



# HELIO SOLAR

## Product Training Guide

*Know what you sell. Know why it matters.*

### **What's Inside**

- Part 1 — The Helio Difference
- Part 2 — Solar Panels
- Part 3 — Inverters
- Part 4 — Racking & Mounting
- Part 5 — Warranties & Guarantees
- Part 6 — The Curated Approach
- Part 7 — Credibility & Certifications
- Part 8 — Battery Storage
- Part 9 — Generators & Generac

**PART ONE****The Helio Difference****Why Helio Solar Stands Apart**

Before you learn a single watt or efficiency rating, you need to understand the single most important thing you have to sell: Helio Solar itself. In a market crowded with solar companies running cookie-cutter processes, cheap equipment, and subcontracted crews, Helio is a fundamentally different proposition. Knowing this — and being able to communicate it confidently — is what separates great reps from average ones.

**Our Install Team: The Foundation of Everything**

Most solar companies in this industry use subcontractors. They sell the system, take the deposit, and hand installation off to a third-party crew they may have never worked with before. The result: inconsistent quality, delays, accountability gaps, and customers who feel abandoned after signing.

Helio Solar does not operate that way. Every installation is performed by Helio Solar W-2 employees — our own team, on our payroll, accountable to our standards. This is not a marketing claim. It is a structural commitment that affects everything from installation quality to how problems get solved.

**The Team That Has Installed Together Since 2018**

Our installation crew has been working together as a unit since 2018. That longevity is rare in this industry and it matters enormously: these are not strangers thrown together on a job site. They are a practiced, coordinated team who have installed hundreds of systems together, know each other's standards, and take collective pride in the quality of every roof they touch.

When a customer asks "Who will actually be on my roof?" — and they will ask — you have one of the strongest answers in the industry: a tenured, W-2 employed, long-standing team that has been doing this together for years. That answer closes deals.

**Sales Script: The Install Team**

"One thing that's really different about us — and customers notice this — is that we do all our own installations with our own employees. Most companies use subcontractors. We've had the same install team working together since 2018. That matters because when they show up to your home, they're not strangers piecing together a system for the first time. They've done this hundreds of times, together. You get consistency, accountability, and a crew that's proud of what they put on a roof."



## The Curated Approach

While most solar companies hand every customer the same system regardless of their roof, usage, or goals, Helio Solar takes a curated approach. Every system we design is selected specifically for that customer's home, energy profile, and priorities. We choose from multiple panel brands, inverter technologies, and racking systems — and we pick the right combination, not the cheapest or easiest one.

This is a significant differentiator in a commoditized market. It is also a powerful sales tool: it positions you not as a vendor pushing a product, but as a specialist recommending a solution. You will learn the full curated approach framework in Part 6 of this guide.

## Our Credentials at a Glance

Helio Solar has earned — not purchased — a reputation that most companies in this space would take a decade to build. Every credential below is a conversation point you can use when a customer questions who they're dealing with.

Credential	What It Means	How to Use It
BBB — Highest Rating	Better Business Bureau top rating reflects zero unresolved complaints and verified business practices.	"We have the highest BBB rating available — you can verify that independently right now on your phone."
Google Reviews	Customer-verified ratings from real homeowners who have gone through our process.	"Check our Google reviews — the people writing those are your neighbors."
Angie's List Approved	Verified by Angie's List based on customer reviews and service standards.	"We're Angie's List approved — they screen for quality and follow through."
NABCEP Certified	North American Board of Certified Energy Practitioners — the gold standard certification in solar installation.	"NABCEP is the highest professional certification in our industry. It's rigorous and most companies don't have it."
HomeAdvisor Approved	Background-checked and verified through HomeAdvisor's screening process.	"We're HomeAdvisor approved — they background-check our team and verify our license and insurance."
SEIA Member	Solar Energy Industries Association — the national trade body for the solar industry.	"We're a SEIA member, which means we operate under the industry's professional and ethical standards."



### How to Use Credentials in a Sales Conversation

Don't recite all six credentials at once — that sounds like a laundry list. Instead, deploy each one in response to a specific concern. Customer worried about quality? NABCEP. Customer worried about fly-by-night companies? BBB and Google. Customer worried about who's actually showing up? HomeAdvisor. Customer wants to know you're a real company? SEIA. Match the credential to the concern.

## PART TWO

# Solar Panels

## Our Panel Portfolio

Helio Solar works with three panel manufacturers: Qcells, JA Solar, and Talesun. Each has distinct strengths, and our curated approach means we select the right panel for each installation based on roof characteristics, shading conditions, customer priorities, and budget. Your job is to know all three well enough to explain them confidently and recommend them appropriately.

Before we get into each brand, here is the foundation you need to understand panels as a product category.

### How Solar Panels Work: The Rep's Explanation

Solar panels (photovoltaic, or PV panels) convert sunlight into direct current (DC) electricity using silicon solar cells. That DC power is then sent to an inverter, which converts it to alternating current (AC) that your home can use. Any excess power either flows back to the grid (net metering) or is stored in a battery system.

Key panel specifications every rep must understand:

#### Efficiency

The percentage of sunlight a panel converts into electricity. A 22% efficient panel converts 22% of the sunlight hitting it into usable power. Higher efficiency = more power from less roof space. Critical on small or partially shaded roofs.

#### Power Output (Watts)

The rated power a panel produces under standard test conditions (STC). Residential panels typically range from 380W to 430W+. A larger watt rating means more power per panel, meaning fewer panels needed for the same system size.

#### Temperature Coefficient

How much a panel's output degrades as it heats up. Expressed as a negative percentage per degree Celsius above 25°C. A lower (less negative) temperature coefficient is better — especially in hot climates.

#### Degradation Rate

How much output a panel loses per year over its lifetime. Industry standard is around 0.5% per year. Lower degradation means more production and more savings over the system's 25+ year life.



## Why Specs Matter in Your Pitch

You don't need to recite specs like a datasheet. But knowing them well enough to explain them in plain English is what separates an expert from a brochure. When a customer says 'how do I know this is a good panel?' — you answer that question with efficiency, output, and warranty, in plain language.

## Qcells

Qcells (Q CELLS) is a South Korean manufacturer now producing panels in the United States, making them one of the few solar brands with American-made options. They are widely recognized as a tier-1 panel manufacturer with a strong reputation for quality, reliability, and performance consistency.

### Key Strengths

- American-manufactured options available — a significant selling point for customers who prioritize domestic production
- Consistently high efficiency ratings, typically in the 20–22% range depending on the product line
- Q.ANTUM cell technology — optimized for real-world conditions including diffuse light and high temperatures
- Industry-leading low light performance — produces more power on cloudy days and during morning/evening hours compared to many competitors
- Robust 25-year product and performance warranty
- Tier-1 bankable manufacturer — important for customers financing with loans or leases, as lenders value panel brand credibility

### Best Fit For

- Customers who ask about American-made products
- Roofs with partial shading or non-ideal orientation where low-light performance matters
- Customers who prioritize brand reliability and manufacturer longevity
- Premium system builds where efficiency per square foot is a priority

### Sales Script: Qcells

"For your roof, we'd recommend Qcells panels. They're a tier-one manufacturer — that's an industry rating for financial stability and quality — and they actually make panels in the US now, which not many brands can say. The technology they use performs particularly well in real-world conditions, not just perfect-sun lab tests. On a roof like yours, that translates to more production and better savings over the system's life."

