



Market Intelligence Guide | Delaware



# HELIO SOLAR

SAFE. SIMPLE. SUSTAINABLE.

MARKET INTELLIGENCE GUIDE

# DELAWARE

**For: Energy Consultant • Energy Pro • Energy Specialist**

Utilities & Rates | Rate Crisis Context | Green Energy Program Rebates | SREC Market | Full Incentives Stack

*Updated: February 2026*



# Delaware

*Small State, Big Rate Crisis — Bills Doubling + Nation's Only No-Sales-Tax Solar Market*

## Read These First — Important Delaware Market Notes

- 1. RATE CRISIS IS ACUTE** — Delaware customers are experiencing a generational rate shock. Delmarva Power bills doubled/tripled in early 2024. A \$67.8M base rate increase was filed Jan 2026 (+\$9.30/month, 16.2%). Another 6.95% supply increase arrives June 2026. Customers are angry — the DE legislature passed ratepayer protection bills in 2025.
- 2. THE UTILITY IS THE PITCH** — Unlike CT or MA, Delaware has one dominant utility: Delmarva Power (~344K customers). Know Delmarva deeply. Municipal utilities exist in Newark, Dover, Lewes, and others — their rules and rebates DIFFER from Delmarva's.
- 3. GREEN ENERGY PROGRAM REBATES VARY BY UTILITY** — This is critical:
  - Delmarva Power: \$0.70/watt up to \$6,000 (must assign SRECs to state)
  - Delaware Electric Cooperative (DEC): \$0.50/W first 5kW + \$0.20/W beyond, ~\$2,500–3,000 (keep SRECs)
  - DEMEC Municipal Utilities: \$1.00/W first 5kW + \$0.50/W beyond (keep SRECs AND get rebate)Always confirm the customer's utility BEFORE building a proposal.
- 4. NO STATE SALES TAX** — Delaware has no sales tax on ANY purchase, including solar. This is a unique competitive advantage — a typical 10kW system saves \$2,000–\$4,000 vs. NJ.
- 5. FEDERAL TAX CREDIT EXPIRED** — The 30% residential solar ITC (§25D) expired Dec 31, 2025. Lead with Green Energy Program rebate + SREC income + net metering + zero sales tax.
- 6. NET METERING POLICY UNDER REVIEW** — SJR No. 1 (Jan 2025) mandated a cost-benefit study. Results published April 2025. Policy changes possible — enroll customers NOW to lock in current 1:1 retail-rate net metering before any potential changes take effect.

## Delaware Service Area

Helio supports solar installations across all three Delaware counties. Delaware is a compact, high-density state — no county is more than 30 miles across. There are no standard travel adders. Serviceability depends on utility territory and local AHJ requirements — always submit with notes rather than self-disqualifying.

- **New Castle County:** Wilmington, Newark, Dover (parts), Bear, Middletown, Smyrna, Claymont — primary BGE/Delmarva territory; highest population density
- **Kent County:** Dover, Harrington, Milford, Smyrna, Camden — Delmarva Power primary; some DEC areas
- **Sussex County:** Georgetown, Rehoboth Beach, Milford, Seaford, Laurel, Lewes, Milton — Delmarva primary; coastal HOA considerations; some DEMEC and DEC areas
- **Training note:** Delaware is small but utility-nuanced. Do not self-disqualify leads — submit with notes.

## SECTION 1 — THE RATE CRISIS: WHY EVERY DOOR IS AN OPPORTUNITY

### Delaware's Rate Reality — A Generational Shock in a Small State

Delaware's electricity bills have been on a trajectory of sustained, steep increases that have outraged residents and triggered legislative action. The average all-in residential rate is approximately 18.81¢/kWh — the 17th highest in the nation — with average monthly bills around \$155 for 810 kWh of usage. But those averages mask the real story: bills for many Delaware households effectively doubled or tripled between 2022 and 2024, driven by back-to-back rate hikes.

Delmarva Power's delivery rates have risen 59% since 2015 — from 2.9¢/kWh to 4.6¢/kWh. A \$67.8 million base rate increase filed in January 2026 would add approximately \$9.30/month to the average bill, a 16.2% increase. Layered on top of that, a 6.95% supply rate increase arrives June 2026. This is the third major rate hike in five years. Delaware Senate President Sokola called the increases 'disconnected from economic realities.'

