

Solar Energy and the HVAC Contractor: Why it Makes Sense



According to the Solar Energy Industries Association (SEIA), it is estimated that the cost of solar PV (photo voltaic) energy has decreased by up to 70% in the last 10 years. This decrease in cost per kilowatt, coupled with growing pressure to reduce the use of fossil fuels, has created unprecedented demand in the US for solar energy. More than ever, contractors are being asked about reducing utility cost and incorporating solar energy into local homes and businesses.



Because of your skill set, HVAC contractors have a unique opportunity to evaluate the current efficiency of your customers' homes or businesses, recommend areas of improvement, including solar, and install the appropriate-sized solar array to handle your customers' needs.

Why is solar such a natural fit for the HVAC contractor?



- You have an established customer base, built over time. Unlike most solar contractors, you are trusted by your customers and you are here to stay.
- HVAC typically consumes 75% of a home's energy usage; maximizing energy efficiency is already one of your primary concerns on every job. Solar is another tool you can offer your customers to increase efficiency and reduce their total energy cost.
- You know what the homeowner's energy loads are. It's a natural next step for you to calculate and recommend right-sized solar solutions that can address those loads.
- You already have the tools and the electrical expertise. It's easier than you may think!

What are some of the benefits to the HVAC contractor of offering solar?

- Solar installation is highly profitable and can provide you with additional revenue, especially during shoulder seasons.
- Solar gives you a way to distinguish yourself from other HVAC contractors and sell the added value you bring to the table, instead of having to always compete on price.
- Solar sales often lead to high efficiency HVAC equipment sales as well, as home and business owners become excited about further maximizing energy efficiency. The additional cost of higher SEER systems is easily absorbed within the context of a larger solar energy project.
- Tax incentives, utility rebates and attractive financing options offset equipment costs and give you a compelling story to tell home and business owners who are interested in taking the journey towards energy independence.



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At Benoist Brothers, we are committed to finding ways to help our contractors grow their businesses. Solar is an exciting solution whose time has come for HVAC contractors. Talk to your Benoist representative today about how we can provide you with all the solar products and training you need to get started!