



Market Intelligence Guide | New Jersey



HELIO SOLAR

SAFE. SIMPLE. SUSTAINABLE.

MARKET INTELLIGENCE GUIDE

NEW JERSEY

For: Energy Consultant • Energy Pro • Energy Specialist

Utilities & Rates | Rate Crisis & Political Context | SREC-II / SuSI Program | Full Incentives Stack |
Timelines

Updated: February 2026



HELIO SOLAR
SPE. SOLAR. SUSTAINABLE.

Market Intelligence Guide | New Jersey



HELIO SOLAR
SPE. SOLAR. SUSTAINABLE.

New Jersey

Nation-Leading SREC Income + Full Net Metering + A Governor Who Made Rates Her #1 Issue

Read These First — Important New Jersey Market Notes

1. **BIGGEST POLITICAL STORY IN OUR TERRITORY** — Gov. Mikie Sherrill (D) won the Nov. 2025 election with electricity rates as THE defining campaign issue. On Day One (Jan. 20, 2026) she signed Executive Order No. 1 (rate freeze, RGGI ratepayer relief) and EO No. 2 (accelerate solar, battery, and nuclear; task force on data center demand). NJ's energy crisis is front-page news. Use it. Every customer already knows about their bill.
2. **SREC-II (SuSI) = \$90 FIXED FOR 15 YEARS** — This is NJ's crown jewel. Every MWh generated earns \$90 — guaranteed for 15 years. An 8 kW system earns ~\$720–\$870/year just from SRECs. This is separate from and in addition to net metering savings.
3. **FEDERAL TAX CREDIT EXPIRED** — The 30% residential solar ITC (§25D) expired December 31, 2025. Lead with SREC-II income, net metering value, and Gov. Sherrill's energy emergency context.
4. **BATTERY HAS NO STATEWIDE RESIDENTIAL REBATE CURRENTLY** — Gov. Sherrill's EO 2 directed NJBPU to expedite new battery solicitations. Watch for program announcements in 2026. TPO/commercial \$48E tax credits still available through 2027.
5. **DOOR-TO-DOOR SOLICITOR'S PERMITS REQUIRED** — NJ requires a Solicitor's Permit (Hawker's & Peddler's license) for D2D sales in most jurisdictions. 'No Solicitation Lists' exist in many towns — obtain the list from city hall before canvassing.
6. **SREC APPLICATION TAKES 3–5 MONTHS POST-PTO** — Part 1 begins during project. Part 2 submitted after PTO. Set expectations with customers that SREC income starts retroactively after approval.

New Jersey Service Area

Helio supports solar installations throughout New Jersey, including all major population centers and surrounding communities. All utilities in NJ require a maximum offset of 100% — design systems to match but not exceed annual usage. Submit with notes for unusual site conditions rather than self-disqualifying.

- **Major areas served:** Newark, Jersey City, Trenton, Camden, Elizabeth, Woodbridge, Edison, Piscataway, Cherry Hill, Toms River, Hackensack, Paterson, and surrounding communities
- **Speedy permit jurisdictions:** Chesterfield, Howell, Pennsauken, Farmingdale, Westwood, East Brunswick, Mays Landing, Pine Beach, Sicklerville, Evesham
- **System sizing cap:** 100% maximum offset for all NJ utilities (JCP&L, PSE&G, ACE, all others)

SECTION 1 — THE RATE CRISIS & POLITICAL CONTEXT

New Jersey's Rate Reality — The State That Made Bills a Political Earthquake

New Jersey electricity costs rose more than 50% between July 2020 and July 2025. In June 2025, all four major utilities raised rates simultaneously: JCP&L +39.7%, Orange & Rockland +37%, PSE&G +38.5%, Atlantic City Electric +40.6%. Average NJ residential rates now run ~24–26¢/kWh all-in. This is not just a market opportunity — it is the defining political issue of the moment.

