



# Sungage Sales Process

May 2015

# What makes the Sungage Solar Loan Great

## 1. Our products

- Flexible terms & competitive interest rates
- No down payment required
- Deferred payments on tax credit
- Proprietary and integrated SREC products

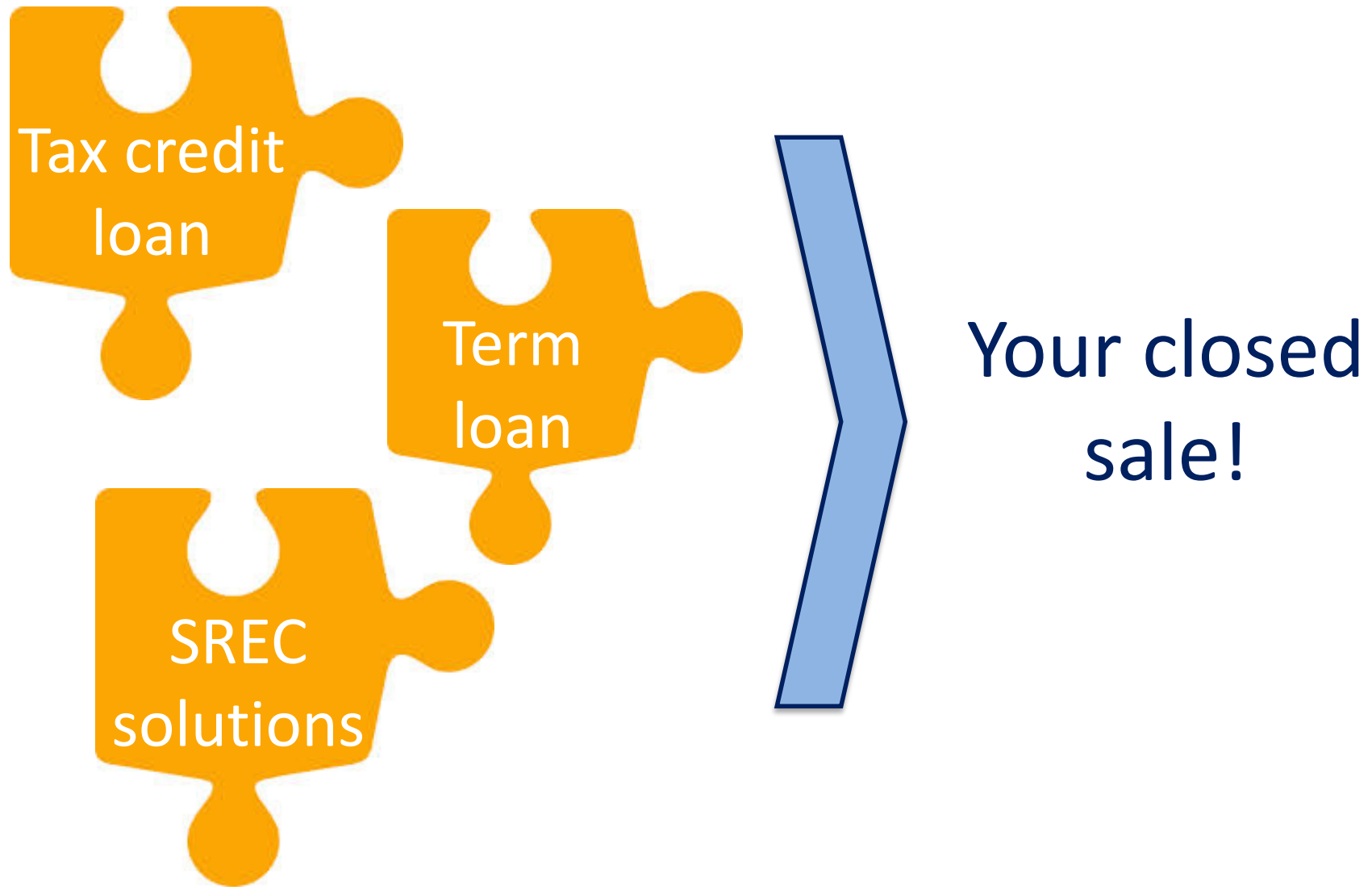
## 2. Our process

- Easy, on-line loan application w instant credit decisions
- Real-time installer communication
- Solar-smart customer service
- Installer portal for tracking progress

