

WELCOME

GLAD YOU'RE HERE

The logo for Solar Negotiators, featuring the word "Solar" in white with a yellow sun icon replacing the letter "o", and the word "Negotiators" in white below it, all within a dark blue rectangular box.

WELCOME TO

SOLAR SIMPLIFIED

A Lunch & Learn For Realtors

Chris Moran – Chairman, CEO & Marine Combat Veteran
10 August, 2026







CHRIS MORAN

Founder & CEO | U.S. Marine Veteran

PRESENTATION OVERVIEW



Module 1

Video-No Homeowner Left Behind

- Who We Are
- Solar + Realtors Market
- Understanding True Value



Module 2

Video-How to be a 68er

- NEM, Existing Systems, Roofs & True-Up
- Realtor Audit Program



Module 3

Video-How to Go Solar in 2026

- Lifetime Energy Partner & Dedicated Support
- Referral Program
- Q&A

RESOURCES FROM THE LUNCH & LEARN



Please scan for more info



WHO WE ARE

THE SOLAR NEGOTIATORS STORY



- **16+ Years Serving Central California**



- **1,700+ 5-star reviews**



- **12,000+ Homeowners Served**



- **Premier Licensed Roofing Contrator**



- **Veteran Owned**



- **BBB Torch Award 2026 Finalist for Ethics**

"We're not here to sell solar to you, but we want you to understand our position in the market."

Solar
Negotiators®

Solar
Negotiators®

OUR SERVICES

Installation

- Solar
- Battery Storage

Support

- Monitoring
- Maintenance
- Service & Repair

Protection

- Warranties
- Roofing
- Removal & Reinstall

Education

- Know True-Up®
- Solar Property Evaluations
- Realtor Resources



INSTALLATION TERRITORY

- North Up To
Contra Costa, San Joaquin & Calaveras Counties
- South Down To
Kern County
- Additional Coverage
Lancaster & Palmdale Only





SOLAR + REALTORS MARKET

How We Can Help!

- **Solar evaluation** with confidence.
- **Cash/Loan** vs. **Lease/PPA** vs. **Prepaid PPA** purchases.
- Eliminating transaction hangups caused by **uncollected bill data, lease transfers, or roof issues**.
- Accessing **energy audits** rather than relying on general visual home inspections.
- Building **strategic partnerships** with us to protect your deals.









UNDERSTANDING TRUE VALUE

The Core Value Equation:  **True Value = Benefit – Cost**

Production to Savings Translation:

$$\begin{aligned} &\text{Annual Solar Production (kWh)} \\ &\quad \times \\ &\text{Current Utility Grid Rate (\$0.42/kWh)} \\ &= \text{Avoided Cost} \end{aligned}$$

Long-Term Projection

Start with **Year 1** and extrapolate avoided costs out
25 yrs assuming a conservative **~3-4%** annual
utility rate escalation.



VALUE ACROSS PURCHASE OPTIONS

Cash Purchases

Highest real estate value when unencumbered by debt—**100%** of avoided power costs go directly to the homebuyer.