The Rate Crisis Numbers That Every NJ Customer Already Knows

- Electricity costs in NJ rose 50%+ from July 2020 to July 2025
- June 2025 rate increases: JCP&L +39.7% | PSE&G +38.5% | ACE +40.6% | O&R +37%
- Avg. NJ residential rate (2025–2026): ~24–26¢/kWh all-in (vs. U.S. avg. ~16¢/kWh)
- Avg. monthly bill for typical NJ home (700 kWh): ~\$170–\$185/month
- Root cause: PJM capacity auction spiked 9x; data center demand growth; gas market volatility
- Congressman Gottheimer: 'NJ bills went up 40% in one year — this is a crisis for families'
- NJ was the #1 news story in the 2025 election cycle: 'Electricity' led every candidate debate

Gov. Mikie Sherrill's Energy Emergency — Day One Executive Orders (Jan. 20, 2026)

Gov. Sherrill won the Nov. 4, 2025 election 56.4% to 43% — the first NJ Democrat elected to a 3rd consecutive Democratic term in decades. Electricity rates were THE central campaign issue.

EXECUTIVE ORDER No. 1 — 'Energy Emergency Declaration':

- Declares a State of Energy Emergency in New Jersey.
- Directs NJBPU to freeze pending rate hike applications pending review.
- Directs use of RGGI (Regional Greenhouse Gas Initiative) auction proceeds for direct ratepayer relief — lowering bills for all NJ customers.
- Signals administration priority: bills must come down.

EXECUTIVE ORDER No. 2 — 'Energy Production Acceleration':

- Accelerates siting and permitting for solar, battery storage, and nuclear energy.
- Requires utilities to publicly report all data center electricity demand requests.
- Creates task force to fast-track clean energy deployment to reduce ratepayer costs.
- Directs NJBPU to expedite new battery storage solicitations for residential and commercial.

WHY THIS MATTERS FOR YOUR PITCH:

The Governor of New Jersey just declared an energy emergency. Your customers already feel it. Sherrill's orders accelerate solar and battery incentives — the policy environment is actively improving, not stagnating. This is the single best political tailwind for solar sales in our territory.

Rep Talking Point

'New Jersey's electricity bills went up 40% last year — and they've doubled over five years. It was so bad that the new Governor declared an energy emergency on Day One of her term. She's pushing to accelerate solar and bring bills down. But while she's working on the grid side, solar is the one thing YOU can do TODAY to take control of your own energy cost. The SREC-II program pays you \$90 for every MWh you produce — guaranteed for 15 years. That's income from your roof, on top of your electric bill savings.'

What's Driving NJ Rate Increases

Category	Details
PJM Capacity Auction Spike	The 2025 PJM capacity auction came in at ~\$270/MW-day — roughly 9× the prior year's clearing price. This cost alone added \$200–\$400/year to NJ households' bills and is the single biggest driver of the 2025 rate surge.
Data Center Demand Explosion	Northern NJ hosts some of the densest data center corridors in the world. Explosive AI/cloud demand has outpaced regional generation capacity and is driving sustained capacity price increases.
Natural Gas Volatility	NJ's grid is ~40–50% gas-dependent. Global LNG market swings, especially post-Ukraine conflict, flow directly into supply costs.
Utility Infrastructure Investment	PSE&G, JCP&L, and ACE have multi-billion-dollar grid modernization programs. These capital investments flow through delivery rates and will continue rising.
Power Plant Retirements	Older generation (coal, gas peakers) is retiring faster than clean energy can replace it. This tightens regional capacity, sustaining high PJM auction prices.
RGGI Credits	NJ participates in the Regional Greenhouse Gas Initiative. RGGI auction proceeds fund EO No. 1 ratepayer relief — watch for direct bill credits in 2026.

**SECTION 2 — NEW JERSEY UTILITIES & PROJECT TIMELINES****Who Serves Your Customers**

New Jersey has four investor-owned utilities regulated by the NJBPU (New Jersey Board of Public Utilities), plus a few municipal utilities. All IOUs are required to offer full retail-rate net metering. Knowing the utility determines which interconnection process, timeline, and utility-specific caveats apply.