## JA Solar



JA Solar is one of the world's largest solar panel manufacturers and has been consistently ranked as a tier-1 supplier for over a decade. Their panels are known for delivering excellent performance-to-cost value, making them a strong choice for customers seeking proven reliability at a competitive price point.

## Key Strengths

- One of the largest solar manufacturers globally — proven at massive scale with rigorous quality control
- Consistently high efficiency — typically 20–22.5% on premium lines
- PERC and bifacial technology available — bifacial panels can generate power from both front and back surfaces, increasing output on reflective roof surfaces
- Strong third-party testing results — consistently performs at or above rated output in independent lab tests
- Excellent long-term durability track record — low field failure rates
- 25-year product and performance warranty

## Best Fit For

- Customers where strong performance-to-value ratio is the priority
- Larger system builds where cost efficiency per watt is important
- Customers who research brands independently — JA's scale and third-party test results hold up to scrutiny
- Bifacial applications where roof or ground conditions allow for rear-surface production gains

## Sales Script: JA Solar

"We're recommending JA Solar panels for your system. They're one of the biggest panel manufacturers in the world — they've been a tier-one rated manufacturer for over ten years straight, which is about as consistent as it gets in this industry. Their panels consistently perform at or above their rated output in independent testing, which is what actually matters when it comes to your long-term savings."

## Talesun

Talesun is a high-quality Chinese manufacturer with a growing reputation in the US residential and commercial market. Their panels are characterized by strong efficiency ratings and competitive output, offering a solid option for customers where system performance and clean aesthetics are priorities.

## Key Strengths

- Strong efficiency ratings competitive with premium-tier brands



- Clean, low-profile panel aesthetics — appealing to homeowners who care about curb appeal
- Good temperature performance — maintains output well in high-heat environments
- 25-year product and performance warranty
- Increasingly available with advanced cell technologies including half-cut cells that reduce energy loss from shading

### Best Fit For

- Customers for whom aesthetics and panel appearance are a priority
- Applications in warmer climates where temperature coefficient matters
- System designs where strong output per panel is needed within a constrained roof footprint

### Sales Script: Talesun

"For your home, we'd be using Talesun panels — they're well regarded in the industry for their efficiency and they look particularly clean on a roof, which a lot of our customers appreciate. They carry the same 25-year warranty as our other panel brands, and their output holds up well in heat, which is relevant in your climate."

## Panel Comparison at a Glance

	Qcells	JA Solar
Origin	South Korea / USA	China (global scale)
Efficiency Range	20–22%	20–22.5%
Key Technology	Q.ANTUM (low light)	PERC / Bifacial
Best Known For	Low-light perf. / US-made	Scale / Value / Testing
Warranty	25 Years	25 Years
Best Fit	Shade/premium/US-made ask	Value / large systems

### Talesun

Efficiency: Strong competitive range | Key Tech: Half-cut cells | Best For: Aesthetics / heat performance | Warranty: 25 Years



### **All Three Panel Brands Carry a 25-Year Warranty**

This is a consistent talking point across every system Helio Solar builds. Regardless of which panel we recommend, every customer gets a 25-year manufacturer warranty covering both product defects and performance guarantees. That is the industry standard at the premium tier — and it's what every Helio system delivers.

## PART THREE

# Inverters

## Our Inverter Portfolio

The inverter is the brain of a solar system. It converts the DC electricity generated by the panels into the AC electricity your home uses. Inverter selection has a major impact on system performance, monitoring capability, shading tolerance, and cost. Helio Solar offers four inverter options, giving us the flexibility to match the right technology to each customer's home.

### Inverter Types: What Every Rep Must Know

There are two fundamental inverter architectures in residential solar, and you need to be able to explain them simply and confidently.

#### String Inverters

All panels in a string (or row) feed into a single central inverter. Simple, proven, and cost-effective. The main limitation: if one panel underperforms (due to shade, debris, or failure), it can drag down the output of the entire string. Modern string inverters with power optimizers address this limitation.

#### Microinverters

Each panel gets its own small inverter mounted on the back of that panel. Every panel operates independently. Shade or failure on one panel has zero effect on the others. Higher upfront cost, but superior performance in shading conditions and per-panel monitoring. Considered the premium architecture.

#### The Optimizer Solution

SolarEdge's string inverter with power optimizers is the bridge between these two approaches: each panel gets an optimizer (like a microinverter, but smaller) that maximizes that panel's individual output and communicates detailed monitoring data, while a single string inverter handles the DC-to-AC conversion. You get panel-level performance without full microinverter cost.

### SolarEdge: Optimized String Inverter

SolarEdge is the world's largest inverter manufacturer and the market leader in power optimizer technology. Their system pairs a central string inverter with individual power optimizers on each panel, delivering per-panel performance optimization and monitoring without the full cost of microinverters.

#### Key Strengths



- Power optimizer on every panel — each panel operates at its maximum output independently, eliminating the string-weakest-link problem
- Panel-level monitoring — customers can see exactly how each panel is performing in real time through the SolarEdge app
- Industry-leading efficiency — SolarEdge string inverters consistently rank among the highest efficiency units in independent testing
- HD-Wave technology on newer models — significantly reduces heat generation and component stress, extending inverter lifespan
- Extensive installer network and responsive support — warranty claims and service are well-supported
- Scalable — easy to add battery storage (SolarEdge has native battery integration)
- 12-year inverter warranty, extendable to 25 years

### Best Fit For

- Roofs with any shading from trees, chimneys, or neighboring structures
- Complex roof layouts with panels on multiple faces or orientations
- Customers who want detailed, app-based system monitoring
- Systems where battery storage may be added in the future
- Customers looking for the performance of microinverters at a more accessible price point

### Sales Script: SolarEdge

"For your roof, we're recommending SolarEdge — they're the biggest inverter company in the world and the technology behind what makes your system smart. What's different about SolarEdge is that every panel gets its own optimizer, so even if one panel is in shade or underperforms, it doesn't drag down the rest of the system. And you can monitor every single panel from your phone. Most systems just show you a total number — SolarEdge shows you exactly what every panel is doing."

### Enphase: Microinverters

Enphase is the world's leading microinverter manufacturer and one of the most recognized brands in residential solar. Enphase microinverters are mounted on the back of each individual panel, making every panel a fully independent power generator. This is considered the premium architecture for residential solar.

