



WHAT EVERY REAL ESTATE AGENT NEEDS TO KNOW ABOUT BUYING/SELLING HOMES WITH SOLAR PANELS





What Every Real Estate Agent Needs to Know About Buying and Selling a Home with Solar Panels

The number of solar-powered homes in the U.S. is predicted to increase at an even more rapid pace in 2019 than in previous years. There are now more homes with solar panels on the market than ever before – and that means that real estate agents today need to become “Solar Savvy,” armed with comprehensive knowledge about solar panels and how solar works. This handy booklet will cover some of the key facts and information about solar power to prepare you for working with clients who are either selling or buying a solar-powered home.

Homes With Solar Sell For More \$

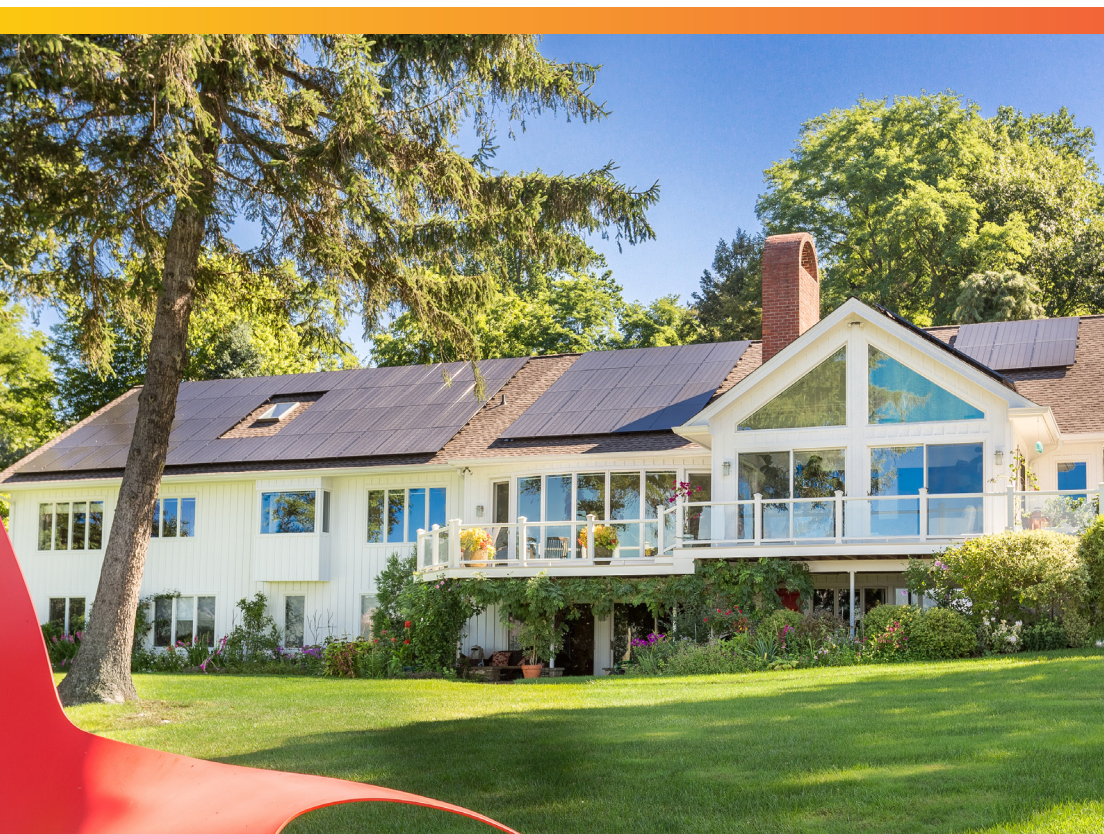
Homebuyers and sellers should know that homes with solar panels on average come with a higher price tag, which can be factored into home appraisals. A U.S. Department of Energy study, which appeared in *The New York Times*, showed that home buyers throughout the U.S. are willing to pay higher prices for houses with solar. The study found that buyers were willing to pay a premium of \$15,000 for a home with a solar photovoltaic system, compared with a similar home without one. This solar premium was found to prevail despite market downturns and reduced house pricing.*

**Appraising Solar Energy's Value," by Lisa Prevost, The New York Times, Feb. 20, 2015.*

Homes with Solar Sell Faster

A study sponsored by the Appraisal Institute, the nation's largest association of real estate appraisers, found that homes with solar panel systems stay on the market for a much shorter time than homes without solar.*

**Solar Energy Systems Boost Home Values, says Appraisal Institute Member-Led Study," Appraisal Institute, November 12, 2015*



Solar 101 for Real Estate Agents: What to Tell Homebuyers

Here are the key benefits of buying and selling a home with solar panels that every real estate agent should know:

- **Solar panels can Produce a LOT of Electricity!** On average, your solar system can produce enough electricity to power at least half of your home.
- **Solar panels Reduce or Eliminate Energy Bills.** Solar power can reduce or eliminate energy costs as soon as they are installed. A home with lower or no energy costs sells at a premium.
- **You can become Energy Independent and Never Again Face Rate Hikes!** Utility rates in the Northeast are among the highest in the nation, according to the U.S. Energy Information Administration — and that means every watt the system produces is worth a premium savings on your client's utility bill. In New York, rates can be as much as 21.5 cents per kilowatt hour. Producing their own solar energy will protect your client from future rate hikes, no matter how high rates climb.
- **You will Always Have Energy Security.** Solar power is reliable and consistent. The house will remain connected to the grid, even during stormy weather and will produce power when the sun is shining to "bank" or save for use at another time.
- **You can Earn Tax Credits and Rebates.** For a new system, there is a 30% federal tax credit off total system costs, as well as state incentives that are some of the best in the country. The combination of the tax credits and incentives can reduce the total cost of the system and installation in half!
- **Solar Panels Can Extend the Life of The Roof** because the roof is protected from rain, snow and debris.
- **Solar Panels Can Make The Home More Energy-Efficient** — especially in the summer because the hot sun is not hitting the roof directly. The effects of the sun's heat will instead be absorbed by the panels to keep down the temperature of the house.
- **Solar Power is Clean Energy.** Solar helps combat greenhouse gas emissions and reduces dependence on fossil fuel since traditional electricity is sourced from fossil fuels, such as coal and natural gas. In addition, clean energy is better for our collective health and it reduces air and water pollution.



If You are Selling a Home with a Solar

- Gather copies of electric bills that show a low or \$0 balance.
- If your system is leased, you will need to decide whether you'd like the homebuyer to take over the lease payments or pay off the loan before closing on the house.

If the House you are showing Does Not Have Solar, But Your Client Wants Solar!

- Let your client know that when installing a new solar system, the home buyer can take advantage of all the federal and state tax credits, incentives and financing plans that offer a \$0 down option.
- Develop a relationship with a reputable installer that is local to you with excellent checkable references and a proven record of success.
- Schedule a consultation for your client with a solar installer to learn about their warranties and maintenance programs, as well as buying and leasing options. In some cases, there is no requirement to put any money down.
- Get an accurate assessment of how much energy the house uses each month.
- Evaluate the property including the number of trees and potential for sun exposure.
- Determine the roof's condition; this will impact whether it's best to install solar shingles or solar panels.
- Find out what tax credits, rebates and incentives are available.

We can offer your clients a free consultation and provide comprehensive information and details about installing and maintaining a solar system.

Please call **914-762-7622**, www.sunrisesolarllc.com to schedule an appointment.



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