Utility	Coverage Area	Inst. Approval	PTO Timeline	Key Notes
PSE&G	Northern & Central NJ: Newark, Elizabeth, Jersey City, Trenton, Camden, large swaths of Bergen, Essex, Union, Middlesex, Mercer counties	~30 days	~30 days	Largest NJ utility. Outdoor equipment replacement common (Northern NJ). Closed/limited circuits — check PSE&G's online map.
JCP&L (FirstEnergy)	Central NJ: Ocean County, Monmouth, Morris, Warren, Hunterdon, Middlesex (parts), Somerset (parts)	~14 days	~14 days	Fastest utility for PTO in NJ. Closed/limited circuits exist — verify at interconnection.
Atlantic City Electric (ACE)	Southern NJ: Atlantic, Cape May, Cumberland, Salem, Burlington (parts), Camden (parts)	~30 days	~30 days	Closed/limited circuits — ACE provides a searchable online map. Outdoor equipment sometimes flagged.
Orange & Rockland (O&R)	Rockland County, NY border (small NJ footprint)	~30–45 days	~30 days	Small territory. NJBPU regulated for NJ customers.
Vineland Municipal Utilities	Vineland (Cumberland County)	~14 days	~14 days	Requires PTI (Permission to Install) before permit submission. Many closed/limited circuits — call utility with address before proceeding.



! Utility-Specific Gotchas — Read Before Selling

ALL UTILITIES — Certificate of Approval (CoA):

- All NJ utilities require a CoA from the local AHJ before PTO is granted.
- Adds 5–30 days depending on AHJ — factor into timeline expectations.

ALL UTILITIES — Underground Services:

- Homes with underground utility service require a Disconnect & Reconnect.
- Adds 30–60 days to project cycle. Flag immediately if present.

PSE&G — Outdoor Equipment Replacement (Northern NJ):

- PSE&G may require exterior service equipment to be replaced at the customer's expense.
- This is NOT identified until the meter swap prior to PTO — it will DELAY PTO until resolved.
- Heads-up customers in Northern NJ that this is a possibility and may require custom pricing.

PSE&G, ACE, Vineland — Closed/Limited Circuits:

- Some distribution circuits are ineligible for additional solar interconnection.
- PSE&G and ACE both provide searchable online maps — verify before selling.
- Vineland: Call the utility with the customer's address before submitting anything.

VINELAND ONLY — Permission to Install (PTI):

- Vineland requires PTI from the utility BEFORE permit submission.
- Do not submit permit until PTI is granted — Vineland-specific requirement.

Project Timelines — Setting Customer Expectations

Category	Details
Contract → Installation	~75 days (statewide average)
Installation → PTO	~30 days (statewide average — longer than CT and MA)
JCP&L Approval	~14 days installation approval + ~14 days PTO (fastest in NJ)
PSE&G Approval	~30 days installation approval + ~30 days PTO
ACE Approval	~30 days installation approval + ~30 days PTO
Vineland Approval	~14 days installation approval + ~14 days PTO (after PTI obtained)
Ground Mount Adder	+90+ days (permitting and installation requirements)
Main Panel Upgrade Adder	+30–60 days
Roof Work Adder	+30–60 days
Service Equipment Upgrade	Very common in NJ — adds ~30 days before PTO; custom pricing required
TPO / Change Order Adder	+30 days (additional audits and approvals)
Certificate of Approval (CoA)	Required by ALL utilities — adds 5–30 days depending on AHJ
Underground Service	Disconnect & Reconnect required — adds 30–60 days
AHJ Permitting (Avg.)	~20 days (up to 45 days depending on jurisdiction)
Fire Setback Zoning Approval	Some AHJs add 15–30 days for new zoning approval step



SREC-II Part 2 Approval

3–5 months post-PTO — SREC income is retroactive to PTO date

▮ NJ Fire Code Setback Requirements (2018 International Fire Code — Statewide)

Fire code setbacks apply to ALL NJ projects — assume they are required on every job.

- Two 3-foot pathways from eave to ridge required 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 from eave to ridge.
- 18-inch setback from the ridge required in most cases.
- If ALL roof planes have solar: 3-foot setback from the ridge required.

ADDITIONAL FLAGS:

- Historical Districts: Many NJ historical districts do not allow solar visible from the street.
- HOAs: Many NJ HOAs do not allow solar visible from the street — confirm before contract.
- Flag both situations early to avoid late-stage project cancellations.



