



# SunSaver™ Sales Battle Card

## *How to Position SunSaver™ Against Competitors*

### Selling Against TPO / Leases

"Leases are just another utility—you're swapping one bill for another. With SunSaver™, you OWN your power, get tax incentives, and build equity."

- ✓ **Homeowners keep all incentives**, unlike leases where providers claim them.
- ✓ **Faster commissions**, paid at NTP instead of unpredictable lease payments.
- ✓ **Lower Day 1 payments**, competing directly with TPO structures.
- ✓ **Full ownership benefits**, including increased resale value.

### Selling Against Other Loans

"SunSaver™ is structured to keep payments lower than utility rates while still giving you all the benefits of a loan."

- ✓ **Lower starting payment:** Designed to beat your utility bill on Day 1 and be more affordable than other traditional solar loans.
- ✓ **Competes directly with leases:** SunSaver™ matches lease-like pricing with ownership benefits.

### Key Sales Talking Points

- "Do you want to rent your power, or own it and capture the savings?"
- "SunSaver™ gives you the savings of a lease, but the equity of ownership."
- "Most homeowners move in 7-10 years. Wouldn't you rather cash in on your investment than leave it behind?"
- "With SunSaver™, your monthly payment is built to stay under your utility bill—saving you money immediately."

### Final Close

"SunSaver™ is the best way to go solar—lower upfront costs, predictable payments, and full ownership. Let's get you locked in for the lowest possible payment today."