#### The Numbers That Open Doors

- Avg. all-in residential rate (2025–2026): ~18.81¢/kWh (17th highest nationally)
- Avg. monthly usage: ~810 kWh/month
- Avg. monthly bill: ~\$155 (rising toward \$175–200 with pending increases)
- Delivery rate increase since 2015: +59% (from 2.9¢/kWh to 4.6¢/kWh)
- Jan 2026 base rate increase filed: \$67.8M total → +\$9.30/month (+16.2%)
- June 2026 supply rate increase: +6.95% (~+\$11/month on top)
- Winter 2023–24: Bills doubled/tripled for many customers due to cold weather + rate hikes
- Third major rate hike in 5 years: Legislature passed ratepayer protection bills in 2025
- Senate President Sokola: Increases are 'disconnected from economic realities'

#### Rep Talking Point

'Delaware just filed its third major rate hike in five years — on top of a winter when bills doubled for thousands of families. There's another 16% increase pending right now, and a second one coming in June. The state legislature had to pass emergency ratepayer protection bills because it got so bad. Solar locks in your energy cost for 25 years — Delmarva Power cannot touch what you produce on your own roof.'

### Current Rate Breakdown

Category	Details
<b>Delmarva Power Supply Rate</b>	~12.09¢/kWh through May 31, 2026 (resets periodically — 6.95% increase arrives June 2026)
<b>Delmarva Delivery Rate</b>	~4.6¢/kWh (up 59% from 2.9¢/kWh in 2015 — \$67.8M increase pending Jan 2026)
<b>Transmission</b>	~1.5–2¢/kWh (FERC / PJM — data center demand is pushing this higher)
<b>Program Charges / Taxes</b>	~0.5–1¢/kWh (various state and federal surcharges)
<b>All-In Average Total</b>	~18.81¢/kWh (supply + delivery + transmission + surcharges)



<b>National Comparison</b>	DE = 17th highest residential rate nationally
<b>Avg. Monthly Bill (~810 kWh)</b>	~\$155 now; rising to ~\$175–200 after Jan 2026 and June 2026 increases
<b>Rate trend</b>	Delivery rates +59% since 2015; third major rate hike in 5 years; no relief in sight
<b>Political response</b>	DE Legislature passed ratepayer protection bills in 2025; hearings ongoing
<b>PJM capacity driver</b>	Northern VA data center demand has driven PJM capacity prices higher — DE pays this via PJM

### **Key Rate Insight for Reps**

Delaware's rate crisis is not over. Two more increases are in the pipeline for 2026 alone. A 25-year fixed-rate solar system is the only energy product that gives customers certainty. Net metering credits in DE are currently at full 1:1 retail rate — but a policy review is underway (results April 2025). Enrolling now locks in the current favorable structure. Delaware has NO sales tax on solar — every dollar of system cost goes further here than in any other state in our territory.

**SECTION 2 — DELAWARE UTILITIES & PROJECT TIMELINES****Who Serves Your Customers — Know This Before You Pitch**

Delaware has one dominant investor-owned utility (Delmarva Power), one electric cooperative (Delaware Electric Cooperative), and several municipal utilities organized under DEMEC. Which utility a customer is on determines their net metering structure, their Green Energy Program rebate amount, and whether they keep or assign their SRECs. This is the most critical pre-pitch check in Delaware.

Utility	Customers	Territory	NEM	Green Energy Rebate	SRECs
<b>Delmarva Power (Pepco Holdings / Exelon)</b>	~344,000	Most of DE — New Castle, Kent, Sussex counties except DEMEC/DEC areas	1:1 retail; 25 kW cap	\$0.70/W up to \$6,000	Must ASSIGN SRECs to state (no SREC income for customer)
<b>Delaware Electric Cooperative (DEC)</b>	~95,000	Rural areas: western Sussex Co., parts of Kent Co.	1:1 retail	\$0.50/W first 5kW + \$0.20/W beyond (~\$2,500–3,000 max)	Customer KEEPS SRECs — sell separately
<b>DEMEC Municipals</b>	~55,000	Newark, Dover, Lewes, Milford, Seaford, Middletown, Clayton, Smyrna (varies by town)	Net billing — check with specific municipality	\$1.00/W first 5kW + \$0.50/W beyond (varies by town)	Customer KEEPS SRECs AND receives rebate