## 3. Our partners

- Digital Federal Credit Union

# Our product suite puts all the pieces in your hands



# How our tax credit solution is consumer-friendly

- \* No payments, no interest for 12 months at no additional cost to you or your customer
- \* Total amount of tax credit loan can be up to the expected sum of State and Federal tax credits
- \* If customer does not pay full balance on tax credit loan at 12 months, the remaining balance is consolidated with term loan with no change in interest rate or penalty

## Example

At time of sale...	12 months later...
\$9,400 tax credit loan	\$2,000 balance remaining
<b>\$205 monthly payment on term loan</b>	<b>\$227 monthly payment on term loan - No change in interest rate!</b>

# How our SREC solutions simplify the sales process

- \* Eliminate complexity and confusion of SRECs - No need to talk about minting, seasonal production, auctions, etc.
- \* Meet different consumer preferences for risk-taking
- \* Installer maintains the choice

Option 1:

## MonthlyFix™

Fixed monthly payment made **directly to the customer** every month for 10 years starting ~45 days after interconnection

**\$17.20/kw installed per month**

*Sample: 7kw = \$120/mo.*

Option 2:

## LumpSum™

Upfront payment made **directly to the dealer** ~15 days after interconnection

**\$900/kw installed**

*Sample: 7kw = \$6,300*

Option 3:

## Spot market


Customer plays the spot market.

# Solar Savings Plan

- Show customers financial benefits of going solar
- Easy, online tool
- Easy access to Sungage credit portal

**\$600 CEFIA Rebate Promotion** through Aug. 31, 2014. Act today!

**PRE-QUALIFY NOW**  
in under 5 minutes





Your  
**SOLAR SAVINGS PLAN**


*OVERVIEW*


**Savings Estimate for:**  
John Smith

**Solar Savings:**  
With the money that you'll save from lower electric utility payments, you can own an affordable solar system that will generate both monthly and lifetime savings.

 *Lifetime Savings:*  
**\$32,470**

 *Down Payment:*  
**\$999**

 *Production Estimate:*  
**62% Electricity Usage**



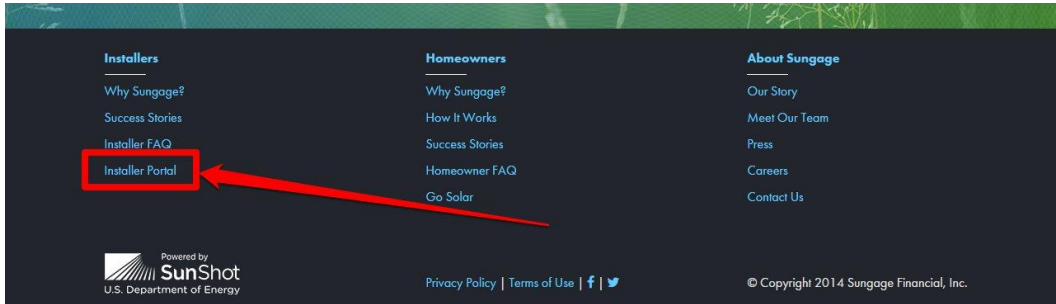
**6.5 kW System Proposal** prepared by: John Smith @ (413) 555-1212 on Jul 11, 2014

