SolarEdge's Best Practices for Selling Inverter Upgrades

There are many different reasons that PV system owners can benefit from upgrading to a SolarEdge system. However, it is important to use the correct methodology for selling upgrades in order uphold the integrity of the entire solar energy industry. SolarEdge does not condone using aggressive sales tactics, such as telling system owners that their PV installation is unsafe when it is not, providing inaccurate information about an installer's current business standing, or promising higher yields that are unreasonable without an analysis.

In order to support you in your business and the industry's reputation, SolarEdge would like to provide you with some best practices on how to sell an upgrade once you have identified the reason that an upgrade might be of interest to a system owner.

Inverter Failure or System Issue

If the system is experiencing some type of failure or underperformance, this could be an excellent opportunity for a system owner to consider to upgrade to a SolarEdge system.

If there is an inverter failure or system issue, it is important to visually check the entire installation for physical or other damage in order to try to identify the source. Following this inspection, it is also key to check the inverter uptime, the inverter warranty, and leverage the current monitoring system (if present) to identify underperformance.

Expand System Functionality

Previous generation inverters tend to have limited functionality. System owners may be interested in adding storage or smart energy management to their PV system for increased energy independence. Another functionality that standard string inverters do not offer is module-level monitoring. If a system owner is interested in high-resolution monitoring, these are other potential opportunities to sell an upgrade.

PV

Storage

Energy Management

Module-level Monitoring

In the event that the system owner is interested in expanded system functionality, review the different ways that they can add functionality, such as battery storage and a variety of home energy management devices.

If there have been system issues, especially module issues, take the homeowner on a test drive of SolarEdge's monitoring platform.

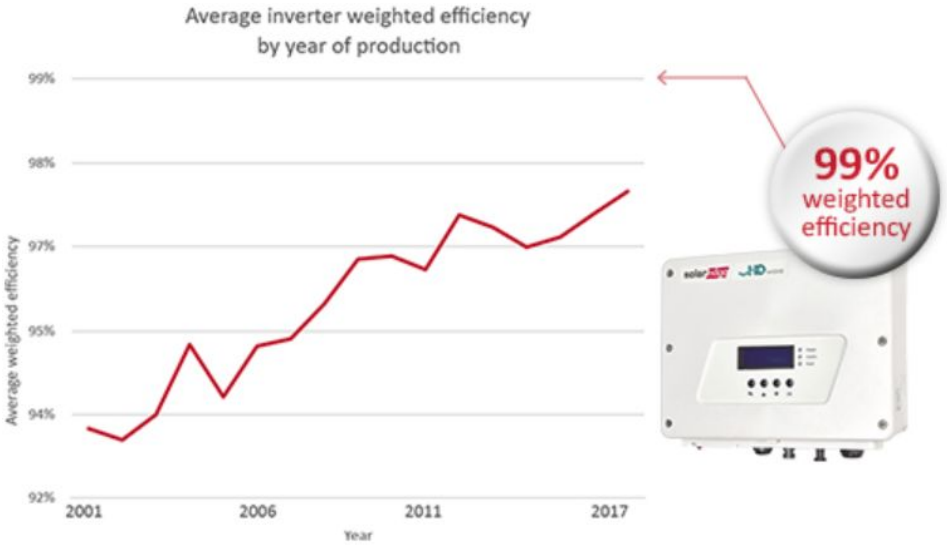
Enhance Safety

PV systems are generally safe and advancements have made them even safer. With recent news about building fires that had PV systems installed, homeowners may be interested in enhancing their PV system's safety. Explaining that SolarEdge offers the most advanced safety features, such as arc detection and module-level shutdown, can create a potential sales opportunity. **In this case, it is important not to use fear tactics.**

When a system owner asks about enhancing safety of the PV system, it is important to explain the evolution of safety standards, describe the different standards around the world, and detail the different safety functionalities that SolarEdge offers.

Increase FiT Revenue

By upgrading to a new inverter with increased weighted efficiency, a homeowner will potentially realize an increase in solar energy production, which in turn will increase the homeowner's FiT revenue. The average inverter efficiency has significantly increased in the past years, from about 93% to now around 97%. And SolarEdge's HD-Wave inverter has 99% weighted efficiency. This increase in efficiency means system owners get more energy out of their system and more FiT revenue.

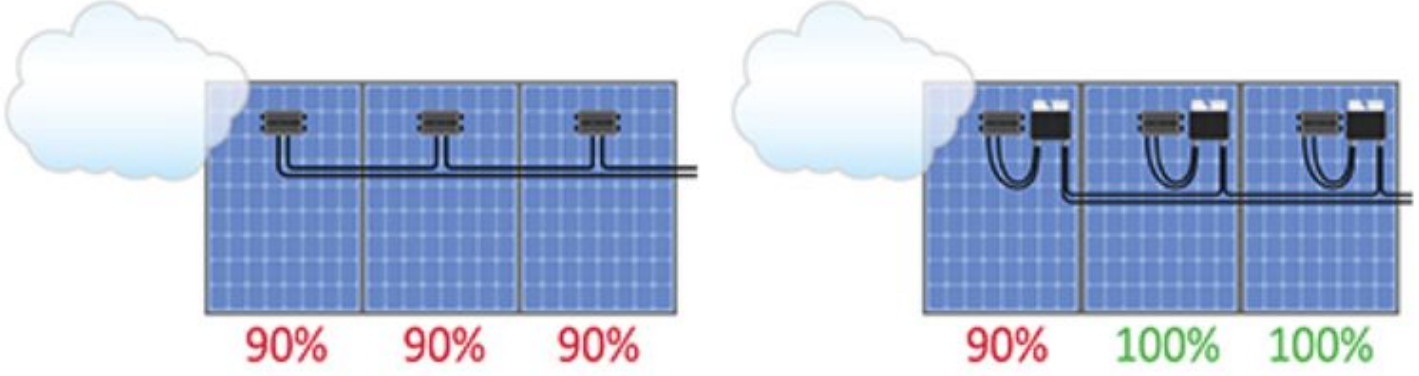


Another way for system owners to increase FiT revenue is by eliminating module-level mismatch. Explaining how mismatch can decrease system production could create interest in a system upgrade.

12.4% mismatch between weakest and strongest panels on a yearly view

Adding SolarEdge power optimizers to the upgrade can offer an increase of up to 25% in system production due to the module-level power optimization. When explaining the concept of up to 25% increase in energy, it is important to clarify that each PV system's increased energy production will be dependent on the specific system characteristics and that not every system will experience 25% increased energy. While there are some examples of upgrades improving energy production by 25% and more, this is not the norm. As part of best selling practices, you, as the installer, are responsible for setting reasonable expectations.

Increasing FiT revenue might be one of the most attractive reasons for a system owner to upgrade. If this point is of interest to the homeowner, then it can help to run a simulation of added energy that can be expected in order to create realistic expectations in regards to added energy.



Even a small increase in energy yield of 7% could have a significant increase for the homeowner's bottom line. As an example, if a homeowner had a 4kWp standard PV system installed in 2011, even a conservative increase of 7% in annual energy production following upgrading to SolarEdge, the homeowner's annual yield would increase from 850kWh/kWp to 909.5kWh/kWp. This would mean, under the same tariff rate, an increase of £141 per year.