### Key Strengths

- True panel-level independence — shade, failure, or debris on one panel has absolutely zero effect on the rest of the system
- IQ8 series (Enphase's current generation) — can form a microgrid and provide limited backup power even without a battery in certain configurations



- Extensive real-time monitoring via the Enlighten app — per-panel data, historical production, and system health alerts
- No single point of failure — unlike a string inverter (one inverter failure = system down), a failed microinverter only affects that one panel
- 25-year warranty — the longest standard warranty in the inverter category and the only major inverter brand to match panel warranty length
- Proven longevity — Enphase has the longest field history of any microinverter manufacturer
- Native battery integration — Enphase IQ Battery pairs seamlessly with their microinverter system

### Best Fit For

- Roofs with significant or complex shading
- Customers who want maximum system reliability (no single point of failure)
- Customers who want the most detailed monitoring available
- Systems where Enphase battery storage is being added
- Customers willing to invest in the premium architecture for long-term performance

### Sales Script: Enphase

"For your home, we're recommending Enphase microinverters — and here's why that matters. Most systems use one central inverter for all your panels. Enphase puts a tiny inverter on the back of each panel individually. So every panel operates completely independently. If a tree casts a shadow on one panel in the afternoon, the other 19 panels keep running at 100%. And Enphase gives a 25-year warranty on their inverters — same as your panels — which no string inverter manufacturer can match. It's the premium option, and for your roof, it's the right one."

### Tesla: String Inverter

Tesla's solar inverter is part of their broader energy ecosystem and is designed for clean integration, particularly with the Tesla Powerwall battery system. The Tesla string inverter offers solid performance with a streamlined, aesthetically clean design that appeals to customers who value brand cohesion and are interested in the Tesla energy ecosystem.

### Key Strengths

- Seamless native integration with Tesla Powerwall — the most popular home battery system in the US
- Clean, compact aesthetic — appealing to design-conscious homeowners
- Solid efficiency ratings competitive with other premium string inverters
- Tesla app monitoring — integrates solar production, battery status, and home energy usage in one interface



- Brand recognition — Tesla is one of the most recognized names in energy technology, which can aid customer confidence
- 12.5-year warranty standard

### Best Fit For

- Customers who are planning to add a Tesla Powerwall battery now or in the future
- Customers who value brand cohesion and are already in the Tesla ecosystem
- Design-conscious customers who care about hardware aesthetics
- Unshaded roofs with simple, straightforward layouts where string architecture performs optimally

### Sales Script: Tesla Inverter

"We're using a Tesla inverter on your system. Beyond the name recognition, the reason it makes sense for your home is that it integrates natively with the Tesla Powerwall if you ever want to add battery backup. Everything talks to each other through the Tesla app — your solar production, your battery charge level, your home usage — all in one place. For a clean, simple system with a clear upgrade path, it's a great fit."

### SMA: String Inverter

SMA is a German manufacturer and one of the most established names in the global inverter market, with a 40+ year history and an outstanding reputation for reliability, engineering quality, and long-term performance. SMA inverters are particularly valued in markets where proven durability and a long track record matter most.

### Key Strengths

- German engineering with 40+ years of inverter manufacturing history — one of the most tenured brands in the industry
- Exceptional long-term reliability — among the lowest field failure rates in the inverter industry
- SMA's Sunny Boy series is one of the most widely installed residential inverters in the world, with an extensive global field history
- SMA Shade Fix technology — built-in shade management that partially mitigates string shading effects without separate optimizers
- Strong efficiency ratings across the product line
- Excellent technical support and service network
- 10-year standard warranty, extendable to 20 years

### Best Fit For



- Customers who research deeply and value a manufacturer's track record above brand novelty
- Unshaded or minimally shaded roofs where full optimizer investment is not warranted
- Customers who prioritize German-engineered reliability over monitoring sophistication
- Long-term reliability-focused buyers who want a proven product with decades of field data

### Sales Script: SMA

"We're putting an SMA inverter on your system. SMA is a German company — they've been making inverters for over 40 years, which in solar terms is an entire lifetime. They have one of the best long-term reliability records in the industry. If you're the kind of person who wants something proven and built to last rather than the newest name on the market, SMA is hard to beat."

## Inverter Comparison at a Glance

Inverter	Architecture	Best Known For
SolarEdge	Optimized String	Per-panel optimization + monitoring at accessible cost
Enphase	Microinverter	Full panel independence, 25-yr warranty, no single failure point
Tesla	String	Native Powerwall integration, brand ecosystem, clean design
SMA	String	40+ yr German engineering, proven reliability, field history

### How to Choose the Right Inverter

The curated decision tree: Does the roof have meaningful shading? → Enphase or SolarEdge. Is the customer adding or planning a Tesla Powerwall? → Tesla inverter. Does the customer value proven reliability and track record above all else and the roof is largely unshaded? → SMA. Does the customer want panel-level monitoring and optimization at a mid-tier price? → SolarEdge. When in doubt, SolarEdge is the most versatile option for the widest range of roofs.

**PART FOUR****Racking & Mounting****IronRidge & Snap-N-Rack**

Racking is the structural system that attaches your panels to the roof. It is the foundation that everything sits on — and for 25+ years. Racking is often overlooked in sales conversations, but it is a legitimate differentiator and a real quality signal. Cheap racking fails. Cheap racking leaks roofs. Cheap racking voids warranties. Helio Solar uses two of the most respected racking manufacturers in the industry.

**IronRidge**

IronRidge is an American manufacturer based in Oakland, California, and is one of the most widely recognized and trusted racking brands in the US residential solar market. Their products are engineered to the highest structural standards and are specified by leading installers nationwide.

**Key Strengths**

- Made in the USA — American-designed and manufactured, a significant selling point for qualifying customers
- Industry-leading structural ratings — IronRidge racking systems are engineered to meet the highest wind and snow load requirements
- XR100 and XR1000 rail system — the most commonly specified residential rail in the US, known for its clean profile and structural performance
- Integrated bonding — the system electrically bonds panels and racking together without additional hardware, simplifying the installation and reducing potential failure points
- Flush mount and tilt options available — allows installation optimization for different roof types and pitch conditions
- 25-year warranty on all structural components

**Best Fit For**

- Standard pitched roofs requiring maximum structural confidence
- Homes in high-wind or high-snow-load areas where structural ratings are non-negotiable
- Customers who ask about American-made components
- Complex layouts requiring flexible rail configuration



### Sales Script: IronRidge

"The racking holding your panels to your roof is IronRidge — they're American-made out of Oakland and they're one of the most specified racking systems in the country. Their structural ratings are at the top of the industry for wind and snow loads. When we say this system is built to last 25 years, part of that confidence comes from what it's mounted on."

## Snap-N-Rack

Snap-N-Rack is a California-based racking manufacturer known for their innovative mounting solutions and installation efficiency. Their systems are designed to reduce installation time without compromising structural integrity, which benefits both the installer and the customer.