SECTION 3 — NET METERING & SREC-II (SuSI) PROGRAM

Net Metering — Full Retail Rate for All NJ Utilities

New Jersey Net Metering — 1:1 Full Retail Credit

All NJBPU-regulated utilities (PSE&G, JCP&L, ACE, O&R) are legally required to purchase excess solar energy from eligible customers at the full retail electricity rate.

How it works:

- Your solar system powers your home first. Excess production is exported to the grid.
- You receive a 1:1 credit at the full retail rate (~24–26¢/kWh) for every kWh exported.
- Credits apply against your utility bill — supply, distribution, transmission charges all offset.
- Credits roll forward month to month throughout the 12-month billing period.

Annual true-up (12-month period):

- At the end of the 12-month period, any REMAINING credits are paid out — but at the WHOLESALE rate, not the retail rate.
- Best practice: Size the system at or just below 100% annual offset to maximize retail-rate credits and avoid accumulating excess credits paid out at wholesale.

Eligibility: System generating capacity cannot exceed the customer's annual electric needs (100% max offset).

All four NJ IOUs: PSE&G, JCP&L, ACE, and O&R — all participate under NJBPU mandate.

SREC-II / SuSI — New Jersey's \$90 Fixed-Rate Solar Income Program



SuSI / SREC-II — \$90 Per SREC, Fixed, for 15 Years

New Jersey's original SREC program was so successful the state replaced it with the Successor Solar Incentive (SuSI) program — also called SREC-II. This is NJ's crown jewel incentive.

HOW IT WORKS:

- Every 1,000 kWh (1 MWh) of solar energy produced earns one SREC-II certificate.
- Each SREC-II certificate earns a FIXED \$90 payment — guaranteed for 15 years.
- Payments are in addition to and separate from net metering bill savings.
- Program is retroactive to PTO — all production from PTO forward is eligible.

WHAT THIS MEANS IN DOLLARS:

- 8 kW system producing ~8,000–9,700 kWh/year → 8–9.7 SRECs/year → \$720–\$873/year
- 10 kW system producing ~12,000 kWh/year → 12 SRECs/year → \$1,080/year
- 12 kW system producing ~14,400 kWh/year → 14.4 SRECs/year → \$1,296/year
- Over 15 years: 8 kW system earns \$10,800–\$13,095 in SREC income alone

NJ'S SREC CARVE-OUT:

- NJ requires 5.1% of electricity sold to come from solar by 2026.
- Utilities must buy SRECs to meet this requirement — or pay the Solar Alternative Compliance Payment (SACP) penalty.
- This creates structural, legally mandated demand for NJ SRECs.

ANNUAL SREC INCOME ESTIMATE BY SYSTEM SIZE:

- 6 kW: ~6–7 SRECs/yr → ~\$540–\$630/year
- 8 kW: ~8–9.7 SRECs/yr → ~\$720–\$873/year
- 10 kW: ~10–12 SRECs/yr → ~\$900–\$1,080/year
- 12 kW: ~12–14.4 SRECs/yr → ~\$1,080–\$1,296/year



SREC-II Application Process — Set Customer Expectations

Part 1 (submitted during project construction):

- The Helio/operations team initiates Part 1 once the project is underway.
- No customer action needed for Part 1.

Part 2 (submitted after PTO):

- Part 2 is submitted after Permission to Operate is granted.
- Current processing time: 3–5 months after PTO.

IMPORTANT — Retroactive income:

- The SREC program is retroactive to PTO date.
- Once Part 2 is approved, the customer receives SREC payments for ALL production from PTO forward — including the months during the 3–5 month approval window.
- Customers will not lose any SREC income during the waiting period.

Set expectations correctly: 'You'll see your first SREC payments about 3–5 months after your system goes live — but the income covers all production from day one.'



! Federal Tax Credit Update — Critical for 2026 Sales

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

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

- Cash / loan customers: No 30% federal credit. Lead with SREC-II income ($\$90/\text{SREC} \times 15 \text{ years}$), net metering value ($\sim 25\text{¢}/\text{kWh}$), and the political tailwind from Gov. Sherrill's energy emergency.
- Lease / PPA customers: Developer may pass through §48E value — confirm with your finance team.