### ★ The DEMEC vs. Delmarva Advantage — A Critical Sales Tool

If your customer is served by a DEMEC municipal utility, they get the BEST deal in Delaware:

- HIGHEST per-watt rebate: \$1.00/W for first 5 kW + \$0.50/W beyond (vs. Delmarva's \$0.70/W)
- Keep their SRECs AND receive the rebate — double benefit
- Delmarva customers give up their SRECs in exchange for the rebate

Always identify the customer's utility BEFORE building a proposal.

For Delmarva customers: weigh the \$6,000 rebate vs. 15+ years of SREC income to determine which is the better financial path. For most large systems, keeping SRECs (via DEC or DEMEC) generates more total value over the system's life.

**How the Electric Bill Is Built**

Bill Component	Who Sets It	Typical Amount	Changes How Often
<b>Supply (SOS)</b>	PSC-approved Delmarva SOS rate	~12¢/kWh	Periodic — next reset June 2026 (+6.95%)



<b>Distribution / Delivery</b>	PSC rate case	~4.6¢/kWh	Multi-year plans — \$67.8M increase pending Jan 2026
<b>Transmission</b>	FERC / PJM	~1.5–2¢/kWh	Periodic — rising with data center demand
<b>Program Charges / Taxes</b>	State / federal	~0.5–1¢/kWh	Periodic

## Project Timelines — Setting Customer Expectations

Category	Details
<b>Contract → Installation</b>	~60–90 days (Delaware statewide average)
<b>Installation → PTO</b>	~10–30 days (after passing inspection)
<b>Delmarva Power Approval</b>	Typically 30–45 days after installation — interconnection queue can vary
<b>Delaware Electric Cooperative</b>	Typically 30–45 days — cooperative; confirm current queue
<b>DEMEC Municipal Utilities</b>	Varies by municipality — typically 30–45 days; confirm with the specific town
<b>HOA Approval (Coastal/ Sussex)</b>	Very common in coastal communities and planned subdivisions — add 2–6 weeks; flag early
<b>Historic District Review</b>	Delaware has designated historic districts — flag and confirm before committing to timeline
<b>Main Panel Upgrade Adder</b>	+30–60 days
<b>Roof Work Adder</b>	+30–60 days
<b>Ground Mount Adder</b>	+60–90+ days (additional zoning and engineering requirements)
<b>AHJ Permitting (Avg.)</b>	Varies by county — New Castle Co. typically 3–5 weeks; Sussex Co. rural may be faster
<b>Green Energy Program Application</b>	Submit early — rebate funding is finite and allocated annually

### Delaware Fire Code Setback Requirements (2018 IFC — Widely Adopted)

Most Delaware jurisdictions have adopted the 2018 International Fire Code:

- Two 3-foot pathways from eave to ridge on the residence.
- One must be on the driveway side of the home.
- Each roof plane with solar must have at least one 3-foot pathway.
- 18-inch setback from the ridge in most cases.
- If ALL roof planes have solar: 3-foot ridge setback required.

COASTAL / SUSSEX COUNTY FLAGS:

- Sussex County coastal communities often have HOA restrictions on panel visibility.
- Some coastal towns have additional aesthetic or placement requirements.
- Flag HOA or coastal location at lead submission — do not wait until design stage.



## **! Delaware-Specific Project Flags**

HOAs — Common in Coastal Sussex County:

- Rehoboth Beach, Lewes, Bethany Beach, and surrounding planned communities often have active HOAs with visibility rules. Delaware law allows solar but HOAs can regulate placement.
- Flag any Sussex County coastal customer early. Get HOA guidance before contract if possible.

Net Metering Policy Review — Important 2025 Development:

- SJR No. 1 (January 2025) mandated a cost-benefit study of Delaware's net metering program.
- Results published April 2025. Policy changes are possible — could affect credit rates.
- Current policy: 1:1 retail rate, 25 kW residential cap, credits roll monthly.
- ACTION: Enroll customers NOW to lock in current net metering terms before any changes. This is a genuine urgency driver — not manufactured. The policy IS under active review.