### Key Strengths

- Engineered for installation efficiency — Snap-N-Rack's design philosophy centers on reducing installation time while maintaining structural performance
- Versatile mounting options — particularly strong product line for tile roofs, flat roofs, and non-standard installations where conventional rail systems are less optimal
- Strong for tile roof applications — one of the top-specified systems for Spanish tile, concrete tile, and slate roofs
- UL-listed components — independently tested and listed to UL standards
- Designed for low-profile, clean aesthetics — panels sit close to the roof for a more integrated look
- 25-year warranty on structural components

### Best Fit For

- Tile roofs (Spanish tile, concrete tile, slate) where tile-specific mounting is required
- Flat or low-slope roofs where standard rail mounting is not suitable
- Non-standard roof types where installation flexibility is needed
- Customers who prioritize low-profile, aesthetically integrated panel mounting

### Sales Script: Snap-N-Rack

"For your roof type, we're using Snap-N-Rack mounting — they specialize in exactly this kind of installation. Their system is UL listed, which means it's been independently tested to safety standards, and it's designed to sit low and clean on the roof so the system integrates well visually. Both the panel warranty and the structural warranty are backed by quality hardware underneath."



### **IronRidge: Best For**

Standard pitched roofs. High wind/snow load areas. Customers asking about American-made components. Complex roof layouts requiring flexible rail configuration. Maximum structural confidence.

### **Snap-N-Rack: Best For**

Tile roofs (Spanish tile, concrete tile, slate). Flat or low-slope roofs. Aesthetic-priority installs. Non-standard roof types. Faster installs on compatible roof types.

### **Racking as a Sales Tool**

Most competitors never mention racking — they treat it as invisible infrastructure. You can use it as a differentiator. When a customer asks 'how do I know this won't damage my roof?' — you answer with racking quality, installation team experience, and the 25-year structural warranty. That answer builds confidence no competitor can match if they've never had this conversation.



# PART FIVE Warranties & Guarantees

## The Helio Warranty Stack

Solar is a long-term investment. Customers are trusting you — and Helio Solar — with their roof, their energy, and often tens of thousands of dollars. Warranty coverage is not a footnote. It is one of the most powerful closing tools in your kit, and Helio Solar's warranty position is genuinely exceptional compared to the industry at large.

We offer two distinct warranty tiers, depending on the customer's payment structure. Know both inside and out.

### Standard: 25-Year Manufacturer Warranties

Every Helio Solar system — regardless of payment method — is protected by comprehensive 25-year manufacturer warranties on all key components.

Component	Warranty Coverage	What It Covers
Solar Panels	25 Years (all brands)	Product defects AND performance — panels guaranteed to produce at or above minimum output thresholds for 25 years.
Racking	25 Years (IronRidge & Snap-N-Rack)	Structural integrity and material defects. The mounting hardware holding your panels is warranted as long as the panels themselves.
SolarEdge Inverter	12 Years (extendable to 25)	Full inverter replacement in case of failure. Extension to 25 years available.
Enphase Microinverters	25 Years	Each individual microinverter warranted for 25 years — the only major inverter brand matching panel warranty length.
Tesla Inverter	12.5 Years standard	Full inverter replacement for defects or failure.
SMA Inverter	10 Years (extendable to 20)	Full inverter replacement. Extended coverage available.



### Sales Script: 25-Year Warranty

"Every component on your system carries a 25-year manufacturer warranty — the panels, the racking, and depending on the inverter, the inverter itself. That's not common. Most companies throw up some panels and move on. We're putting components on your roof that the people who made them are standing behind for a quarter century. That's the standard of system we build."

## Premium: Solar Insure 30-Year Warranty (Cash & Loan Customers)

For customers purchasing their system with cash or a loan, Helio Solar offers an additional, industry-leading warranty through Solar Insure: a 30-year comprehensive monitoring and replacement warranty that goes above and beyond standard manufacturer coverage.

### Solar Insure: What Makes It Different

Solar Insure is an independent insurance-backed warranty provider — not the manufacturer, not the installer. This matters because manufacturer warranties are only as good as the manufacturer's continued existence. Solar Insure operates as a separate financial guarantee, meaning even if a panel brand went out of business, the Solar Insure warranty remains in force. It is the most comprehensive residential solar warranty available in the market.

### Solar Insure 30-Year Coverage Includes

- 30-year system monitoring — Solar Insure actively monitors the system's production and alerts to any underperformance
- Product replacement coverage — components that fail or underperform are covered for replacement
- Performance guarantee — the system is warranted to produce at specified levels for 30 years
- Battery storage coverage — for cash and loan customers who add a battery (Tesla Powerwall, SolarEdge, Enphase, or EG4), the Solar Insure 30-year warranty extends to cover the battery as well
- Independent, insurance-backed — coverage backed by an insurance carrier, not reliant solely on the manufacturer or installer remaining in business
- Transferable — if the customer sells their home, the Solar Insure warranty transfers to the new owner, adding real and measurable home resale value

### Solar Insure Availability

The Solar Insure 30-year warranty is available exclusively for cash and loan customers — customers who own their system outright. It is not available on lease or PPA products, where Helio Solar retains system ownership and the standard 25-year manufacturer warranties apply.



### Sales Script: Solar Insure

"Because you're purchasing your system, you're eligible for the Solar Insure 30-year warranty — and this is genuinely something most companies can't offer. It's an independent, insurance-backed warranty that actively monitors your system for 30 years and covers replacement if anything underperforms or fails. If you're adding a battery, that's covered too. It's independent, meaning it doesn't go away if a panel manufacturer has problems down the road. And it transfers when you sell the house — which is a real number when it comes to home value. For a 25-year investment on your roof, that kind of coverage is peace of mind that's hard to put a price on."

## Warranty Comparison by Payment Type

### Cash or Loan Purchase

25-year manufacturer warranties on all components (panels, racking, inverter). PLUS Solar Insure 30-year independent monitoring and performance warranty. Transferable to new owner at resale. The strongest warranty position available.

### Lease or PPA

25-year manufacturer warranties on all components. Helio Solar as the system owner maintains full responsibility for system performance throughout the lease/PPA term. Any underperforming equipment is Helio Solar's responsibility to remedy.

### Using Warranty as a Closing Tool

When a customer is comparing Helio Solar to a competitor, ask one question: 'What warranty does the other company offer?' Most will describe a 10 or 12-year inverter warranty and a standard manufacturer panel warranty. You then describe a 25-year stack on every component and — for purchase customers — an additional 30-year independent insurance-backed warranty that actively monitors their system. That conversation typically ends the comparison.

**PART SIX****The Curated Approach****Why We Don't Sell the Same Thing to Everyone**

Walk into any big-box solar company and you'll be offered the same system the last customer got. Same panel brand, same inverter, same racking — because their business model is built on volume and standardization. They have one product and they fit every home into it.

Helio Solar operates on a fundamentally different philosophy. We have a portfolio of panels, inverters, and racking systems precisely so we can build the right system for each customer — not the easiest one for us to install. This is what we mean by the curated approach, and it is one of your most powerful differentiators in a sales conversation.

