



# LightReach

## Energy Plan

Sales Training Deck & Product Introduction





# 14.3%

On average, Americans spent more than 14% more on their power bills in 2022 than they did in 2021 - largely due to surprise rate hikes.



## INTRODUCING: LightReach Energy Plan

With rapidly increasing interest rates making residential solar more expensive for homeowners and harder for you to sell, we're thrilled to bring an energy plan offering that is simple, affordable, and hard to resist!

With third-party ownership, closing a sale will be easier than ever when you can show customers immediate year-one savings, no delayed gratification.

LightReach is here to help you get more glass on roofs, and get paid faster.

# Solar Loans

## *Are becoming harder to sell*



Federal interest rates keep rising, and so do dealer fees as a result



Goodleap & Sunlight - increased 16% YOY - 20% by end of 2022 and have gone from 1.99% to 4.99%



Represents about \$7,500 extra on average sized system!



Customers end up paying over \$1 per watt in dealer fees and over \$30/month more due to dealer fee increases



Most American households have less than 10k in savings, making a downpayment unlikely for the average customer



Depending on your market, some customers may not see *any* savings over 25 years, and definitely not first year savings



Imagine being able to pitch immediate energy cost savings to your customers and include a production guarantee!

# What is Third Party Ownership?

- ✓ **TPO - Third Party Ownership:** The Solar System is ultimately not owned by the homeowner but by an external party. Leases & different PPAs fall under this category but loans do not - even if the customer hasn't paid off the loan yet, they are on their way to ownership.
- ✓ **Leases vs PPAs:** In certain markets the LightReach Energy Plan contracts will read to homeowners as a Lease while in others they will read as a Power Purchase Agreement. This does not change the way the customer is billed or pays, nor how their systems are priced. Their LightReach experience is the same regardless, as is yours - it's just semantics to keep the lawyers happy.
- ✓ **Predictability:** When customers go solar with a LightReach Energy Plan, one of the biggest benefits is the predictable monthly payment. Each month, the amount they spend on energy generated from their solar system will be exactly the same - guaranteed for a whole year at a time!



# LightReach *The Details*

## 01 Homeowner Doesn't Own the System

Solar PV system is NOT owned by homeowner, instead just pays for the energy plan without taking any risk, but also without taking any incentives. Customers can have a LR energy plan on up to 3 of their properties.

## 02 25 Years of Energy & Protection

The LightReach Energy Plan is a 25 year agreement with the homeowner to provide a clean energy alternative for 25 years with proactive system monitoring, maintenance and protection automatically included at no extra cost!

## 03 Rate Escalator Options

During pricing, sales reps will select a rate escalator of either 0.99%, 1.99%, or 2.99%. The percent increase applies to price per kilowatt hour, resulting in an increase to the fixed monthly cost each year.

## 04 Performance True-Up

While the kWh rate increases yearly, every 3 years the actual production amounts will be evaluated and their bill may change accordingly, since price is based on production. But we're confident in our manual design estimates and this will happen for less than 4.5% of projects.

## 05 Pulls from YOUR design

We use your design details to drive pricing and contract values. System production and size are required to initiate a quote, and we'll validate production modeling assumptions at installation. This is how we make sure customers are getting sensible pricing that's accurate.

## 06 Low Friction Milestone Process

We make it easy to get the consumer credit qualified, and prioritize speed to NTP. During the fulfillment and installation process, we make it easy for our certified developers to submit the information required to get paid. We don't value repeat work.

# Why Sell LightReach?

Dedication to what's right for your business

We **only** check FICO score & **no DTI. 650 Credit**, 7 year lookback



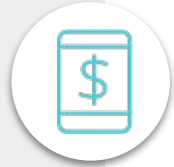
**Everything** managed through the consumer app; easy onboarding



**No more dual-entry** in 2 different systems



**Predictable** & leveled payments



Competitive Kwh rates **without sacrificing commissions**



Flexibility with **option to buy** after 5th year





# Where can I use LightReach?

LightReach is currently available in the following states:

- Arizona (Lease) • California (Lease in LADWP) • Georgia
- Massachusetts • Nevada • Pennsylvania • Texas
- New Jersey • Connecticut • Florida (Lease)
- North Carolina (Lease) • Maine • New Hampshire
- Kansas (Lease) • Colorado • New Mexico • Ohio • Michigan
- Oklahoma • Maryland

Don't see your state listed here? Stay tuned, we'll be in more markets soon.



