

European Solar Energy Storage

How solar sales bros threaten the green energy transition



Overview

The surge in demand for rooftop solar panels in the U.S. has exposed a concerning trend—unregulated “solar sales bros” exploiting the situation. Lacking licensing requirements, these individuals use misleading tactics, promising free panels and exaggerated savings.

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Clayton Friedman, a partner in the firm’s Regulatory Investigations, Strategy + Enforcement (RISE) Practice Group and co-leader of the State Attorneys General practice, was quoted in the November 21, 2023 TIME article, “ How Solar Sales Bros Threaten the Green Energy Transition.” The gurus online.

This story involves a critique of the DOE’s Loan Program Office (LPO), designed to fund innovative and potentially transformative clean energy initiatives that might otherwise struggle to get financing. While emphasizing unsuccessful ventures, the story overlooks the program’s overall success. The.

One of the largest residential solar installers in the U.S. appears to be on the cusp of failing, the latest sign of the troubled industry’s struggles. SunPower, which is backed by French oil conglomerate TotalEnergies, said on July 17 that it would no longer be supporting new leases or power. Why is the residential solar industry struggling?

Its struggles also highlight why the residential solar industry is struggling in the U.S., Lezcano says. Solar companies are spending huge amounts of money on overhead, including sales and marketing, which makes panels more expensive for homeowners.

Is the solar industry on the verge of collapsing?

Read More: [The Rooftop Solar Industry Could Be on the Verge of Collapse.](#)

SunPower is one of the top five or 10 residential solar installers in the nation, according to Pol Lezcano, an analyst at BloombergNEF. Its struggles also highlight why the residential solar industry is struggling in the U.S., Lezcano says.

Will SunPower's bankruptcy affect the residential solar market?

Roth, of MKM, sees SunPower's struggles as a potential positive for other big solar companies like SunRun and Sunnova. But there's also a chance that SunPower's troubles could further shake the residential solar market. If it falls into bankruptcy, its financials will be closely examined.

Should Americans sign up for solar panels on their rooftops?

But the job of convincing Americans to sign up for solar panels on their rooftops has, in many cases, been hijacked by people with little knowledge about how renewable energy works, and who are just trying to make as much money as possible while the rush is on.

Are solar salespeople overcharging?

The company made \$14.8 million in 2019; it lost \$200 million in 2023 as its operating expenses doubled, Lezcano says. In the meantime, solar salespeople have been overcharging for systems and keeping the difference, says Walid Halty, a former solar salesperson who now runs a company, Monalee, designed to sell solar without salespeople.

What happens if a solar company goes bankrupt?

If the company goes bankrupt, other companies could take over management of owners' systems. But in some cases in which solar companies have gone bankrupt, consumers are still waiting, sometimes with broken systems, to find out what comes next. SunPower, of the nation's biggest solar installers, is no longer selling leases.

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Some go so far to bring new sellers into group houses, where "they're in boot camp hell and someone is getting them up at 8 a.m. and pushing them to do door-to-door ...

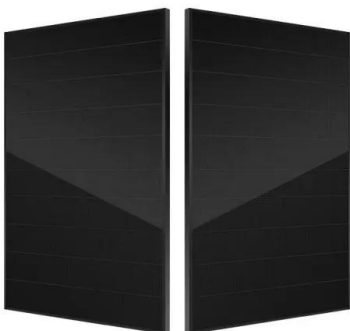
How Solar Sales Bros Threaten the Green Energy Transition

The sheer amount of money available in solar sales is attracting many people with no experience in renewable energy. "Your teachers lied to you, this is how you get rich," says one salesman, ...



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About five years ago, solar panels started going

up in the neighborhood surrounding our weekend getaway in Connecticut. And being the environment-concerned ...

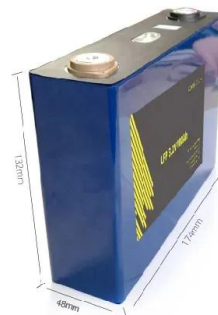


How Solar Sales Bros Threaten the Green Energy Transition

Social media and the promise of profits has fueled an army of young men to go out and spread misinformation in the residential solar industry.

How Solar Sales Bros Threaten the Green Energy Transition

He had gotten rich, he told followers, by selling solar panels. Curious, Ryan messaged the man, who claimed he could teach others his success; within 48 hours, Ryan was invited to Florida, ...



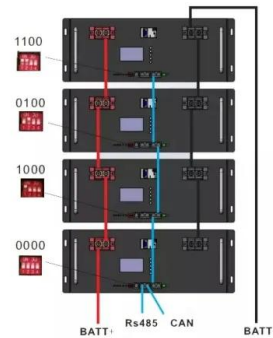
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How Solar Sales Brothers Threaten the Green Energy Transition

For renewable energy sources such as solar, wind and hydro, the main reason for the reduced capacity factor is generally the availability of the energy source. The plant may be able to ...



How Solar Sales Bros Threaten the Green Energy Transition

Watch me make 5 grand in quarter-hour," says solar-sales guru Nick O'Connor on a TikTok video, earlier than he knocks on a girl's door and tells her that her vitality ...

Door to Door Solar Sales Scam

A recent TIME Magazine article: "How Solar Sales Bros Threaten the Green Energy Transition," brought light to the dark side of solar - the world of the door to door solar sales scam.



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A Big Solar Company May Be Collapsing

Read More: How Solar Sales Bros Threaten the Green Energy Transition. Another source of SunPower's troubles: Solar companies rely heavily on borrowing to stay afloat.



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How Solar Sales Bros Threaten the Green Energy Transition

We've often warned of solar scams that are unfortunately on the increase right now. ? Recently, Time magazine published an article about sleazy solar sales people entitled, ...

Solar Industry Report: Financial Struggles, Legal Challenges, and

The residential solar industry, once a cornerstone of renewable energy growth, is now mired in financial distress, legal controversies, and regulatory challenges.



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About five years ago, solar panels started going up in the neighborhood surrounding our weekend getaway in Connecticut. And being the environment-concerned person I am, I decided to look into whether I should ...

Renew The Nation on LinkedIn: Meet the Solar Sales Bros

?BUYERS BEWARE ? How Solar Sales Bros Threaten the Green Energy Transition TIME <https://lnkd/d7kMSGnm> Renew The Nation is playing a pivotal role in addressing the myriad ...



'Solar bros,' lithium jackpot, and a geothermal breakthrough -- ...

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What Happens to Those Solar Panels When Solar ...

What's more, some solar companies offered warranties for solar panels, promising to fix broken panels for up to 25 years, but then did not set aside money to fulfill those warranties and fix

How C.S.P can help solar industry change

Real stories of real companies benefiting from having their energy contracts forensically analysed to confirm the amount of compensation payable. What will you spend your refund on? Let's find ...



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