



Energy &  
Environmental Impact Ratings



## SAVENIA RATINGS INCREASE SOLAR CONVERSION IN PILOT STUDY

'CARFAX FOR SOLAR' - SAVENIA RATINGS INCREASE SOLAR PURCHASE INTEREST, PROPOSAL TRUST, AND WILLINGNESS TO RECOMMEND TO FAMILY & FRIENDS

(Bethesda, MD Issued April 13, 2016) - Savenia, an award winning provider of energy and environmental impact ratings announced today exciting new results from a pilot study assessing the impact of Savenia Solar Ratings on prospective solar customers. The pilot study, implemented in collaboration with the community organization Bethesda Green, demonstrated Savenia Solar Ratings increased interest in purchasing a new solar system, increased trust in solar proposals and increased willingness to recommend solar to friends and family.

The study also found that responder concerns about 'solar home future sale' and 'solar panel obsolescence' were dramatically reduced in the group that received a Savenia rated proposal. These two issues were the most common negatives mentioned by respondents when presented with the non-Savenia solar proposal.

The study was conducted online from March 2 - 9th 2016 and sent to over 7,500 members of the public associated with Bethesda Green. Respondents were randomized to receive a solar lease proposal or a solar lease proposal with a Savenia Solar Rating. Savenia Solar Ratings emphasize the positive cash flow value a new solar system can bring to a home.

'Our ultimate goal with Savenia Solar Ratings is to help people make better, more informed decisions on solar with the use of independent, 3rd party information' said John Jabara, Founder of Savenia. 'The results of this pilot study are very promising, and we now plan to scale this nationwide with a network of solar installers and partners to increase solar penetration.'

Interested partners can request more information at <http://saveniahome.com/channel-partner/>.

### **.About Savenia**

Savenia helps solar installers & home sellers capture and communicate the full value of solar and other efficiency upgrades. Savenia provides customized rating labels, marketing materials and online marketing to help sell faster, provide higher client service and capture the full value of solar homes. A two-time winner of the US Department of Energy SunShot program, Savenia has rated homes nationwide including The White House. For more information contact John Jabara at Savenia at (855)-SAVENIA or by email at [info@savenialabs.com](mailto:info@savenialabs.com). Connect with Savenia Labs on the web at [www.saveniahome.com](http://www.saveniahome.com), on [Facebook](#) and [Twitter](#).