



Installer Benefits & Fee Schedules

So you're thinking about joining the Solar Choice network...

Let us tell you a bit more about us.

If you're reading this, you're probably a solar installer or solar retailer looking to get some high-quality solar & battery leads and wondering what Solar Choice is all about and how our system works. We've put this document together to help you get started.

Firstly, a bit about us. Solar Choice started out as a brokerage & comparison service for rooftop solar back in 2008. That's still our bread & butter, but we also now do a lot more, including commercial solar project tender management and solar farm development. Our hard-working team are based in Manly, New South Wales. Most of us have been with the company for a long time - partly because there's a great view of the harbour off our balcony, which we're happy to share with you if you get the opportunity to visit us!

We only work with CEC-accredited solar & endorsed battery installers or retailers who employ them. We also keep away from companies that have dodgy reputations - including the infamous you-know-who. Although our installers of course pay us for opportunities (discussed in detail further down), there are no 'member fees' associated with joining our network. Nor will you ever have to bid to win customers; it's the same flat fee for everyone, and our customers are able to choose for themselves which installers they wish to talk to.

Solar Choice publishes a lot of information on our site about solar power, and with thousands of articles to our name dating back nearly a decade, we have a good relationship with search engines. This means that the vast majority of our customers (the people who fill out the form on our site or ring our 1300 number) enter our web on a quest for impartial and unbiased information.

Our writing or employees have been referenced on a wide range of high-profile media sites, including *Sydney Morning Herald*, *News.com.au*, *Choice Magazine*, and *The Guardian*, to name just a few. We tell you this not just to toot our own horn and talk about how great we are, but to instill you - as a potential partner - with the confidence that you're working with a reputable, quality outfit. We hope that you decide to join us!

Voices/faces you might hear/see



Matt Lasauce - Chief Commercial Officer & Installer Network Manager

On board with Solar Choice since 2009, Matt is the main liaison for installers in our network and also the guy who takes the lead on commercial & large residential project enquiries (8kW+ for solar). If you have questions about how Solar Choice's system works, he's the one to talk to.



Dave Borgogni - Finance Manager

Dave is the longest serving member of the Solar Choice team besides Angus. He deals with everything invoice-related and is also one of the main strategists behind our lead generation efforts. If you have questions about payments, he's your guy. (He may also be your guy if you owe us money.)



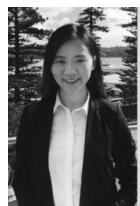
James Martin - Communications Manager

James has been writing articles for Solar Choice since 2010 - sometimes from Sydney, for a period from New York City, and now from Newcastle, NSW. He is the main one responsible for Solar Choice's prominent position in search engine results and other correspondence issued by us (including most of this document). If you have questions about things written on the website, give him a shout.



Laura Jenkins - Residential Operations

Laura has been with us since Catherine Smith went on maternity leave in May of 2017. She is the first line of defense for our incoming 1300 number calls, as well as the main lifesaver customers who need some help with their Quote Comparisons or are having other issues with our system - not to mention countless other tasks essential to our daily operation. Get in touch with her if you have questions about a customer or a rejection.



Miya Zhou - Engineer & Commercial Business Case Analyst

It's Miya's job to help our commercial clients understand the potential financial benefits of solar & batteries by producing indicative business cases based on their past power bills, budget and roof space. She is also responsible for all our indicative mockups and video visualisations of yet-to-be-completed commercial projects, and was one of the key developers of our Solar & Battery Storage Sizing & Payback Estimator Tool. Get in touch with her if you have a question about an indicative business case.



Angus Gemmell - Founder & Managing Director

Recognising a need for transparency & clarity in Australia's then burgeoning residential solar PV market, Angus created Solar Choice back in 2008 to help solar shoppers cut through the fog and make a well-informed decision. Since then he has gone from strength to strength, turning Solar Choice into a meaningful player in the commercial solar space and then getting involved in large-scale solar farm development - which currently occupies most of his time. Contact him about solar farm and other large-scale projects (but only if they're really big and you're really serious about it and know what you're doing.)

Residential solar power with Solar Choice

Since 2008, Solar Choice has helped over 120,000 Australian households and thousands of businesses make an informed choice about solar power. In this time, our website has become one of the most widely visited solar information resources in the country, with an average of over 115,000 visitors per month in 2017. We receive roughly 40-60 residential enquiries from around Australia per day, most of whom are interested primarily in solar but also investigating battery storage.

Our service is unique in Australia (and possibly the world) in that our customers have the opportunity to make a proactive selection of the solar companies that they'd like to receive contact from. Our platform instantly gives our customers access to product, warranty, background info and indicative system pricing from up to seven companies who operate in their area in an easy-to-understand, apples-to-apples format.

In the interactive portal they can then choose from 'primary', 'premium' and 'microinverter' product options in a range of sizes, as well as see which companies offer financing. This way, the client is able to choose **you** as a preferred installer based on the product & pricing information you've uploaded into our system. Please note that they may need some Solar Choice TLC in making a selection from time to time - but rest assured that we are always professional and even-handed in these situations.

Residential lead fee schedule

Solar Choice provides most residential solar & battery leads to our installers at a flat, discounted rate of \$20. This rate applies to all solar jobs up to 7.99kW (by panel capacity) and up to 19.99kWh (usable) in battery storage capacity. The 'discounted rate' applies for all installers in our network who are in good standing with Solar Choice (i.e. all accounts paid on time and up-to-date).