LightReach usage is dictated by [approved utilities](#).  
Additional territories will be opened on an ongoing basis



# When is a LightReach Energy Plan Best?

When deciding if a loan or third-party ownership through LightReach is the better option for your customer, listen for these indicators that a TPO is right for them:

- ✓ **Customer is eager to see cost savings immediately.** Fixed low rate and/or monthly payment means they start saving money in year one, and with no down payment, there is no delay to cost reduction.
- ✓ **Customer really appreciates predictability, or plans out a budget each month.** With predictable monthly payments, customers know exactly what they'll be paying with LightReach each month for an entire year at a time.
- ✓ **Customer isn't sure about owning...yet.** A LightReach Energy Plan is a great way to get started with the experience of having a system on their roof with no money down, but with the option to buy the system outright later if they decide owning is a good idea.
- ✓ **Customer wants to go green but is risk averse.** It's easy to invest in green energy without taking on the risk of system maintenance, panel repairs, or out of pocket expenses.
- ✓ **Customer won't benefit from or doesn't qualify for Tax Incentives.** Because a third-party (LightReach) will own the system, the customer will not be eligible for tax incentives like the ITC. This is especially great for retired homeowners!





# Talking to Homeowners

## Words that Work

Looks like your utility company raises its rates often, but you probably don't get warning or notice of when it will happen or how much it will be. With an Energy Plan from LightReach you can lock in a monthly payment or secure yourself a super low rate so that you can take more control over your electric costs and remove the element of surprise.

Going Solar with an Energy Plan that has a predictable monthly payment gives you more control over your energy costs every year.


There's no reason that moving soon should prevent you from taking control of your costs or from making an impact on the environment. Let me tell you about an option we have called with LightReach...

Instead of paying for the solar power system on your roof, with a LightReach Energy Plan you actually are only paying for the power it produces, no down payment needed!

Enjoy the peace of mind that comes with a third party owning your panels, knowing that you are not responsible for any monitoring or maintenance. Plus if you change your mind about owning later, we can talk through buyout options.

Long term savings are great, but I understand not wanting to wait to start saving money. I have a great option for you to start seeing long-lasting savings *immediately*.

# Explaining Pricing & Rate Escalators to Customers



“kWh is how your utility company measures and bills your electricity usage. Right now it looks like they charge \$0.25 with that amount increasing during peak hours, like the evenings when everyone’s home. With a LightReach Energy Plan you’ll pay \$201 a month because LightReach is only charging \$0.17 per kWh with no “peak hour” increases.”



“Did you know that your utility company can increase their billing rate any amount they want without telling you? Last year, your utility company was charging 9% less. What’s great about a TPO is we will agree on a rate escalation amount right now together and each year you can rely on it never increasing more than that. If our \$.17 pp kWh only increasing 1.99% each year sounds good to you we can go ahead and....”



“This chart shows you how much money you’d save your first year with LightReach. A monthly payment of only \$201 for most of your electricity usage will be much cheaper than buying all your electricity from your utility. Next year the \$0.17 price per kWh will only increase 1.99% (not your monthly payment increasing 1.99%). Because the utility company isn’t committed to a set rate increase, we don’t know for sure how much you’ll save in the future, but with the nationwide average being increases between 7% - 14% each year, I’m confident that you’ll still be saving big!”



# Completing the Sale

The background features a photograph of a residential roof with solar panels. The image is overlaid with several large, semi-transparent geometric shapes in shades of teal, blue, and purple, creating a modern, abstract design.

# Enerflo Portal

## Portal Details

- Credit Qualification
- Quoting
- AVL Tied
- No Stips- yet

The screenshot shows a 'Create Proposal' modal form in the Enerflo Portal. The form is set for address '5609 Hazelbrook'. It includes fields for Name (Proposal 1), Design (Design 1), Base PPW (\$ 2.3), Discounts (Select Discounts...), Adders (Select Adders...), Financing Method (LightReach Finance), Financing Product (LightReach Predictable PP...), Rate (\$0.150 / kWh), and Escalator (1.99 %). The form has a 'Close' button and a 'Save & Calculate Pricing' button.

5609 Hazelbrook

Active ...

Consumption Credit

Proposal

Instal

Finan

### Create Proposal

Name \* Proposal 1

Design \* Design 1

Base PPW \* \$ 2.3

Discounts Select Discounts...