The SREC-II program alone can generate \$10,000–\$19,000+ over 15 years for a typical NJ home.

This is your lead incentive story in 2026 — not the federal credit.



SECTION 4 — BATTERY STORAGE, HEAT PUMPS & EV INCENTIVES

Battery Storage — Incoming Programs Under Gov. Sherrill's EO 2

Battery Storage in NJ — Current Status & What's Coming

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

WHAT'S COMING — Gov. Sherrill's Executive Order No. 2 (Jan. 20, 2026):

- Directs NJBPU to expedite new battery storage solicitations for residential and commercial.
- Task force created to fast-track clean energy deployment including storage.
- Expect NJBPU to announce new battery incentive structures in 2026.
- Monitor NJBPU (njbpu.nj.gov) for program announcements.

CURRENT BATTERY INCENTIVE — TPO/Commercial Systems (§48E):

- Commercial and TPO solar-plus-battery systems may qualify for the §48E ITC through 2027.
- This covers lease/PPA structures — confirm with your finance team.

WHY BATTERY STILL MAKES SENSE IN NJ NOW:

- NJ's rate volatility (bills up 40%+ in one year) creates strong backup/resilience demand.
- PJM capacity auction volatility means rate spikes are not over — battery buffers this.
- When NJBPU announces its new program (expected 2026), customers with batteries already installed may qualify retroactively. Getting in early is an option to discuss.

FINANCING: NJ Clean Energy Loan Program (NJ CEP / NJEDA) offers financing for clean energy improvements. Confirm current terms for battery installations with Operations.

The NJ Battery Sales Approach for 2026

Be honest: No large statewide residential rebate exists today.

But lead with the VALUE story:

- NJ bills went up 40% last year — battery hedges against future spikes.
- The Governor's EO 2 directs NJBPU to create new battery incentives this year.
- TPO/lease structures can access §48E commercial credits today.
- Battery + solar qualifies for the full SREC-II on combined production.

The NJ battery story is a 'get in ahead of the program' play. Strong close for customers who want to be positioned before incentives launch.

Heat Pumps — NJ Clean Energy Program



NJ Heat Pump Rebates — Clean Energy Program (NJ BPU / PSE&G / JCP&L / ACE)

Administered through the NJ Clean Energy Program (NJCEP) in partnership with the utilities.

AIR SOURCE HEAT PUMP REBATES:

- \$1,000–\$2,500 for qualifying air source heat pump installations.
- Amount varies by system type (ducted vs. ductless), efficiency rating, and contractor.
- Replaces oil, propane, natural gas, or electric resistance heating.

GEOHERMAL HEAT PUMP:

- Up to \$4,000 rebate for qualifying geothermal/ground-source heat pump systems.
- Geothermal systems are long-term investments — very high efficiency and durability.

HEAT PUMP WATER HEATER:

- \$500 rebate for qualifying heat pump water heater installation.

UTILITY-SPECIFIC PROGRAMS:

- PSE&G Whole Home Energy Savings: Deeper rebates for comprehensive electrification projects including heat pumps, insulation, and air sealing — confirm current program details.
- JCP&L and ACE also have efficiency rebate programs through NJCEP — check njcleanenergy.com.

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

Electrification Sizing — Size for the Future Home

Standard solar sizing is based on current kWh usage. But NJ customers converting from oil or gas heating will add significant kWh load when they electrify. Size now.

Typical additions:

- EV (home charging): +3,000–4,500 kWh/year
- Air source heat pump: +2,000–5,000 kWh/year (vs. oil/gas heating)
- Heat pump water heater: +500–800 kWh/year

NJ net metering rolls credits forward indefinitely within the 12-month period.

A larger system built for the electrified future home maximizes lifetime SREC income and maximizes net metering offset at today's 100% retail rate credit.