Loans, Leases and PPA Purchases

Annual Avoided Cost of Electricity

–

Annual Payments

=

NET Annual Benefit



**NEM, EXISTING SYSTEMS,
ROOFS & TRUE-UP**

NEM 1, 2 & 3

NEM 1 & NEM 2

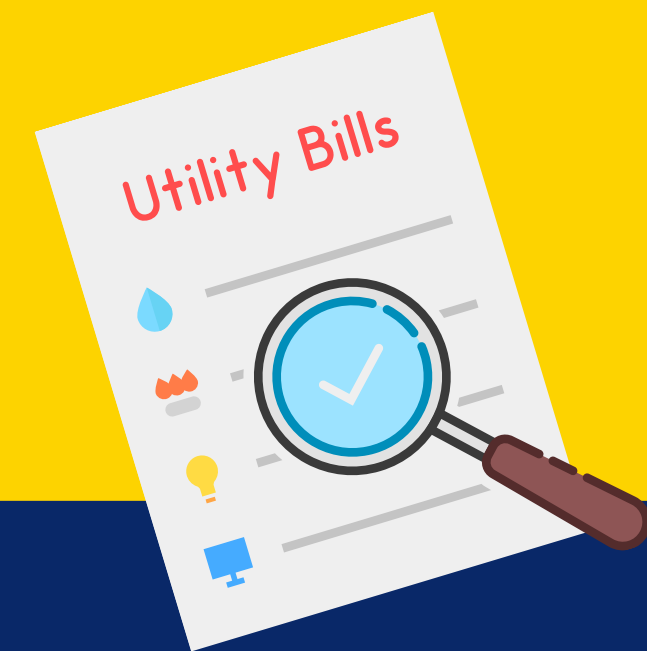
Financially identical in grid export credit rates. Subject to 20-year grandfathering.

NEM 3

Electricity exported to the grid is valued at a fraction of electricity used from the grid.

True-Up Bills

- Identifying annual True-Up values on the home prior to listing.
- Providing options for homes with a high True-Up:
 - Consumption adjustments
 - Non-export add-on system
- Remaining years with current NEM status.



LEASED/PPA SYSTEMS

Key Lease/PPA Variables to Review Prior to a Sale:

- Current monthly payment amount.
- Annual rate escalator percentage.
- Remaining term length (years left on agreement).

PPA Risk

As NEM 1/2 expires and a system moves to NEM 3 without a battery, export credits decrease dramatically while PPA payments continue to rise.

Multiple Systems Impact

Homes with multiple systems require evaluating each system's individual contract and interconnection terms.

ROOFING & SOLAR REMOVAL AND REINSTALL

- **Nobody spends more time on roofs than we do**
- **Solar & Roofing Inspection Bundle**
- **In-House Roofing Services:** Eliminate disconnects between roofing and solar contractors.
- **Lease/PPA Systems:** While we cannot modify leased systems, we can offer panel cleanings, monitoring, and system audits.



REALTOR AUDIT PROGRAM

Option 1: Remote Solar Evaluation

A fast, data-driven review of an existing solar system.

- ✓ Utility & Production Analysis*
- ✓ True-Up & Savings Insights
- ✓ Professional Evaluation Report

Best For:

- Buyers & Sellers
- Escrow
- Existing Solar Systems

**when available*

Option 2: On-Site Solar System Audit

A comprehensive, in-person evaluation of an existing solar system by certified technicians.

- ✓ Equipment & Safety Inspection
- ✓ Roof & Wiring Assessment
- ✓ Performance Verification
- ✓ Professional Audit Report

Best For:

- Home Sales
- Due Diligence
- Existing Solar System



LET'S TALK

A solid yellow rounded rectangle is positioned below the text "LET'S TALK".