Adders ⓘ Select Adders...

Financing Method \* LightReach Finance

Financing Product \* LightReach Predictable PP...

Rate \* \$0.150 / kWh

Escalator \* 1.99 %

Close Save & Calculate Pricing

# Solo Portal Features

## Portal Details

- Credit Qualification
- Quoting
- AVL Tied
- Stipulations

kWh	Pmt
0.145	\$222.11
0.185	\$283.00
0.190	\$291.03
0.195	\$298.69
0.200	\$306.35
0.205	\$314.01



# LightReach Portal

Utility Information

Utility Name \* National Grid  
 Tarif Id 3428019  
 Rate 0

System Details  
 Show System Details

System First Year Production (in Kwh) \* 11465  
 System Size (in Kw) \* 9.095

Investor Manufacturer  
 Investor Model  
 Investor Count

Panel Manufacturer  
 Panel Model  
 Panel Count

Cancel **Save**

## Input system details

- System Size
- First Year Production

Install  Activation

Applications **+ Application**

No applications exist for this account

Quotes (1) **+ Quote**

	KWH PRICE	PRICE PER WATT	PERCON ADJOUR COST	TOTAL SYSTEM COST	TOTAL AMOUNT PAID
<b>VOIDED</b> Palmetto Predictable PPA - 1.99%	\$0.17	\$3.76	\$0.00	\$44,415.00	\$68,544.12

## Click +Quote

Only one quote can be active at a time

Accounts

test-hierarchy

Program Number  Install  Activation

Account Details **Save**

External Reference  
 Primary Contact  
 Billing  
 Address  
 Email

Applications **+ Application**

No applications exist for this account

Quotes (1) **+ Quote**

	KWH PRICE	PRICE PER WATT	PERCON ADJOUR COST	TOTAL SYSTEM COST	TOTAL AMOUNT PAID
<b>VOIDED</b> Palmetto Predictable PPA - 1.99%	\$0.17	\$3.76	\$0.00	\$44,415.00	\$68,544.12

Contracts **Send**

## Escalator & Pricing

- First, select your escalator
- Then, select your per-unit pricing and SAVE to continue

	KWH PRICE	PRICE PER WATT	PERCON ADJOUR COST	TOTAL SYSTEM COST	TOTAL AMOUNT PAID
<b>VOIDED</b> Palmetto Predictable PPA - 1.99%	\$0.17	\$3.76	\$0.00	\$44,415.00	\$68,544.12
<b>ACTIVE</b> Palmetto Predictable PPA - 0.99%	\$0.17	\$3.53	\$0.00	\$41,677.50	\$40,604.68

**Contracts**

PRODUCT

**VOIDED**  
Palmetto Predictable PPA - 1.99%

**CREATED**  
Palmetto Predictable PPA - 0.99%

**Send**

## Send Contract

- Contracts are sent to the homeowner's email via docusign
- Docusign subject (may vary) "Power Purchase Agreement - XYState"



# Notice to Proceed

Financier grants notice to commence with construction. Underwriting finalized. Contract and Financing requirements executed.



Notice to Proceed (NTP) is synonymous with a fully signed & executed order. It is Lightreach's signal to our partners that the contract package is fully executed, and the partner has the go ahead to proceed with installation. There are (3) requirements to achieve NTP:

## Required for NTP

- Fully signed Energy Plan contract
  - Requires approved customer credit
- Identity verified
- Title stipulation cleared (if necessary)
- ACH Entry is Required
  - Bank Account Link, or ACH Information accepted through customer account. Credit Card and Cash Payment Coming Soon.

## No Welcome Call

- LightReach will audit for customer welcome calls and expectation setting collateral such as proposals, welcome emails, and other marketing information on an as needed basis.