**What Curated Means in Practice**

Curated does not mean complicated. It means every system decision is made deliberately, with that specific customer's home, goals, and situation in mind. Here is what that looks like:

- A roof with afternoon tree shading gets Enphase microinverters — not SolarEdge optimizers, not a standard string inverter
- A customer on a tight budget with a large unshaded south-facing roof gets JA Solar panels and SMA inverter — maximizing their savings per dollar without paying for technology that doesn't add value on their roof
- A customer with a Spanish tile roof gets Snap-N-Rack — because forcing standard rail mounting onto tile increases roof damage risk and is the wrong tool for the job
- A customer asking about American-made products gets Qcells and IronRidge — because we have the inventory to honor that preference
- A customer planning to add a Tesla Powerwall next year gets a Tesla inverter today — because native integration matters for their long-term plans

**The Curated Approach in 30 Seconds**

"We carry multiple panel brands, multiple inverter types, and multiple racking systems. We do that so we can build the right system for your home — not the same system we sell everyone. A lot of companies have one product and they fit every house into it. We work the other way: we start with your roof and your goals and we pick from our portfolio to match. That's how you get a system that's actually optimized for you."

**The Curated Decision Framework**



Use this framework during your proposal preparation between Sit One and Sit Two. After your discovery, you should be able to answer every one of these questions — and your system recommendation should flow directly from the answers.

### Step 1: Assess the Roof

- What is the roof type? (Asphalt shingle, tile, flat, metal) → Informs racking selection
- What is the pitch and orientation? → Informs expected production and whether a tilt kit adds value
- Is there shading from trees, chimneys, or neighboring structures at any time of day? → Informs inverter selection
- How much usable roof space is available? → Informs panel selection (higher efficiency if space is constrained)

### Step 2: Assess the Customer's Goals

- Is maximum production the priority, or maximum value per dollar? → Informs panel tier
- Does the customer care about American-made products? → Qcells panels, IronRidge racking
- Are they adding battery storage now or planning to? → Tesla inverter for Powerwall, Enphase for IQ Battery
- Do they want detailed monitoring and app visibility? → SolarEdge or Enphase
- Are they purchasing (cash/loan) or leasing/PPA? → Determines Solar Insure eligibility

### Step 3: Build the System

With roof assessment and customer goals answered, the system specification follows logically. You are not guessing or defaulting — you are selecting from Helio Solar's curated portfolio with a clear rationale for every component. That rationale is what you present in Sit Two.

#### Presenting the Curated Recommendation in Sit Two

"Based on your roof and what you told me about your priorities, here's what we're recommending — and here's why each piece. Your roof has afternoon shading on the west side, so we're using Enphase microinverters — each panel runs independently, so that shading affects maybe two panels instead of your whole system. We're using Qcells panels because you mentioned preferring American-made products, and Qcells manufactures in the US. And for the mounting, we're using IronRidge — also American-made, highest structural ratings in the industry. Every component was picked for your home specifically."

That presentation builds enormous trust. The customer can see that you listened in Sit One, that you did actual work between sits, and that you are making decisions in their interest — not defaulting to the cheapest or easiest option. That is how you differentiate Helio Solar from every other company they might be comparing you to.

## PART SEVEN

## Credibility & Certifications

### Why Our Credentials Close Deals

In an industry with a mixed reputation — where some companies have over-promised, under-delivered, or disappeared entirely — Helio Solar's credentials are not formalities. They are evidence. Every certification, every verified review platform, every industry membership is proof that we operate at a level most companies in this space do not reach.

Your ability to deploy these credentials at the right moment in a conversation — naturally, specifically, and in response to the customer's actual concern — is a skill worth developing. Here is a full breakdown of each credential and how to use it.

#### NABCEP Certification

The North American Board of Certified Energy Practitioners (NABCEP) certification is the gold standard professional credential in solar installation. Earning it requires documented field experience, passing a rigorous examination, and ongoing continuing education. It is not common — most installers in the country are not NABCEP certified.

##### What It Signals

Technical competence verified by an independent professional body. NABCEP certified installers have proven they understand system design, electrical standards, structural loading, and safety at a level that the market's majority of installers have not demonstrated.

##### When to Use It

Use when a customer asks about installer qualifications, when they've had bad experiences with other contractors, or when they want to know how to evaluate the quality of a solar company. 'Our installation team is NABCEP certified — that's the highest professional credential in this industry, and most companies don't have it.'

#### BBB — Highest Rating

Helio Solar holds the Better Business Bureau's highest rating. This is earned through a combination of zero unresolved complaints, verified business information, and demonstrated commitment to BBB standards. The BBB rating is one of the most easily verified third-party signals a customer can check independently.



### BBB Script

"We have the highest rating from the Better Business Bureau — no unresolved complaints, verified business practices. That's publicly visible on their website and you can check it right now. In an industry where customers sometimes have trouble getting companies to call them back after installation, that's a meaningful standard to hold ourselves to."

## Google Reviews

Google reviews are the most trusted consumer review platform in the US. Unlike paid review sites, Google reviews cannot be purchased — they come from real customers who have gone through the process. Helio Solar's Google review profile reflects our actual customer experience.

Use Google reviews as social proof that is verifiable in real time. In a Sit One or Sit Two conversation, you can literally hand a customer your phone or invite them to pull up Google on theirs. That level of transparency is itself a signal of confidence.

### Google Reviews Script

"Pull up Google and search for Helio Solar — you'll see our reviews right there. Those are your neighbors who've gone through this process. I'd rather you read what they have to say than take my word for anything."

## Angie's List Approved

Angie's List (now Angi) is a verified contractor review and screening platform. Approval is based on customer review scores and service history. Being Angie's List approved signals to a segment of homeowners — particularly those who actively use the platform to vet contractors — that Helio Solar has passed their screening threshold.

## HomeAdvisor Approved

HomeAdvisor approval involves background checks on the business and key personnel, verification of licensing and insurance, and review monitoring. It signals to customers who use HomeAdvisor as a contractor vetting resource that Helio Solar has been independently screened.

### HomeAdvisor Script

"We're HomeAdvisor approved — that means they've background-checked our team, verified our license and insurance, and we've maintained their service standards. For some customers that's the first place they go when vetting a contractor."



## SEIA Membership

The Solar Energy Industries Association is the national trade association for the US solar industry. Members commit to industry standards, ethical business practices, and ongoing engagement with policy and technology developments. SEIA membership signals that Helio Solar is an active, legitimate participant in the professional solar industry — not a transient company chasing an incentive window.

### SEIA Script

"We're a member of SEIA — the Solar Energy Industries Association. That's the national body for the solar industry. Members operate under industry professional and ethical standards. It's our way of saying we're in this business for the long term, not just while incentives are good."

## Putting It All Together: The Credential Stack

When a customer raises a concern about trusting a solar company — and many will, because the industry has a checkered reputation in some markets — you have a complete response. Not one credential. A full, verifiable stack.

### The Full Credential Stack Response

"I completely understand why you'd want to vet us thoroughly — the solar industry has some companies that overpromise and underdeliver, and you should be careful. Here's where I'd suggest you start: check our Google reviews — those are real customers, and you can read what they say. Check our BBB rating — we have the highest available and it's independently verified. We're NABCEP certified, which is the gold standard credential for solar installers. We're HomeAdvisor approved, Angie's List approved, and we're a SEIA member. Every one of those is something you can verify independently in the next 10 minutes. I'd rather you do that than just take my word for it."

### Transparency Builds Trust Faster Than Anything

Inviting customers to verify your credentials independently — actively encouraging them to look you up — is one of the most powerful trust signals available. A company with something to hide does not do this. A company built on quality, like Helio Solar, does it confidently and routinely.