Solar
Negotiators®



**LIFETIME ENERGY PARTNER &
DEDICATED SUPPORT**

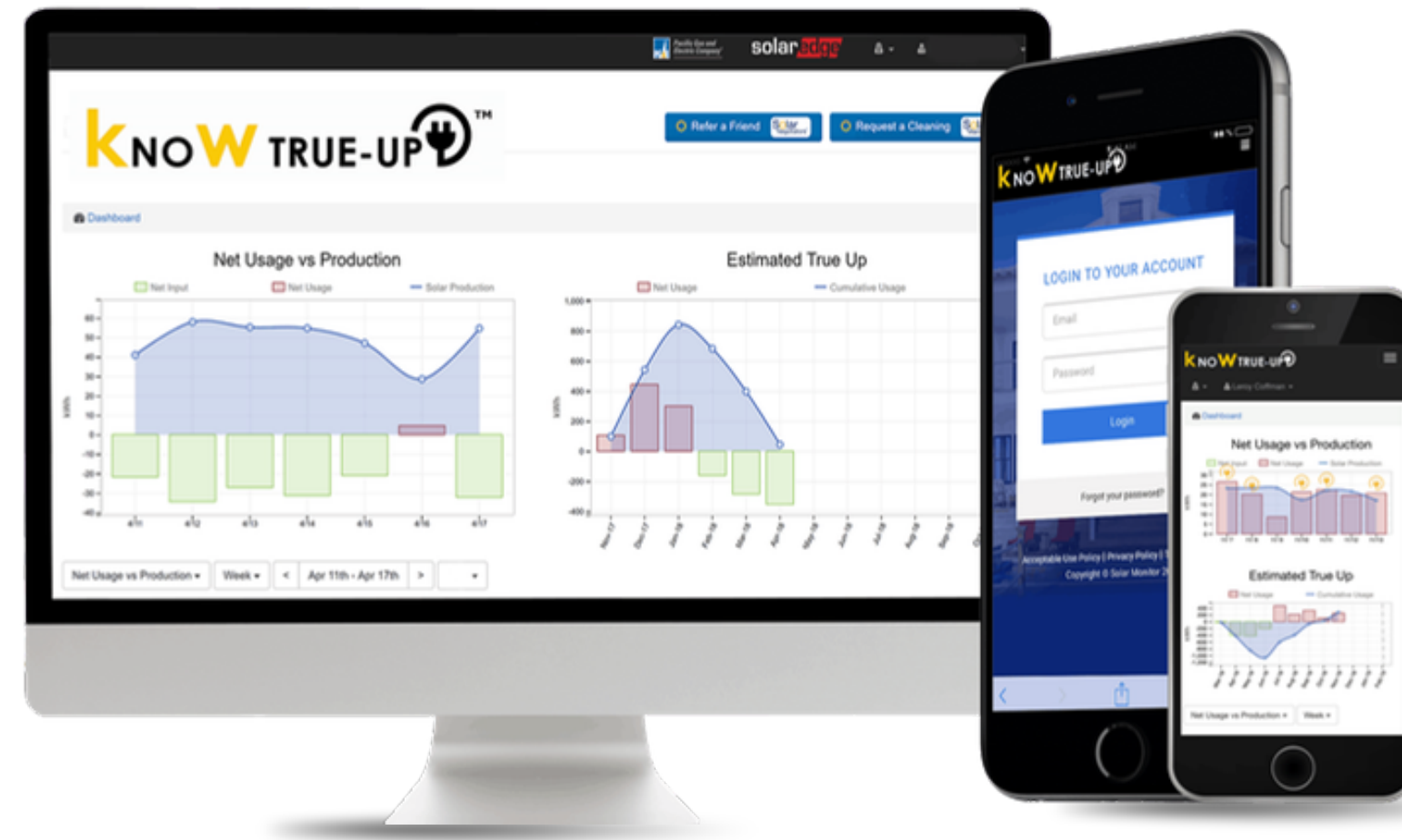
DIRECTOR OF CUSTOMER SERVICES



Adriana Poindexter
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559-447-1557

MAIN POINT OF CONTACT

Adriana acts as your concierge—helping you navigate questions, resolve issues quickly, and support your clients with the long-term care and guidance you expect from your Lifetime Energy Partner.





REFERRAL PROGRAM

Earning cash has never been so easy. Not only will you earn more with every new referral, but every friend you refer will also get **\$5,000 CASH BACK***!

TIER 1

1-4 Referrals

\$1,500

PER COMPLETED
REFERRAL

-And your friend gets
\$5,000 cash back*

TIER 2

5-9 Referrals

\$2,000

PER COMPLETED
REFERRAL

-Expedited Service &
Maintenance
Scheduling

-10% discount on
additional services

TIER 3

10+ Referrals

\$2,500

PER COMPLETED
REFERRAL

-Expedited Service &
Maintenance
Scheduling

-10% discount on
additional services

-Lifetime annual
panel cleaning

-A One-Time Bonus
of \$3,000

The more you participate, the more you earn!



Q&A

RESOURCES FROM THE LUNCH & LEARN



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THANK YOU!

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