Solar-Ready Building Codes (New Construction — Jan 1, 2025):

- New buildings over 50,000 sq ft in DE must include Solar-Ready Zones as of Jan 1, 2025.
- Relevant context for commercial leads and new construction discussions.

## SECTION 3 — NET METERING, GREEN ENERGY PROGRAM & SREC MARKET

### Net Energy Metering — Delaware's Solar Credit Foundation

#### Delaware Net Energy Metering — 1:1 Retail Rate Credit (POLICY UNDER REVIEW)

Delaware offers Net Energy Metering for residential solar systems under 25 kW. All electric utilities in Delaware are required to offer NEM to qualifying customers.

How it works:

- Your solar system powers your home first. Excess production exports to the grid.
- You receive a 1:1 bill credit at the full retail rate (~18.81¢/kWh) for every kWh exported.
- Credits roll forward month to month — unused credits carry to future bills.
- System size cap: 25 kW for residential systems.

IMPORTANT — Policy Under Review:

- SJR No. 1 (January 2025) directed a comprehensive cost-benefit analysis of NEM in DE.
- Study results published April 2025. Delaware Public Service Commission (PSC) is reviewing whether to modify the compensation rate or structure for new solar enrollees.
- CURRENT policy (1:1 retail) remains in effect for all enrolled systems.
- URGENCY: Customers who enroll under the current policy are grandfathered. Any policy change would apply to NEW enrollees — not existing solar customers. Installing now locks in today's favorable 1:1 retail-rate structure.

### Green Energy Program — Delaware's Upfront Solar Rebate

## **Green Energy Program — Upfront Rebates by Utility (Confirm at Time of Proposal)**

Delaware's Green Energy Program provides upfront, per-watt rebates to solar customers. The rebate amount AND whether the customer keeps or assigns their SRECs depends entirely on which utility serves them. This is the most important utility distinction in Delaware.

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DELMARVA POWER customers:

- Rebate: \$0.70 per watt of installed capacity
- Maximum rebate: \$6,000
- Example: 8.5 kW system → \$5,950 rebate (near maximum)
- SREC assignment: REQUIRED — customer must assign SRECs to state for years 1–10 (years 11–25 SRECs may be available — confirm current terms with Operations)
- Bottom line: \$6,000 upfront + no SREC income years 1–10

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DELAWARE ELECTRIC COOPERATIVE (DEC) customers:

- Rebate: \$0.50/W for first 5 kW + \$0.20/W beyond 5 kW
- Maximum rebate: ~\$2,500–3,000
- Example: 8 kW system → \$2,500 + (\$0.20 × 3,000W) = \$3,100
- SREC assignment: NOT required — customer KEEPS their SRECs
- Bottom line: ~\$3,100 upfront + SREC income throughout system life

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DEMEC MUNICIPAL UTILITY customers:

- Rebate: \$1.00/W for first 5 kW + \$0.50/W beyond 5 kW
- Example: 8 kW system → \$5,000 + (\$0.50 × 3,000W) = \$6,500
- SREC assignment: NOT required — customer KEEPS their SRECs
- Bottom line: \$6,500 upfront AND SREC income throughout system life
- DEMEC customers get the BEST of both worlds — highest rebate + full SREC income

Note: Green Energy Program funding is allocated annually. Apply early — rebates can be exhausted before year-end. Confirm current funding availability at time of proposal.

## **SREC Market — Delaware's Ongoing Production Income**

## Delaware SREC Market — Tiered Income Structure

Delaware's SREC market provides ongoing income from solar production. Unlike NJ's fixed \$90/SREC, Delaware's SREC rates are tiered by year of production and subject to market conditions, but the state's procurement structure supports stable pricing.