**Fastest path to NTP is through the customer account!**



# Customer Account

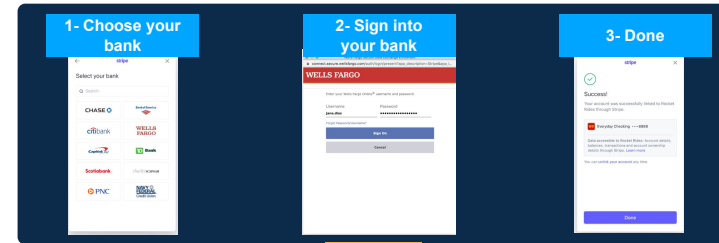
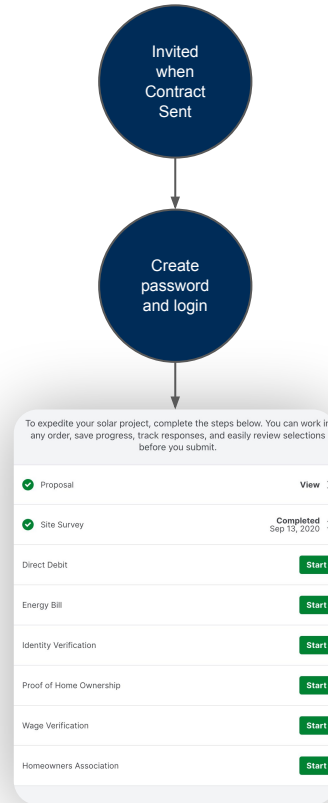
**Why:** As the financing party, LightReach needs to ensure there is means to collect payments and qualify the customer for their Energy Plan before the order can move forward.

**What:** Using a customer account, homeowners will set configure payments via direct deposit, confirm their identity, and verify their title and income.

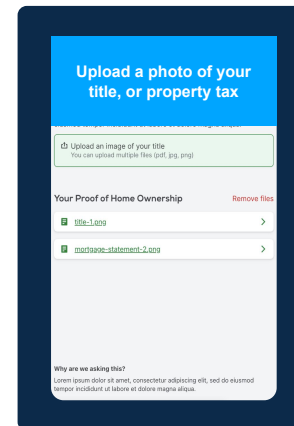
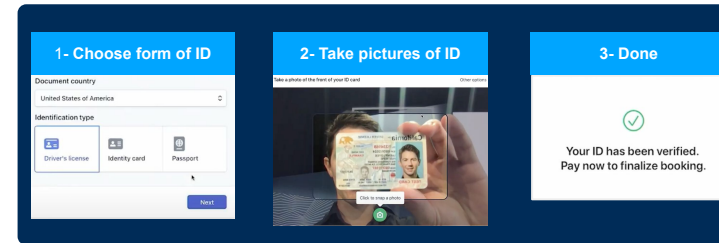
**How:** Easy! When closing documents are sent, customers will also receive an invite to create an account and complete the 4 onboarding steps either in our iOS/Android app, or online in a web browser. The app will guide them through the process, step-by-step!

**For MOST Customers:** Title will be automatically verified, 10-20% of homeowners will be prompted to manually validate.

Onboarding tasks can be completed in some sales platforms as well as the customer account, sent through partner sales support or handled through support chat.



Play Video



# LightReach Portal

## Resources



Knowledge Base

Help Page: [Running Credit & Signing](#)



[Walk through video](#)

Credit Check Application

Applicant Information

First Name \* Middle Name Last Name \*

Anno Burgess

Phone Number \* Email \*

(867) 547-3467 aburgess@gmail.com

Date Of Birth City \* Social Security Number

1982-02-17 CA E.g. 55555555 or 5555

Home Occupancy \* Home Ownership \*

Select... Select...

**Complete Homeowner Information**

33 Canyon Green Court

City \* State \* Zip Code \*

Search for articles...

All Collections > Sales > Running Credit & Signing

## Running Credit & Signing



Written by CD Support  
Updated in the last 15 minutes



There are four basic steps to qualifying a homeowner and completing a new sale. There are four overarching steps to this process, and it's crucial to understand that the homeowner signing and documents portion of the transaction happens in the homeowners App account (accessible via web browser or app download on smartphone).

1. Homeowner information is input (via your sales portal API, or via palmetto.finance)
2. Qualifying via credit check
3. App/Account Login (App download or web browser) + Contract DocuSign are sent
4. Documents signed & stipulations cleared

1. Ensure system details are input into the account.
2. Click +QUOTE
3. Select Escalator and Pricing
4. When ready, SEND the contract
5. Simultaneously, the homeowner is sent an ACCOUNT/APP Login Prompt
6. Homeowner clears stipulations



# Ongoing Support



**Chat** is available directly within the LightReach Portal and [within the help center!](#)



**Text "Support"** to 888-531-3327 for the same great support as the chat tool, on the go



**Online Knowledge Base** is filled with step-by-step instructions, how-to guides, and other additional resources at [help.palmetto.finance](http://help.palmetto.finance)

# LightReach Energy Plans

A simple solution for you  
*and* your customers

