

Case Study

How To **Resell** Sunvoy At A 135% Markup



SUNVOY

How to get all of Sunvoy's Benefits for free

What if we told you that *there is a way* to use [Sunvoy](#) completely for free or even get paid for it?

You could enjoy:

- **Your own branded app in google & apple stores**
- Automated referral & review generation with personalized landing pages
- **Single point of truth & document repository for your customers**
- Project construction tracking & automated communications
- **Active production & consumption monitoring**

...plus the many other benefits Sunvoy brings to your solar company **completely for free** if only you... resell the value of Sunvoy to your customers directly, anywhere from at-cost to a 300% markup (\$95-300).

Resell Sunvoy to your Homeowners

Sunvoy should be viewed entirely as a "value added" product for your homeowners. Many of the largest solar installers across the country and worldwide are encouraging their prospective customers to demo their own app directly and experience project tracking and consolidated energy data available at the tip of their fingers from anywhere at any time.

Wondering if you could really convince homeowners **to pay for something they might get for free** at your competition?



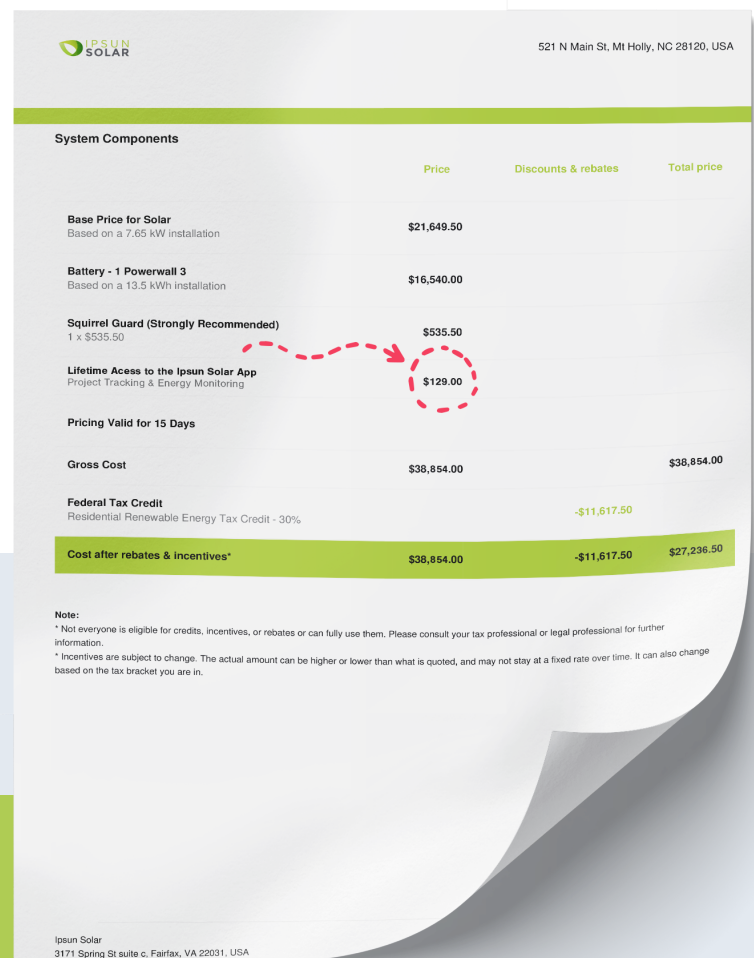
Case Study: Ipsun Solar

A successful example of implementing this strategy is *Ipsun Solar*, a close business partner, who has performed this experiment with incredible results:

Ipsun's experience was **wildly successful with a 97% attachment rate** (the percentage of solar customers which purchased access to the *Ipsun Solar app* at a markup).

This was done by simply **adding a line item to every sales proposal** that says "*Lifetime Access to the Ipsun Solar App*" for just \$129.

This modest markup of just 35% over the retail price of Sunvoy (\$95) only added an almost neglectable increase to the cost of an avg. sized 10kW system for the homeowner



System Components	Price	Discounts & rebates	Total price
Base Price for Solar Based on a 7.65 kW installation	\$21,649.50		
Battery - 1 Powerwall 3 Based on a 13.5 kWh installation	\$16,540.00		
Squirrel Guard (Strongly Recommended) 1 x \$535.50	\$535.50		
Lifetime Access to the Ipsun Solar App Project Tracking & Energy Monitoring	\$129.00		
Pricing Valid for 15 Days			
Gross Cost	\$38,854.00		\$38,854.00
Federal Tax Credit Residential Renewable Energy Tax Credit - 30%		-\$11,617.50	
Cost after rebates & incentives*	\$38,854.00	-\$11,617.50	\$27,236.50

Note:
* Not everyone is eligible for credits, incentives, or rebates or can fully use them. Please consult your tax professional or legal professional for further information.
* Incentives are subject to change. The actual amount can be higher or lower than what is quoted, and may not stay at a fixed rate over time. It can also change based on the tax bracket you are in.