## PART EIGHT

# Battery Storage

## Our Battery Portfolio

Battery storage is one of the fastest-growing segments of the residential solar market — and one of the highest-value conversations you can have with a customer. A battery transforms a solar system from a daytime power generator into a true energy independence platform: power when the grid goes down, power when rates are highest, and the peace of mind that comes from not being completely dependent on the utility.

Helio Solar offers four battery solutions: Tesla Powerwall, SolarEdge Home Battery, Enphase IQ Battery, and EG4. Our curated approach applies here just as it does to panels and inverters — we match the battery to the system and the customer's goals, not the other way around.

## Why Battery Storage Matters: The Sales Case

Before diving into each product, make sure you understand the value proposition customers care about most — because not every customer is motivated by the same thing.

### Energy Independence

The grid goes down more than it used to. Storms, grid strain, wildfires, and aging infrastructure mean outages are increasingly common. A battery means the lights stay on, the refrigerator keeps running, and critical medical equipment stays powered — regardless of what the utility is doing.

### Financial Optimization

In states with time-of-use (TOU) utility rates, electricity costs more during peak hours (typically late afternoon and evening). A battery lets customers store solar power generated during the day and deploy it during peak hours — avoiding the most expensive grid electricity and maximizing the value of every panel on their roof.

### Solar Self-Consumption

Without a battery, excess solar power feeds back to the grid. Net metering compensates for this, but buyback rates are declining in many states. A battery lets customers use more of their own power rather than selling it back at lower rates and buying it back at higher ones.

### Whole-Home Backup

For customers in areas with frequent outages or who rely on medical equipment, well or pump systems, or home offices — whole-home or partial-home backup is not a luxury, it's a necessity. Battery systems sized correctly provide hours to days of backup depending on consumption.



### Battery as a Closing Tool

Battery storage often resolves the last remaining hesitation in a solar deal. A customer who says 'but what happens when the grid goes down?' has just told you exactly what they need. The answer is a battery — and the conversation shifts from 'should I go solar?' to 'how do I want to configure my energy system?'

## Tesla Powerwall

The Tesla Powerwall is the most recognized home battery brand in the US — arguably the most recognized in the world. It is a fully integrated AC-coupled battery system that works with any solar inverter (not just Tesla's), though it pairs most seamlessly with the Tesla inverter through the Gateway interface.

### Key Specifications

Spec	Powerwall 3	Notes
Usable Capacity	13.5 kWh	Per unit. Multiple units can be stacked.
Peak Power Output	11.5 kW continuous	Sufficient for most whole-home loads
Backup Capability	Whole-home backup	Seamless transition on outage
Compatibility	Any solar inverter	Native with Tesla solar/inverter
Warranty	10 years / 70% capacity retention	Manufacturer warranty
Solar Insure	30 years (cash/loan)	Extends coverage beyond manufacturer

### Key Strengths

- Brand recognition — Tesla Powerwall is the household name in home battery storage; customers who have been researching already know it
- Seamless whole-home backup — the Gateway automatically switches to battery in under 200 milliseconds on a grid outage; the customer often doesn't notice the transition
- Stackable — multiple Powerwalls can be paired for customers needing extended backup capacity or whole-home coverage for larger loads
- Storm Watch — the Powerwall app automatically charges to 100% when severe weather is detected in the area, before the storm hits
- Time-based control — programmable to charge at off-peak rates and discharge during peak hours, maximizing financial value
- Tesla app integration — seamless visibility into solar production, battery state, and home consumption in a single interface



## Best Fit For

- Customers who recognize the Tesla brand and have already been considering Powerwall
- Systems using a Tesla inverter — native integration is the strongest available
- Customers wanting whole-home seamless backup with minimal complexity
- Customers in areas with frequent or prolonged outages
- Customers with time-of-use utility rates who want financial optimization

### Sales Script: Tesla Powerwall

"The Tesla Powerwall is the most recognized home battery out there — and for good reason. It stores 13.5 kilowatt hours and it's designed for whole-home backup. When the grid goes down, it switches over in under a second — most people don't even realize it happened. It has a feature called Storm Watch where it actually monitors weather forecasts and automatically charges to full before a storm rolls in. And if you ever want more storage, you can stack multiple Powerwalls. For most homeowners, one gets the job done for overnight and outage coverage."

## SolarEdge Home Battery

The SolarEdge Home Battery is a DC-coupled battery system designed to work natively within the SolarEdge ecosystem. For customers who are already specifying a SolarEdge inverter with power optimizers, the SolarEdge battery offers the most seamless, highest-efficiency integration available — because DC coupling means the battery charges directly from panel output without the DC-to-AC-to-DC conversion loss of AC-coupled systems.

## Key Specifications

Spec	SolarEdge Home Battery	Notes
Usable Capacity	9.7 kWh per unit	Stackable up to 3 units (29.1 kWh)
Peak Power Output	5 kW continuous	Per unit
Coupling	DC-coupled	Higher charging efficiency than AC systems
Compatibility	SolarEdge inverters only	Native ecosystem integration
Warranty	10 years / 70% capacity retention	Manufacturer warranty
Solar Insure	30 years (cash/loan)	Extends coverage beyond manufacturer

## Key Strengths



- DC-coupled efficiency advantage — charging the battery directly from DC panel output before inverter conversion is inherently more efficient than AC-coupled systems; more of the solar energy generated actually ends up stored
- Native SolarEdge ecosystem — full system visibility through SolarEdge monitoring app; panels, inverter, and battery all speak the same language
- Stackable to 29.1 kWh — three units for customers needing extended backup or high consumption coverage
- Backup power capability — whole-home backup available with the SolarEdge Home Backup Interface
- Clean, compact form factor — designed for garage or utility room installation

### Best Fit For

- Any system specifying a SolarEdge inverter — this is the natural battery pairing for SolarEdge builds
- Customers who prioritize system efficiency — DC coupling delivers more stored energy per panel
- Customers who want a fully integrated, single-ecosystem system with unified monitoring
- Customers who want stackable capacity for extended backup

### Sales Script: SolarEdge Battery

"Since we're using a SolarEdge inverter on your system, the natural battery pairing is the SolarEdge Home Battery. The reason it's a better match than a third-party battery is how it charges — it connects directly to the DC power from your panels before it even goes through the inverter. That means less energy is lost in conversion and more of what your panels produce ends up in the battery. Everything talks to each other through the same SolarEdge app you're already using to monitor your panels. It's one integrated system from one company."

## Enphase IQ Battery

The Enphase IQ Battery is a modular, AC-coupled battery system designed to work natively with Enphase microinverters. Built on Enphase's microinverter architecture, the IQ Battery brings the same philosophy of modularity and redundancy to storage: each unit contains its own microinverters internally, meaning there is no single point of battery failure.

