



Energy &
Environmental Impact Ratings



SAVENIA RATINGS REDUCE SOLAR SALES BARRIERS IN PILOT STUDY

SAVENIA RATINGS REDUCE SOLAR CUSTOMER CONCERNS REGARDING SYSTEM COSTS, FEES

(Bethesda, MD Issued May 18, 2016) - Savenia, an award winning provider of energy and environmental impact ratings announced today exciting new results from a 2nd pilot study assessing the impact of Savenia Solar Ratings on prospective solar customers. The pilot study demonstrated that independent solar ratings from Savenia, when presented alongside a standard solar agreement to prospective buyers, reduced some of the most common concerns buyers face around system costs and fees when making the decision to go solar.

This builds on the results from Savenia's first pilot study, which demonstrated Savenia Solar Ratings increased interest in purchasing a new solar system and increased trust in solar proposals.

The study was conducted online from March 18 - 23rd 2016 with 500 single family homeowners in solar friendly states. 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. In this study, homeowner comments were analyzed to identify key issues to moving forward with a solar proposal. Concerns on system costs and fees were dramatically reduced in the group that received a Savenia Rated proposal.

'The results of our pilots with Savenia Solar Ratings demonstrate the power of certification effects, the well-known impacts of 3rd party marks that signal trust, quality and often support higher pricing on associated products and services', said John Jabara, Founder of Savenia. 'We look forward to helping solar installers use Savenia Solar Ratings to build customer confidence, provide exceptional service and convert more roofs into sources of income for homeowners.'

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. Connect with Savenia Labs on the web at www.saveniahome.com, on [Facebook](#) and [Twitter](#).