

More options = more sales

Increase your project value with every new customer



What is TPO?

With third-party ownership a solar system is owned, installed, and maintained by a third party. Homeowners enter into a power purchasing agreement (PPA) or can lease the equipment from the third party.

Why it's good for homeowners

- **Typically no upfront cost for the homeowner.** The system is installed on their roof, and they benefit from the solar energy it produces.
- **No maintenance or management costs** — as the system's owner, the TPO provider handles these.
- **Fully insured and protected** as part of the homeowner's agreement with a TPO provider.

Why it's good for installers

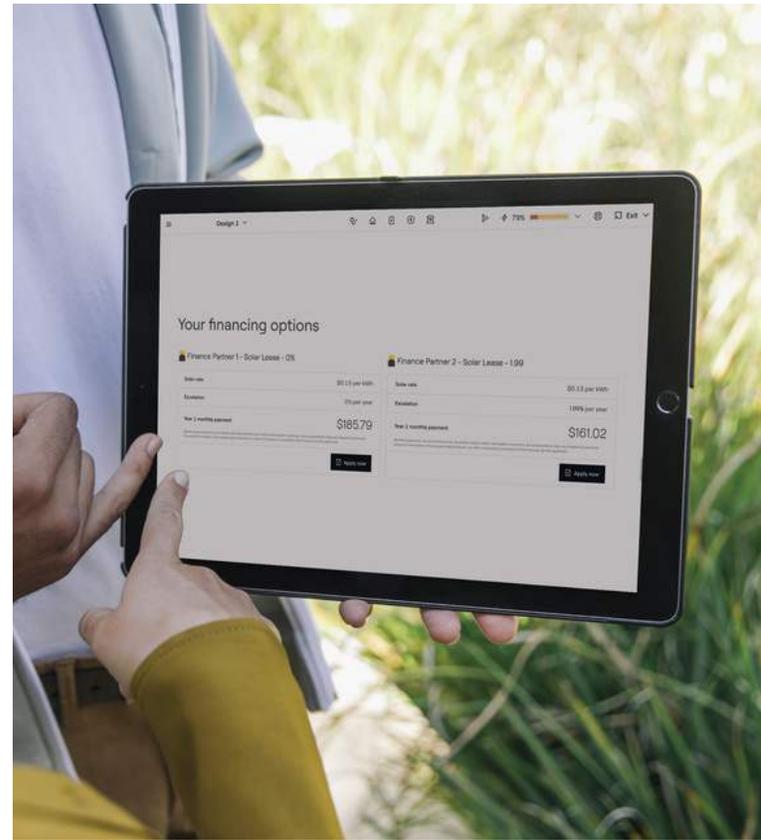
- Due to high interest rates and upfront costs that may be too high for many homeowners, **TPO lets installers reach more solar buyers** who would otherwise be priced out.
- With more options in your toolkit, you can **work with each homeowner to meet their specific needs.**
- Adding a TPO partnership is a great way to **diversify your offerings and reach more customers** — even during those dips in the solar coaster.

What you need to know

Keep it simple

Make sure TPO – and all your other financing options – are straightforward and simple for reps to sell. Reps should be able to easily switch between options, and compare and contrast their benefits for homeowners, to build trust.

Pro Tip: Simple = Scalable. The easier it is for reps to adopt a new financing option, the more they'll put it in front of homeowners.



Efficiency is key

TPO project funnels can be slower moving, so be on the lookout for areas where you can improve efficiency.

Pro Tip: Empower everyone in your organization with technology and training to expedite TPO projects.

Partner up!

Look for multiple, forward-thinking financing partners that are easy to work with.

Pro Tip: Give reps more options to increase their likelihood of closing the sale — options give homeowners more paths to consider, too!

Learn more about TPO financing in Aurora

aurorasolar.com/tpo-cheatsheet