### Key Specifications

Spec	IQ Battery 5P	Notes
Usable Capacity	5 kWh per unit	Stackable; most installs use 2–4 units
Peak Power Output	3.84 kW continuous per unit	Scales with stacking



Spec	IQ Battery 5P	Notes
Architecture	AC-coupled with internal microinverters	Same redundancy philosophy as panels
Compatibility	Any solar system (optimized for Enphase)	Works with non-Enphase solar too
Warranty	15 years / 80% capacity retention	Best battery warranty in the category
Solar Insure	30 years (cash/loan)	Extends coverage beyond manufacturer

### Key Strengths

- Industry-leading 15-year manufacturer warranty at 80% capacity retention — no other major battery brand offers this combination of length and retention guarantee
- Modular design — add as little as 5 kWh and scale up in 5 kWh increments as needs or budget allow; no need to oversize upfront
- Internal microinverters — the same redundancy philosophy that makes Enphase panels independent applies to the battery; no single internal component failure takes down the whole unit
- IQ8 integration — pairs with Enphase IQ8 microinverters for the industry's most sophisticated panel-level and battery-level monitoring in a single Enlighten app view
- Sunlight Backup — a unique Enphase feature where the system can generate power from panels even without grid connection, providing daytime solar power during an outage even without enough battery for full backup
- Works with non-Enphase solar — AC coupling means it can be added to existing non-Enphase systems, expanding the retrofit sales opportunity

### Best Fit For

- Any system using Enphase microinverters — the natural pairing for Enphase builds
- Customers who value the longest warranty in the battery category
- Customers who want to start small and expand storage over time
- Retrofit customers with existing solar who want to add storage
- Customers in areas with frequent daytime outages where Sunlight Backup provides unique value

### Sales Script: Enphase IQ Battery

"For your Enphase system, the battery we'd pair with it is the Enphase IQ Battery. What makes it stand out in this category is the warranty — 15 years at 80% capacity retention. No other major battery brand matches that. It's also modular, so we can start you with 10 kWh and you can add more down the road without replacing anything. And there's a feature called Sunlight Backup where even during an outage, if the sun is out, your panels are still producing power for your home — most battery systems can't do that without the grid."



## EG4 Battery

EG4 is a rapidly growing American battery brand that has gained significant traction in the residential and light commercial market for delivering strong capacity and performance at a compelling value point. EG4 batteries offer a high-capacity option for customers who need substantial storage — whole-home backup, extended outage coverage, or energy arbitrage at scale — without the premium price of the major branded competitors.

### Key Specifications

Spec	EG4 LifePower4 / 6000XP	Notes
Chemistry	LiFePO4 (Lithium Iron Phosphate)	Safer, more thermally stable than NMC batteries
Usable Capacity	Up to 9.6–19.2 kWh per unit/config	Scalable; multiple units stackable
Cycle Life	6,000+ cycles at 80% DoD	Significantly higher than many competitors
Compatibility	AC or DC coupled options	Flexible integration
Warranty	10 years	Manufacturer warranty
Solar Insure	30 years (cash/loan)	Extends coverage beyond manufacturer

### Key Strengths

- LiFePO4 chemistry — Lithium Iron Phosphate is the safest lithium battery chemistry available; more thermally stable than the NMC chemistry used in some competitors, with a significantly lower fire risk profile
- Exceptional cycle life — 6,000+ cycles at 80% depth of discharge means the battery outlasts many competitor products in daily cycling applications
- High capacity options — EG4's configurations deliver some of the highest usable storage capacity per dollar in the market
- Value positioning — for customers who need substantial storage capacity and are cost-conscious, EG4 delivers strong performance without the brand premium
- Flexible integration — compatible with a range of inverter configurations, making it adaptable for different system builds
- American company — EG4 is US-based, which matters to customers who ask about product origin

### Best Fit For

- Customers who need high storage capacity at the best value per kilowatt hour
- Customers who want whole-home or extended backup coverage where sheer capacity matters most



- Energy arbitrage customers who will cycle the battery daily and benefit from EG4's superior cycle life
- Off-grid or grid-edge applications where large capacity is required
- Customers who research chemistry and are impressed by LiFePO4's safety profile

**Sales Script: EG4**

"For your situation, where you want maximum backup capacity, we'd recommend the EG4 battery. EG4 uses a lithium iron phosphate chemistry — LiFePO4 — which is the safest lithium battery chemistry available. It's more thermally stable than what some of the bigger brands use, and it has a cycle life of over 6,000 cycles, which means if you're cycling it daily, it will outlast most competing products. For customers who need serious storage capacity without paying a brand premium, it's hard to beat the value. And with the Solar Insure 30-year warranty on top, you've got the same long-term coverage as any other product we offer."

**Battery Comparison at a Glance**

Battery	Best Known For	Best Paired With
Tesla Powerwall	Brand recognition, whole-home backup, Storm Watch	Tesla inverter; any solar system
SolarEdge Home Battery	DC-coupled efficiency, native SolarEdge integration	SolarEdge optimized string inverter
Enphase IQ Battery	15-yr warranty, modular scaling, Sunlight Backup	Enphase microinverters
EG4	LiFePO4 safety, high capacity, best value/kWh, cycle life	Flexible — AC or DC coupled

**Battery Warranty: Solar Insure 30-Year Coverage**

For cash and loan customers, the Solar Insure 30-year warranty extends beyond the solar panels and inverter to include the battery system. This is a significant differentiator — battery manufacturer warranties typically run 10 to 15 years, and most companies offer no coverage beyond that.

**Battery Warranty Coverage Under Solar Insure**

Cash and loan customers who purchase a battery as part of their Helio Solar system receive Solar Insure 30-year warranty coverage on the battery in addition to the solar system. This means monitoring, performance guarantees, and replacement coverage backed by independent insurance — for 30 years. The only battery in our lineup with a longer manufacturer warranty than 10 years is Enphase (15 years) — but Solar Insure takes every product to 30 years for purchase customers.



### Battery + Solar Insure Script

"One more thing worth knowing: because you're purchasing, the Solar Insure 30-year warranty covers the battery as well as the solar system. Your battery manufacturer gives you 10 years — Solar Insure covers you for 30. That's 20 additional years of independent, insurance-backed protection on a piece of equipment that's going to be running every day for decades. You won't find that combination anywhere else."

## How to Position Battery in the Sales Conversation

Battery storage is best introduced in Sit One as a discovery topic — not a hard sell. Find out whether the customer has experienced outages, whether they are on time-of-use rates, whether they have critical loads (medical equipment, well pump, home office), and whether energy independence is a stated priority. If any of those are true, battery is a natural next step in the Sit Two proposal.

- Discovery question: "Have you had any power outages in the last couple of years that caused problems for your household?"
- Discovery question: "Are you on a time-of-use rate with your utility where you pay more at certain times of day?"
- Discovery question: "Is there anything in your home that absolutely needs to keep running if the power goes out — medical equipment, a well pump, a home office?"
- Discovery question: "Is energy independence — being less reliant on the utility — something that's important to you?"

Any yes answer above is a battery conversation. Present battery as the completion of the energy system — the piece that takes solar from "I generate power during the day" to "I control my own energy around the clock."