### DELAWARE SREC RATE STRUCTURE:

- Years 1–10: ~\$30/SREC (based on 2024 DE procurement average: \$43.80/SREC)
- Years 11–25: ~\$10/SREC (lower rate after initial 10-year period)

### ANNUAL SREC INCOME ESTIMATES (at \$30/SREC for years 1–10):

- 6 kW system (~7,200 kWh/yr): ~7.2 SRECs → ~\$216/year
- 8 kW system (~9,600 kWh/yr): ~9.6 SRECs → ~\$288/year
- 10 kW system (~12,000 kWh/yr): ~12.0 SRECs → ~\$360/year

NOTE — Delmarva customers must ASSIGN SRECs to state for years 1–10 in exchange for the \$6,000 Green Energy rebate. For DEC and DEMEC customers, SREC income is additive.

### SREC VALUE COMPARISON (8 kW system, 10 years):

- Delmarva option: \$6,000 upfront rebate + \$0 SREC income (assigned) = \$6,000 total
- DEC option: ~\$3,100 rebate + \$2,880 SREC income (10 yrs) = ~\$5,980 total
- DEMEC option: ~\$6,500 rebate + \$2,880 SREC income (10 yrs) = ~\$9,380 total

Always run the comparison for the customer's specific system size and utility.

## Federal Tax Credit Update — Critical for 2026 Sales

The 30% Residential Clean Energy Credit (IRS §25D) expired December 31, 2025 for customer-owned systems.

TPO/commercial systems (§48E) retain credits through ~2027, then phase down.

- Cash / loan customers: No 30% federal credit. Lead with Green Energy Program rebate, net metering savings, zero sales tax savings, and SREC income (where applicable).
- Delaware's zero sales tax is now MORE valuable as a talking point since it partially replaces the lost federal credit in the customer's affordability calculation.
- Lease / PPA customers: Developer may pass through §48E value — confirm with finance team.

## SECTION 4 — BATTERY STORAGE, HEAT PUMPS & EV INCENTIVES

### Battery Storage — Delaware Programs

#### Battery Storage in Delaware — Current Status

There is NO statewide residential battery rebate program currently active in Delaware.

COMMERCIAL/TPO BATTERY (§48E — available through ~2027):

- Solar-plus-battery systems under TPO/lease structures may qualify for the §48E ITC.
- Phase-down: 22.5% in 2034, 15% in 2035, expires 2036.
- Foreign Entity of Concern (FEOC) restrictions apply — confirm equipment eligibility.
- Confirm §48E applicability with your finance team for lease/PPA structures.

UTILITY DEMAND RESPONSE — DELMARVA POWER:

- Delmarva offers demand response programs for smart home devices.
- Battery storage may qualify for demand response participation — confirm current program terms with Delmarva's customer service.

FINANCING — DE SUSTAINABLE ENERGY UTILITY (SEU):

- The Delaware SEU provides financing for clean energy and efficiency improvements.
  - Green Energy Loans and related programs may cover battery storage.
- Confirm current availability and terms at [deseu.com](http://deseu.com).

WHY BATTERY STILL MAKES SENSE IN DE:

- DE's rate crisis (16.2% + 6.95% increases in 2026 alone) creates strong backup demand.
- Customers who lived through the 2023–24 bill shock understand the resilience value.
- Solar + battery qualifies for full net metering and SREC income on all solar production.
- Position battery as rate-volatility insurance — the pitch resonates powerfully in DE.

### Heat Pumps — Energize Delaware Rebates

## Energize Delaware Heat Pump Rebates

Energize Delaware is the state's energy efficiency program, administered by the Delaware Sustainable Energy Utility (SEU) and funded through utility programs.

**AIR SOURCE HEAT PUMP** (ducted or ductless mini-split):

- \$500–\$1,000 rebate for qualifying ASHP installations.
- Replaces oil, propane, natural gas, or electric resistance as primary heating.
- Confirm current rebate levels at [energizedelaware.com](http://energizedelaware.com) — amounts can change.

**HEAT PUMP WATER HEATER:**

- Rebate available — confirm current amount at [energizedelaware.com](http://energizedelaware.com).

**DELMARVA POWER EFFICIENCY PROGRAMS:**

- Delmarva Power offers efficiency rebates and incentive programs through its utility programs.
- Check Delmarva's website for current rebate schedules for heat pumps, smart thermostats, and other efficiency measures.

