



## IDENTIFYING THE BEST SOLAR OPPORTUNITIES

We want you to feel informed and armed with industry knowledge while in the field. Discussing solar options with clients is exciting, but here are a few things to keep in mind when assessing your clients' properties and solar needs.

### Things to look for - Good Solar Opportunities

- States with **good SREC markets** -> Find them [HERE](#)
- **State or Utility incentives** are available -> Find them [HERE](#)
- There is little to **no site prep**. -> No trees need to be cut down, the roof is newer and won't need replacement, etc.
- The **energy rate is high**. -> Above \$0.10/ kWh blended
- There are **little to no demand charges**.

### Things to avoid - Bad Solar Opportunities

- **Non-profits**. They likely need to have a PPA, and unless they have very high energy rates, often do not pencil well.
- The **utility is a small coop**. Often there are restrictions on system size that will prevent us from making a significant impact on their electric usage.
- The **energy rate is low**. -> Below \$0.075 / kWh blended.
- There are **high demand charges**. If more than 50% of the bill is demand charges, this often means we will not be able to offset more than 50% of their bill no matter how much solar we build.
- **Shading obstructions**. -> Taller buildings/trees to the south mean issues generating peak energy.
- **Pitched roofing**. -> While not an automatic disqualifier, there are more restrictions when using only the south-facing portions of a roof.

Please keep in mind that Verde Solutions works with all commercial and industrial clients to find solutions that fit their unique needs. The above tips are suggestions to help agents identify the most ideal solar opportunities. The Verde Solutions' Renewable team analyzes every opportunity for feasibility.