Our goal is to provide the best quality leads in the market for prices significantly lower than what other lead generators offer.

To this end, we offer a **50% discount off the upfront cost of all lead fees** on the following conditions:

1. System pricing is completed and updated at least every 6 months; and
2. No overdue invoices.

Table 1: Lead generation fee schedule

Opportunity/lead type	Discounted price	Full price
Solar only / Solar expansion (up to 7.99kW)	\$20 ex GST	\$40 ex GST
Battery storage only (up to 19.99kWh)	\$20 ex GST	\$40 ex GST
Solar + storage package (up to 7.99kW solar)	Coming soon	
Off-grid (any size)		
Maintenance/Inverter replacement		

Rejection policy:

You will have seven days to reject a lead for any of the following reasons:

- Duplicate lead received received from Solar Choice with the same address details
- Spam
- Incorrect contact details (both email address & phone contact invalid).
- Prohibitive shading or asbestos roof
- Customer already in your database (need to supply evidence of contact within the last 90 days)

Commercial & large residential fee schedule

For solar opportunities 8kW and above and battery opportunities 20kWh and above (based on customer selection or indication), Solar Choice does not charge up-front lead fees. Instead, a pay-per-win commission fee ('direct sale fee' - see Table 2) applies.

Please ensure your CRM interacts with automatic message rules to automatically absorb the CSV file that is attached to all our new customer notification emails. In doing so, you will be able to quickly and easily flag new customers as having originated with Solar Choice. This helps to prevent miscommunication in the event that one of our customers calls you and should also enable you to properly and promptly notify us if you close a sale with the customer directly.

The following fee structure applies for properly notified direct sales. Please note that considerably higher fees apply if it is necessary for Solar Choice's staff to locate and identify the sales themselves.

Table 2: Direct sale fee schedule for commercial & large residential projects

	Applicable fees (% ex-GST job value)
Properly Notified Direct Sale <i>Within 10 calendar days of receiving deposit:</i> 1. <i>Update job status to 'Deposit Paid'</i> <i>AND</i> 2. <i>Upload copy of accepted quote to Solar Choice register</i>	5%
Failure to Properly Notify Direct Sale	7%

About Solar Choice's Tender Management Platform for Commercial Projects

In 2012, Solar Choice launched a first-of-kind Commercial Solar Tender Management Platform to handle new commercial opportunities. The Platform provides an intuitive web portal through which commercial project details can be shared between clients, installers and the Solar Choice staff. To date, the Tender Management Platform has been used to manage thousands of projects across Australia.

All commercial opportunities are free for installers to receive. A commission is charged to the installer who wins the job, should the client proceed. Please advise us if you would like to be included in on commercial opportunities.

Contact Details

Our business model is first and foremost about building and maintaining productive relationships with reliable and reputable installers. Please reach out to us directly with any questions.

Matt Lasauce

Chief Commercial Manager

Ph: 0410 124 850

Email: matt@solarchoice.net.au

Check out the next page to learn about some of the projects we've had a hand in.

Notable project tenders 100kW and above managed by *Solar Choice Commercial* include:

[Mount Majura Solar Farm, ACT](#) - 2.3MW
[Charles Sturt University, NSW](#) - 1.77MW
Doug Hall Poultry, QLD – 1.1MW
[Brisbane Markets, QLD](#) - 1.24MW
[Amaroo School, ACT](#) - 600kW
West Gippsland Hospital, VIC - 300kW
Leading manufacturer, Minto NSW - 200kW
[Southern Cross Care, NSW](#) - 150kW
[Mater Dei College, NSW](#) - 150kW
Newman Airport, WA - 120kW
[Mowanjum Aboriginal Corporation, WA](#) - 120kW
[The National Golf Club, NSW](#) - 100kW
[Solar Car Park for Sunny Queen Farms, QLD](#) - 100kW
[Geelong High School, VIC](#) – 100kw
South Bank Tafe, QLD – 100kw
Alpha Hotel Eastern Creek, NSW – 100kw
Gungahlin Market Place, ACT – 100kw
[Balmoral Orchard, QLD](#) – 100kw
[Hume Doors & Timber, WA](#) – 100kw
Hastings Deering, QLD – 100kw
St Andrews Village, ACT – 100kw
[Club Sapphire, NSW](#) - 100kW
Blacktown RSL, NSW - 100kW
Euston Bowling Club, NSW - 100kW
[Ainsworth Games Technology, NSW](#) - 100kW
[Natex Engineering, VIC](#) - 100kw
Early Rise Baking Co, Dubbo, NSW - 100kW
[Melbourne Zoo, VIC](#) - 100kW
[Mount St Benedict College, NSW](#) - 100kW
[Wangi District Workers Club, NSW](#) - 100kW
[Synnex Australia, NSW](#) - 100kW

Solar farm development:

Solar Choice has developed or is currently developing of a number of solar farms ranging in size from 2 megawatts to 200 megawatts throughout Australia, including the [Mount Majura Solar Farm](#) in the ACT and the Bulli Creek Solar Farm in Queensland. Solar Choice is also a development partner with Edify Energy for the [Whitsunday, Hamilton and Gannawarra Solar Farms](#).

See more projects with photos at:

www.solarchoice.net.au/commercial/commercial-solar-power-tenders-management