**GREEN ENERGY LOAN PROGRAM (DE SEU):**

- Low-interest financing available for solar, heat pumps, and other clean energy upgrades.
- Terms vary — confirm current rates and eligibility at [deseu.com](http://deseu.com).

Note: Federal §25C heat pump tax credit (\$2,000/yr cap) expired December 31, 2025.

## Electrification Sizing — Size for the Future Home

Delaware's high-bill environment makes electrification sizing conversations especially powerful. Many DE homes still heat with oil or propane — heat pump conversion adds significant kWh load that solar can offset at today's (and rising) retail rates.

Typical additions:

- EV (home charging): +3,000–4,500 kWh/year
- Air source heat pump: +2,000–5,000 kWh/year (replaces oil = large load addition)
- Heat pump water heater: +500–800 kWh/year

DE net metering credits roll forward monthly. A larger system built for the electrified future home generates more SREC income (for DEC/DEMEC customers) and maximizes net metering savings as rates continue their upward trajectory.

With the 25 kW residential NEM cap, there is room to size up meaningfully in DE.

## EV Incentives

## EV Incentives — Delaware Clean Transportation

DELAWARE EV REBATE PROGRAM (Division of Motor Vehicles / DNREC):

- Up to \$3,500 for qualifying new battery electric vehicles (BEVs).
- Up to \$1,500 for qualifying plug-in hybrid vehicles (PHEVs).
- Up to \$1,500 for qualifying USED electric vehicles (income-qualified).
- Program administered by DNREC (Department of Natural Resources & Environmental Control).
- Confirm current availability and eligibility — program funding is periodic.

DELMARVA POWER CHARGER REBATE:

- Rebates available for Level 2 EV charger installation — confirm current amount at [delmarva.com](http://delmarva.com) or through Delmarva's customer programs.

Federal §30D new EV credit (\$7,500) and §25E used EV credit (\$4,000): Expired Sept 30, 2025.

SOLAR + EV BUNDLE TIP:

- DE net metering offsets EV charging at the full retail rate (~18.81¢/kWh now, rising).
- For DEC/DEMEC customers: EV charging kWhs generate SREC income on the solar production that offsets them — effectively earning SREC credit for every EV mile driven.
- 'Your EV runs on your own sunshine — and your utility can never touch that.'

## The Zero Sales Tax Advantage — Delaware's Unique Edge

### No Sales Tax — Delaware's Competitive Solar Advantage

Delaware has NO sales tax on any purchase — including solar equipment and installation. This is unique among our five-state territory and becomes MORE powerful now that the federal tax credit has expired.

WHAT THIS MEANS IN DOLLARS:

- NJ charges 7% sales tax on solar (exempted for solar, but makes DE contrast powerful)
- MD charges 6% sales tax on solar (also exempted, but illustrates the baseline)
- Delaware: \$0 in sales tax — no exception needed because there's no tax at all

For a \$30,000 solar system in a neighboring state with 6–7% sales tax:

- NJ without exemption: \$2,100 in sales tax
- MD without exemption: \$1,800 in sales tax
- Delaware: \$0 in sales tax — every dollar goes toward the system, not the state

Framing for customers:

'One of the great things about going solar in Delaware is you're in the only state in the country with no sales tax — so every penny you spend on solar goes into your system, not into a tax bill. In New Jersey, the same system would cost you thousands more.'

## SECTION 5 — CLEAN ENERGY MANDATES & SELLER COMPLIANCE

### Delaware's Clean Energy Mandates — Why Programs Are Durable

Delaware's solar programs are backed by a Renewable Portfolio Standard (RPS) that creates legal, ongoing demand for renewable energy certificates. The state has also enacted significant GHG reduction legislation that makes clean energy investment a government priority — not just an incentive program.