EV Incentives

EV Incentives — CHARGE UP NJ + Utility Charger Programs

CHARGE UP NJ (NJ BPU / NJEDA):

- Up to \$4,000 for qualifying new battery electric vehicles (BEVs).
- Up to \$1,500 for qualifying plug-in hybrid vehicles (PHEVs).
- Income-qualified households: Additional \$2,000 bonus on top of standard BEV rebate. (Up to \$6,000 total for income-qualified BEV buyers.)
- Program managed through NJEDA — confirm current availability as funding is periodic.

EV CHARGER REBATES — PSE&G:

- \$250–\$500 toward Level 2 charger installation (confirm current program details).

EV CHARGER REBATES — JCP&L / ACE:

- Similar charger rebate programs through NJCEP — confirm at njcleanenergy.com.

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

SOLAR + EV BUNDLE TIP:

- Net metering offsets EV charging at the full retail rate (~25¢/kWh avoided).
- 'Your EV runs on solar — and every kWh it charges earns SREC income.' This closes deals.
- Size for the EV load on day one — not as an afterthought.

Tax Exemptions

- **Sales Tax Exemption (7%):** All solar equipment and installation is fully exempt from New Jersey's 7% sales tax — the highest rate among our five states. Automatic at purchase.
- **Property Tax Exemption:** Added home value from solar is exempt from NJ property tax assessment. Zero additional property taxes for going solar — permanent benefit statewide.

SECTION 5 — CLEAN ENERGY MANDATES & SELLER COMPLIANCE

New Jersey's Clean Energy Mandates — Why Programs Are Durable

New Jersey's solar incentive programs — especially SREC-II — are driven by legally binding Renewable Portfolio Standard (RPS) requirements. Utilities must purchase SRECs to meet their solar carve-out, or pay a hefty Solar Alternative Compliance Payment. This creates permanent, structural demand for NJ solar production.

Mandate	Requirement	Target Year	Status
RPS — Solar Carve-Out	5.1% of electricity sold from solar sources	2026	Active — binding on all NJ IOUs
RPS — Clean/Renewable Energy	50% clean/renewable electricity	2030	Clean Energy Act 2018 — binding
100% Clean Energy	100% carbon-free electricity (Murphy EO 315 target)	2035	EO + pending legislation
SREC-II Program	15-year fixed \$90/SREC — utilities must buy to meet RPS	Ongoing	Active for new enrollees
Net Metering Mandate	NJBPU requires all IOUs to offer 1:1 retail net metering	Ongoing	Active — NJBPU mandate
GHG Reduction	80% below 2006 levels	2050	NJ Global Warming Response Act
Offshore Wind	11,000 MW procured by 2040	2040	In procurement — multiple projects
Battery Acceleration	Gov. Sherrill EO 2 — NJBPU to expedite residential battery programs	2026	New — executive order Jan. 2026

What Mandates Mean for Your Sales Pitch

NJ requires 5.1% of all electricity to come from solar by 2026. Utilities **MUST** buy SRECs to comply. If they don't buy SRECs, they pay the SACP penalty — which incentivizes them to buy your SRECs. This is **NOT** a voluntary program. It is the law — which is why the \$90/SREC rate is locked in.

Gov. Sherrill has made clean energy acceleration a top priority: EO 2 specifically targets solar, battery, and nuclear as the solution to the rate crisis. The policy environment is the most favorable it has ever been for NJ solar customers.

'The state is legally required to buy the energy your system produces. \$90 per MWh, 15 years. That's a state-backed income stream — not a market gamble.'

Seller Compliance — New Jersey Door-to-Door Requirements



NJ Solicitor's Permit — Required for Door-to-Door Sales

New Jersey requires a Solicitor's Permit (Hawker's & Peddler's license) for door-to-door sales in most jurisdictions. You must register with the respective municipality.

KEY RULES:

- Solicitor's Permit required before conducting D2D in most NJ towns.
- Each municipality has its own registration process — do NOT assume one license covers all towns.
- 'No Solicitation Lists' exist in many NJ towns — homeowners who register their address must NOT be solicited. Obtain this list from city hall or the local clerk before canvassing.

EXAMPLE MUNICIPAL REQUIREMENTS:

Elizabeth:

- Canvassers are not required to pay a license fee.
- Solicitor's fee: \$250.
- Apply at the city clerk's office.