Ipsun Solar
3171 Spring St suite c, Fairfax, VA 22031, USA

Results:

97%

attachment rate

\$129

retail price

\$45,021

additional revenue*

12 months

period

* At 30 solar systems sold per month over a 12 months period

Immediate Return of Investment

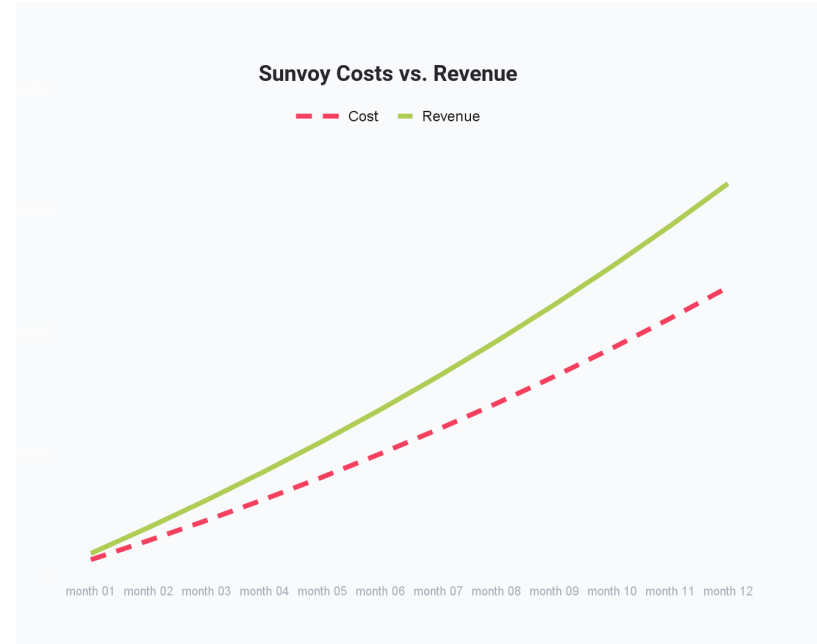
The beauty of understanding part of the value of Sunvoy as a “value-add” is that you *can be cash flow positive from Day 1* because **you are selling lifetime access to your own branded customer portal and mobile app for more than what it costs you.**

This means that every other single benefit of Sunvoy is **gravy on top** - even if you were to sell access to Sunvoy simply at-cost.

This includes but is not limited to **additional revenue generated by referrals** (*Ipsun Solar generated 82 additional referrals at \$2,460,000 in extra revenue over a 24 month period*) and the invaluable time savings for your team through automating customer communications and making the relevant information easily accessible for everybody.

Marketing Landing Page

To resell Sunvoy and convince your prospective customers that lifetime access to your own app is well worth the investment, Sunvoy even automatically generates Landing Pages for your own app that you can use for Marketing and Sales purposes.



How to address **Common Objections**

As with anything in sales, you might get objections from your team and potential buyers regarding the add-value product.

Here are some of the most common ones and how to address them:

My competitor already offers this for free

Are you sure? Most likely what the competition is offering is access to the generic app of the inverter manufacturer which does not include access to the data of any other third party hardware device (*e.G. circuit level consumption monitoring, or home backup batteries*), direct access to your team for opening support tickets and asking questions, uploading documents or the opportunity to participate in your lucrative referral program.

What if the customer opts not to purchase access

The answer is up to your company. Some may choose to grant access to the app anyway for the very small part of customers that do object as a gesture of goodwill, or limit access (*up to 12 months for example*), whereas others may choose to deny logins or access to those who do not purchase it.

In practice we have seen almost no home owners prefer to not have access to the app in exchange for saving less than half a percentage of the total bill of their solar system.

Time to take ACTION

At this point you should have all of the necessary information and already have set up your own mobile App through Sunvoy. Now it's time to take action and resell Sunvoy at cost or whatever markup you choose and feel comfortable with. It's simple, just follow this checklist:

Checklist

- ☒ ~~Setup your Sunvoy App~~
- ☒ ~~Read through this Case Study~~
- ☐ Watch the Video
- ☐ Forward this document to anybody relevant from your team
- ☐ Setup a meeting with your Sales Team to discuss
- ☐ Add a line item to your Solar Proposal Tool
- ☐ Start making additional revenue with every Sunvoy access sold
- ☐ Consider if selling lifetime active monitoring is also an option