Mandate	Requirement	Target Year	Status
<b>RPS — Total Renewables</b>	40% renewable electricity (SB33 2021 — increased from 25% by 2025)	2035	Binding law
<b>GHG Reduction</b>	50% below 2005 GHG levels (HB99 Climate Change Act 2022)	2030	Binding law
<b>Net Zero Economy</b>	Net zero greenhouse gas emissions (HB99)	2050	Binding law
<b>NEM Policy</b>	1:1 retail rate, 25 kW cap — under cost-benefit review (SJR No. 1)	Ongoing	Review completed Apr 2025; changes possible
<b>Solar-Ready Buildings</b>	New construction >50,000 sq ft must include Solar-Ready Zones	Jan 1, 2025	In effect
<b>Green Energy Program</b>	Annual rebate program — Delmarva, DEC, DEMEC all participate	Annual	Active; funding finite each year
<b>SREC Market</b>	DE utilities must meet RPS solar carve-out — structural SREC demand	Ongoing	Active

#### What Mandates Mean for Your Sales Pitch

Delaware's RPS requires 40% renewable electricity by 2035. Utilities must procure SRECs to meet their solar carve-out obligations — or pay the Alternative Compliance Payment. This is the structural demand that supports DE SREC prices.

The NEM policy review is both a risk AND an urgency driver:

- Risk: Credits MIGHT change for future enrollees.
- Urgency: Customers who install NOW are grandfathered under the current 1:1 retail policy.

'Delaware's rate review board may change the rules for new solar customers later this year. Customers who install before those changes take effect lock in today's full-value credits. This is a real deadline — not a sales tactic.'

### What's Driving Future DE Rate Increases

- **Delmarva Rate Cases:** The \$67.8M base rate increase filed Jan 2026 is not the last. Delmarva's capital investment program includes ongoing grid modernization that flows into delivery rates. The multi-year rate trajectory is upward.



- **Supply Rate Reset (June 2026):** The 6.95% supply rate increase arriving June 2026 is already approved. Customers sitting on the fence will see this hit their bills in real time.
- **PJM Capacity Markets:** Northern Virginia data center demand drove PJM capacity auction prices to record levels in 2025. Delaware is in the PJM grid — its customers pay capacity costs just like NJ and MD customers.
- **Grid Modernization:** Delmarva Power's infrastructure investment program adds ongoing costs to delivery rates — the 59% delivery rate increase since 2015 is not an anomaly, it's a trend.



### Close With Urgency

- Two rate increases are already scheduled for 2026 — 16.2% in January, 6.95% in June.
- Delaware's net metering policy is under review — install now to lock in current 1:1 credits.
- Green Energy Program rebates are funded annually and can be exhausted before year-end.
- The 30% federal tax credit is gone. Zero sales tax + GEP rebate + SRECs = the new deal.
- Every month a customer waits is another month of paying rising Delmarva rates.

## Seller Compliance — Delaware



### Delaware Home Improvement & Solicitation Compliance

Delaware does not have a single statewide Hawker's & Peddler's license requirement, but individual cities and counties may have local solicitation permit requirements.

#### KEY RULES:

- Delaware requires Home Improvement Contractor (HIC) registration for residential work. Helio and its licensed contractors are responsible for maintaining current HIC registration.
- Local solicitation permits: Check your specific target city or county BEFORE canvassing. Wilmington, Dover, and Newark are known to have local permit requirements for solicitation.

#### COASTAL COMMUNITY CONSIDERATIONS:

- Sussex County coastal communities (Rehoboth Beach, Lewes, Bethany Beach, Dewey Beach) may have HOA restrictions and seasonal solicitation norms. Be respectful of community context.
- Some coastal towns post 'no solicitation' areas during peak summer season.

#### CONTRACT REQUIREMENTS:

- Use Helio's Delaware Home Improvement Contract (HIC) for all residential deals.
- Battery projects require the Battery System Acknowledgment Addendum — mandatory.
- Include Green Energy Program documentation and SREC assignment disclosures as applicable.
- For Delmarva customers: SREC assignment agreement is part of the GEP rebate process.

ALWAYS follow Helio compliance guidance. Delaware is small — reputation travels fast.