Toms River:

- License required — unlawful to solicit without one.
- Application must include two 2x2 photos taken within 60 days.
- Apply with the township clerk.

Clifton:

- Local solicitation permit required — contact Clifton City Hall for details.
- ALWAYS check your specific target town's requirements before canvassing.
- Operating without the required permits can void contracts and expose Helio to penalties.

BATTERY ADDENDUM:

- Battery projects require the Battery System Acknowledgment Addendum — mandatory.
- Use Helio's NJ Home Improvement Contract (HIC) for all residential deals.



Close With Urgency

- Every month a customer waits = another month paying rates that rose 40% last year.
- The 30% federal tax credit is gone for customer-purchased systems. SREC-II is fully intact.
- SREC-II enrollment is first-come, first-served as NJ works toward its 5.1% solar carve-out.
- Gov. Sherrill's EO 2 will bring new battery programs — customers who install solar now will be positioned to add batteries when those programs launch.
- NJ's SREC-II + net metering combination is one of the most valuable in the entire country. This is the best income story in our portfolio — don't let customers wait on it.



SECTION 6 — QUICK REFERENCE CHEAT SHEET

Full New Jersey Incentive Stack at a Glance

Incentive	Type	Value	Duration / Notes
Net Metering (1:1 retail)	Bill credits	~24–26¢/kWh on net exports	12-month rolling; excess paid at wholesale
SREC-II / SuSI	Fixed income per MWh	\$90/SREC — locked in rate	15 years from enrollment; retroactive to PTO
NJ Sales Tax Exemption	Tax savings	7% savings on system cost	Permanent — automatic at purchase
NJ Property Tax Exemption	Tax savings	Zero added property tax for solar	Permanent — statewide
Heat Pump Rebate (ASHP)	Cash rebate	\$1,000–\$2,500	NJCEP annual program; confirm availability
Geothermal Heat Pump	Cash rebate	Up to \$4,000	NJCEP program
HP Water Heater	Cash rebate	\$500	NJCEP program
CHARGE UP NJ (BEV)	EV rebate	Up to \$4,000 standard; + \$2,000 income-qualified	NJEDA managed; periodic funding
CHARGE UP NJ (PHEV)	EV rebate	Up to \$1,500	NJEDA managed
EV Charger Rebate (PSE&G)	Charger rebate	\$250–\$500	Confirm current amount
Residential Battery (\$48E)	TPO/commercial only	30% ITC through 2027	TPO/lease only; no statewide residential rebate yet

SREC-II Annual Income Estimator

System Size	Est. Annual Production	SRECs / Year	Annual SREC Income	15-Year Total SREC Income
6 kW	~7,200 kWh	~7.2	~\$648	~\$9,720
8 kW	~9,600 kWh	~9.6	~\$864	~\$12,960
10 kW	~12,000 kWh	~12.0	~\$1,080	~\$16,200
12 kW	~14,400 kWh	~14.4	~\$1,296	~\$19,440

Key Contacts & Resources

Category	Details
NJBPU (rate regulator)	njbpu.nj.gov — Rate filings, utility oversight, solar/battery programs, EO 2 updates



NJCEP (NJ Clean Energy Program)	njcleanenergy.com — Heat pumps, EV chargers, all NJ efficiency incentives
NJEDA (CHARGE UP NJ)	njeda.com — CHARGE UP NJ EV rebate applications, clean energy financing
SREC-II Program (NJBPU)	njbpu.nj.gov/divisions/clean-energy/solar — SREC-II enrollment, current SACP rates
PSE&G Interconnection	pseg.com — Closed/limited circuit map, interconnection applications
JCP&L Interconnection	firstenergycorp.com/jcpl — Interconnection, net metering for JCP&L territory
ACE Interconnection	atlanticcityelectric.com — Closed/limited circuit map, interconnection
Vineland Municipal Utilities	vinelandcity.org/utilities — PTI process, closed circuit verification
DSIRE Database	programs.dsireusa.org/system/program/nj — All NJ incentives, comprehensive

HELIO SOLAR | New Jersey Market Intelligence Guide

SAFE. SIMPLE. SUSTAINABLE. | For internal Helio Solar team use only.