

Generating Solar Leads

2022 has seen a busy start to the year for the solar industry with [solar leads](#) up 25% over 2018 levels.

But it's pretty much the same story as it's been for the past few years. The biggest generators of organic residential solar leads are SolarReviews, Solar-Estimate (also owned by Solar Reviews), Clean Energy Experts (who are owned by Sunrun) and EnergySage.

I know you get phone calls all the time from companies offering you "hot solar leads". The truth is that none of these companies have the web presences that it takes to actually generate enough leads in a given area. Most of what they are selling is old.

Make sure you understand the [difference between lists, prospects and leads](#).

You need to generate your own solar leads

There are great prospect lists in the marketplace. You can select the homeowners in your specific market. There is no need to waste any money marketing to people outside your trading area. You can target homeowners with single family homes, segment by home value and homeowner [modeled credit score](#). Additionally, you can focus on [green homeowners](#). These homeowners are eco-conscious and may be more receptive to environmentally sensitive offers.

Or, you can select [New Homeowners](#). New Homeowners are outstanding prospects for many reasons. They are already credit-worthy. And, when they install solar early, they get to reap the financial benefits of solar right away.

Other Solar company target swimming pool owners. Since pool owners can save big money with passive solar collectors, they are also an outstanding prospect group.

It depends on your company's sales perspective.

Mail or Phone or Email

All of these channels have their benefits. Of course, a combination of channels will generate the best response.

Direct mail is the most comprehensive. It is the only medium that will reach 100% of your target market.

Working the phone can also generate solar leads. Nowadays you can opt for either a list of landlines or [cell phone lists](#). Make sure the [telemarketing list](#) you buy is scrubbed against the Do Not Call and state privacy laws.

Email addresses are also available for a portion of the list. Figure email addresses for about 30% of the list.

You need to reach people through the channel that best suits them. That's why a combination of marketing outreach channels is so important.

But – as always – the first step is creating the best [prospect list](#)!