## SECTION 6 — QUICK REFERENCE CHEAT SHEET

### Full Delaware Incentive Stack at a Glance

Incentive	Type	Value	Duration / Notes
Net Energy Metering	Bill credits	~18.81¢/kWh on net exports — full retail	Credits roll monthly; 25 kW cap; policy under review
GEP Rebate (Delmarva)	Upfront rebate	\$0.70/W up to \$6,000	Must assign SRECs to state; annual funding
GEP Rebate (DEC)	Upfront rebate	\$0.50/W + \$0.20/W (~\$2,500–3,000)	Customer KEEPS SRECs; annual funding
GEP Rebate (DEMEC)	Upfront rebate	\$1.00/W + \$0.50/W (highest tier)	Customer KEEPS SRECs; best overall deal
DE SREC Market (Yrs 1–10)	Production income	~\$30/SREC (2024 avg \$43.80)	DEC/DEMEC customers; Delmarva assigns SRECs
DE SREC Market (Yrs 11–25)	Production income	~\$10/SREC	All eligible systems after year 10
DE Zero Sales Tax	Tax savings	0% — no sales tax on any purchase	Permanent; unique to Delaware
DE Property Tax Exemption	Tax savings	Zero added property tax for solar	Permanent — statewide
Heat Pump Rebate (Energize DE)	Cash rebate	\$500–\$1,000 ASHP	Energize Delaware / Delmarva programs
EV Rebate (DNREC)	EV rebate	Up to \$3,500 BEV; \$1,500 PHEV; \$1,500 used (income-qualified)	DNREC managed; confirm current availability
DE SEU Green Energy Loan	Financing	Low-interest clean energy loans	deseu.com — confirm current terms

### Green Energy Program Rebate Comparison by Utility

Utility	Rebate Rate	Max Rebate (8 kW example)	SRECs	Net 10-Year Value (8 kW)
Delmarva Power	\$0.70/W	~\$5,600	Assigned to state (0 SREC income)	~\$5,600 total
Delaware Electric Cooperative	\$0.50/W + \$0.20/W	~\$3,100	Customer keeps — ~\$288/yr at \$30	~\$5,980 over 10 yrs
DEMEC Municipal Utilities	\$1.00/W + \$0.50/W	~\$6,500	Customer keeps — ~\$288/yr at \$30	~\$9,380 over 10 yrs

### Key Contacts & Resources

Category	Details
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<b>Delaware PSC (rate regulator)</b>	<a href="https://dep.sc.delaware.gov">dep.sc.delaware.gov</a> — Rate cases, NEM policy review, utility oversight
<b>DNREC (clean energy programs)</b>	<a href="https://dnrec.delaware.gov">dnrec.delaware.gov</a> — Green Energy Program, SREC market, EV rebates, solar policy
<b>Delaware SEU</b>	<a href="https://deseu.com">deseu.com</a> — Green Energy Loans, Energize Delaware, clean energy financing
<b>Energize Delaware</b>	<a href="https://energizedelaware.com">energizedelaware.com</a> — Heat pumps, efficiency rebates, weatherization
<b>Delmarva Power Solar</b>	<a href="https://delmarva.com">delmarva.com</a> — GEP rebate applications, NEM enrollment, interconnection
<b>Delaware Electric Cooperative</b>	<a href="https://delectric.com">delectric.com</a> — DEC solar interconnection, GEP rebate (keep SRECs)
<b>DEMEC (municipal utilities)</b>	Contact your specific DEMEC municipality (Newark, Dover, Lewes, etc.)
<b>SREC Trade (DE market)</b>	<a href="https://sretrade.com">sretrade.com</a> — Delaware SREC market prices and registration
<b>DSIRE Database</b>	<a href="https://programs.dsireusa.org/system/program/de">programs.dsireusa.org/system/program/de</a> — All DE incentives, comprehensive

### **The Delaware Pitch in One Box**

Delaware is unique in our territory for three reasons:

- 1. NO SALES TAX** — Every dollar of the system cost goes toward panels, not a tax bill. With the federal ITC gone, this is the most powerful affordability differentiator in DE.
- 2. A RATE CRISIS THAT IS REAL AND ONGOING** — Two rate increases are already locked in for 2026. Bills doubled for some customers in 2023–24. Customers are angry and motivated.
- 3. UTILITY-SPECIFIC REBATES THAT FAVOR EARLY ACTION** — Green Energy Program funding runs out annually. DEMEC customers get the best deal in the state — and most don't know it.

Your job in Delaware: educate the customer about which utility they're on, show them the math between rebate options, and close on the rate crisis urgency before June 2026.