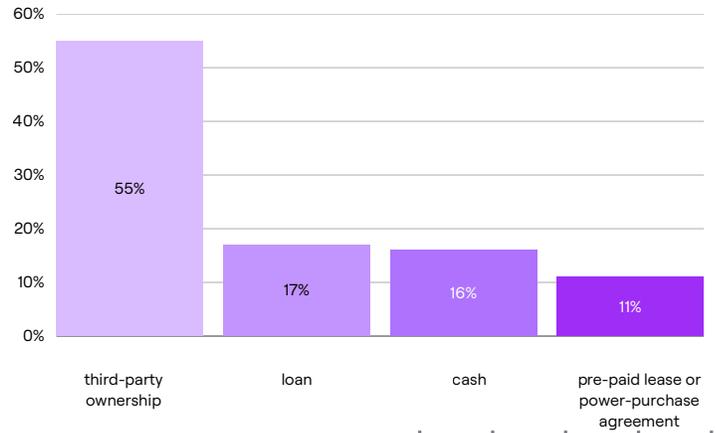
Let's see how.



Financing that fits your needs

Today, installers offer a wide range of financing options. In fact, straight up cash and solar loans have become less and less popular as interest rates have remained high and federal incentives have changed.

Which financing options are most popular with your customers?



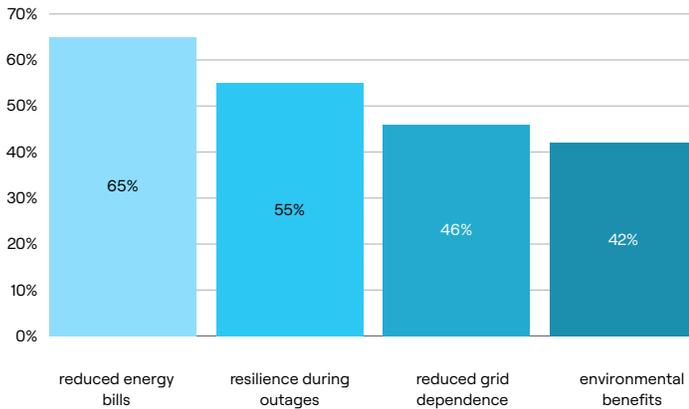
What are the benefits of each?

Glad you asked:

- Cash — you own the system outright, no monthly payments. Downsides: No federal tax credits
- Loan — you own the system, HELOCs and other loans offer competitive rates. Downsides: no federal tax credits, interest rates still high
- Third-party ownership — low or no money up front, affordable monthly payments, qualifies for federal tax credits. Downsides: financier owns the system, financier gets the tax credits
- Pre-paid lease — you can own the system after an initial time period, qualifies for federal tax credits. Downsides: financier owns the system for a certain time, financier get the tax credits

That's right, with leases and PPAs, you can still indirectly capture the benefits of the 30% federal tax credit, which can drastically lower your costs. And with pre-paid options, you can eventually own your system as well.

What benefits of a home battery would be most beneficial to you?



Batteries for savings (and independence)

You may think of home batteries as sort of a (much better) emergency generator – to keep the lights on when the power goes out. They are great for that, but nowadays they can also save you even more.

Only 3% of homeowners aren't interested in a home battery, and we can see their reasons above. They're very similar to your reasons for wanting solar. (Again, to those 42% interested in the environmental benefits: We thank you.) And you're in luck: Battery storage isn't just for backup anymore.

More and more utility companies are implementing "Time-of-Use" rates – i.e., charging you a premium for electricity during peak hours. A battery allows you to store the free solar power you generated during the day and use it during peak times, dodging those rate spikes. You can even send power to the grid during times when the utility is paying more, upping your savings.

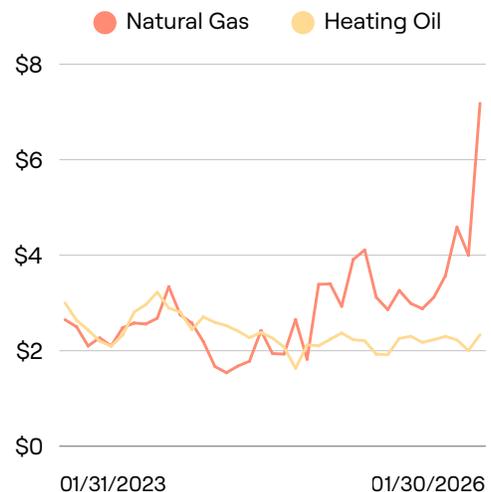


Whole home electrification

So, you've seen a graph of fossil gas prices, no?

Not only are heating oil and natural gas becoming more expensive, their prices can be volatile – which can leave you on the hook with a big, unexpected bill. By switching appliances and HVAC to electric combined with your solar install, you can really supercharge your utility bill savings. Electric heat pumps, heat pump hot water heaters, and electric appliances are more efficient than ever. And when you size your solar system with electric upgrades in mind, your utility bill savings multiplies.

2023-2026 Natural Gas and Heating Oil Price



Want to learn more?

Now that you know you're not alone, and that other homeowners have similar questions and preferences, what's the next step? You don't have to guess if solar is right for your home. You don't have to wonder if you'll save money, how the financing works, or if a battery is a good option.

Check out our marketplace to see what a solar system can look like for your house. Get pricing, financing options, and even see what it might look like on your roof, all with a few clicks.