**PART NINE****Generators & Generac****Generac: Certified Installer**

Helio Solar is a certified Generac installer. This credential matters: Generac is the most recognized standby generator brand in the US, and as a certified installer, we are authorized and trained to sell, install, and service their full product line. Adding generator solutions to our offerings makes Helio Solar a complete whole-home energy resilience company — not just a solar installer.

Many customers who are interested in solar are simultaneously thinking about energy resilience more broadly. Generators and batteries often serve overlapping but distinct customer needs, and knowing how to position each — and when to recommend one versus the other versus both — is a valuable skill that expands your deal size and your value to the customer.

**Why Generac**

Generac invented the home standby generator category and has been the market leader for decades. When most Americans think "backup generator," they think Generac. That brand recognition translates directly to sales conversations: you are not introducing a customer to an unfamiliar product. You are offering them access to the brand they already trust, installed by a certified professional team.

**Generac's Market Position**

Generac holds approximately 70% of the US home standby generator market. They manufacture a complete range from portable generators to whole-home standby units. Their PWRcell battery system (solar + battery) competes directly in the solar storage space as well.

**Helio as Certified Installer**

Certification means Helio Solar has been trained and authorized by Generac to install their products to manufacturer specifications. This matters for warranty validity, proper installation, and customer confidence. Not every contractor can be a certified Generac installer.

**Generator vs. Battery: Knowing When to Recommend Each**

This is the most important conversation to master in the energy resilience space. Batteries and generators are not interchangeable — they have different strengths, different costs, and different ideal use cases. Your credibility depends on giving customers honest guidance, not steering them toward whichever product is easier to sell.



	Battery Storage	Standby Generator
Power Source	Stores solar / grid electricity	Natural gas or propane
Runtime	Hours (depends on capacity and usage)	Unlimited while fuel is available
Outage Response	Instant, automatic (milliseconds)	10–30 second startup delay typical
Daily Value	Yes — TOU optimization, solar self-consumption	No — only runs during outages
Maintenance	Minimal — no moving parts	Annual service required; fuel management
Best For	Daily solar optimization + short to medium outages	Extended outages (days+) or high load homes
Can Run Together?	Yes — ideal combination for maximum resilience	Yes — generator charges battery during extended outage

### The Honest Guidance Framework

Battery first if: the customer has short to medium outages (hours), wants daily financial value from TOU optimization, has a solar system to pair it with, or wants clean, silent backup. Generator first (or in addition) if: the customer has experienced multi-day outages, has very high whole-home loads that exceed battery capacity, or is in an area with extreme weather where extended grid-down scenarios are realistic. Both together if: the customer wants maximum resilience — the generator extends battery runtime indefinitely during a prolonged outage by recharging it.

## The Generac Product Line

As a certified installer, Helio Solar can offer Generac's full residential lineup. Here are the key product categories your customers will ask about.

### Generac Home Standby Generators

Generac's standby generators are permanently installed outside the home, connected to a natural gas or propane supply, and automatically start within seconds of a grid outage. They require no action from the homeowner — the transfer switch detects the outage and the generator takes over automatically.

- 7 kW to 24 kW residential models — covers everything from essential circuits to whole-home coverage depending on system size
- Air-cooled units (7–22 kW) — most popular for residential use; excellent value, proven reliability
- Liquid-cooled units (22–24 kW) — for larger homes or heavier loads requiring premium capacity



- Guardian Series — Generac's flagship residential line; mobile link monitoring standard, automatic weekly self-test, 5-year warranty
- Evolution Controller — Generac's proprietary control system; monitors the generator, runs diagnostics, and connects to the mobile link app for remote visibility
- Mobile Link — the Generac app for remote monitoring; customers can see generator status, run history, and receive alerts from anywhere

## Generac PWRcell — Solar + Battery System

Generac's PWRcell is their integrated solar and battery storage system, competing directly in the residential solar-plus-storage space. For customers who specifically request Generac's battery ecosystem rather than Tesla, SolarEdge, Enphase, or EG4, Helio Solar can accommodate this preference as a certified Generac installer.

- Modular battery design — 9 kWh to 18 kWh depending on module count; scalable
- PWRview energy monitoring — whole-home energy monitoring and management
- Whole-home backup capable — paired with the PWRcell inverter for seamless backup
- Generac brand confidence — for customers who trust Generac above all other brands, PWRcell delivers that brand in solar storage

## Generac Portable Generators

While Helio Solar's primary generator offering centers on standby installations, Generac portable units are available for customers whose needs or budget don't support a full standby installation. These are less commonly part of a solar conversation but useful to know for customer inquiries.

## Solar + Generator: The Complete Resilience Package

The most powerful offering in Helio Solar's portfolio is the combination of solar, battery, and a Generac standby generator. This combination provides true whole-home energy resilience at every timescale: the battery handles daily solar optimization and short outages seamlessly and silently; the generator kicks in for extended grid-down scenarios and keeps the battery charged indefinitely.

### Solar + Battery + Generator Script

"Here's how we think about complete energy resilience for a home like yours. Solar generates your power during the day — free electricity from your roof. The battery stores what you don't use and powers your home overnight and during short outages. For extended outages — the ones that last two or three days — the battery alone has its limits. That's where the Generac comes in. It runs on natural gas or propane, starts automatically, and keeps everything running as long as you need — and it recharges the battery so the whole system stays working together. We're a certified Generac installer, so we design and install the whole package. Most of our customers who go this route say it's the last time they'll ever worry about a power outage."

## Certified Installer: What It Means for Your Customer

Being a certified Generac installer is not just a credential — it is a service promise. Certification means our team has been trained by Generac to install their products to manufacturer specifications, which has direct implications for the customer:

- Warranty validity — Generac's product warranty requires installation by a certified installer; a non-certified installation voids manufacturer coverage
- Quality standards — certified installers are trained on proper electrical integration, transfer switch installation, and load calculations
- Service capability — as a certified installer, Helio Solar can service and maintain Generac equipment, not just install it
- Access to full product line — certified status gives us access to Generac's complete residential lineup, not a limited subset

### Generac Certification Script

"We're a certified Generac installer — and that matters for a practical reason: Generac's warranty requires installation by a certified contractor. If someone installs a Generac and they're not certified, the warranty isn't valid. We are, so your warranty is fully protected from day one. And because we're certified, we can also service the unit going forward — you don't need to find a separate contractor for annual maintenance."

## Generator Discovery Questions for Sit One

- "Have you experienced any power outages that caused real problems — food spoilage, lost work, equipment issues?"
- "How long do your outages typically last when they happen?"
- "Is there anything in your home that absolutely cannot lose power — medical equipment, a sump pump, a well pump?"
- "Do you currently have a generator? If so, is it portable or standby?"
- "Would you be interested in a solution where you never have to think about a power outage at all?"

### The Generator Upsell Is a Service

Recommending a generator to the right customer is not upselling — it is completing their energy resilience picture honestly. A customer who loses power for three days and realizes their battery ran out after six hours is not a satisfied customer. A customer whose solar charges their battery, whose battery handles the first night, and whose Generac takes over for days two and three without them lifting a finger — that is a customer who sends referrals.



**Know the Product. Trust the Process. Build the Career.**