# Logging into the Sungage Installer Portal

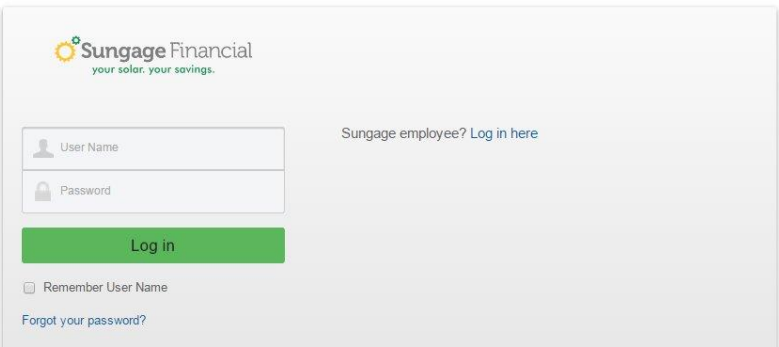


## Log in

- Visit our website at [www.sungagefinancial.com](http://www.sungagefinancial.com) and click “Installer Portal” in the bottom left corner



- ... or, go straight to <https://sungagefinancial.force.com/projects/login>

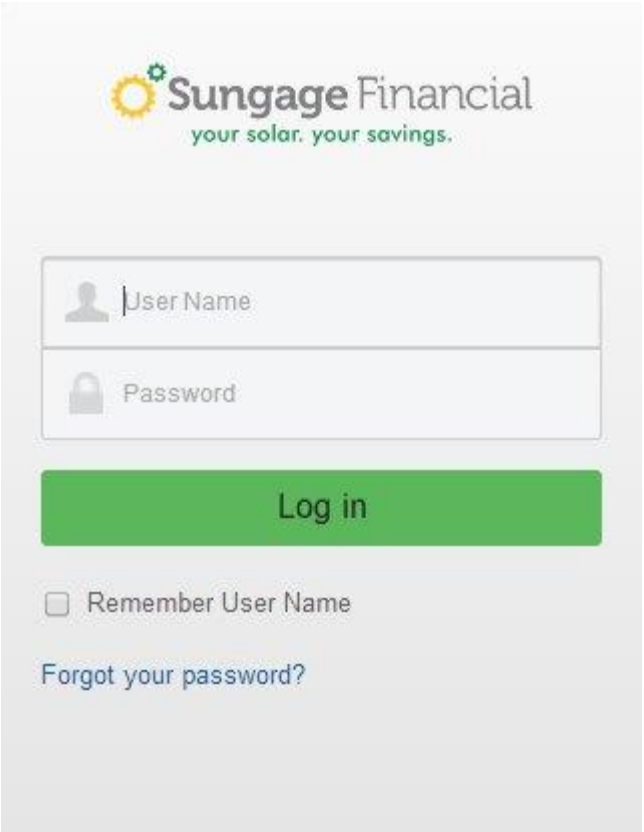


# Logging into the Sungage Installer Portal (cont.)



## Log in

- Log in to the Sungage Installer Portal using your email address (you may need to add “.sun” to your email address if your company uses SalesForce)
- In order to receive credentials, you must first sign our Code of Conduct










# Creating and saving a new system



Click "New Project" to access this screen and create a new project

## Create New System

- After logging in, click "New Project" at top of screen
- Click  for more guidance
- Click "Save" when complete

Sungage Portal  My Projects  New Project  Dashboard  Logout

### New Project

#### Project

State  Zip Code  Project Name

#### Customer

First Name  Email Address

Last Name  [Two customers for this project?](#)

#### System

System Size (kW STC)  Gross Cost

Year 1 Expected Production (after shading) kWh  Rebate Amount

#### Utility

Electric Utility  Custom Utility  Annual Usage (kWh)

[Advanced Settings](#)

#### Need Help?

If you have any questions or concerns, don't hesitate to contact us.

Email: [customerservice@sungagefinancial.com](mailto:customerservice@sungagefinancial.com)  
Phone: (617) 982-2033

# Advanced settings



- **If you've completed all fields shown on the previous slide, you can simply click "Save" and you'll be ready to send a completed Solar Savings Plan to your customer.** You can further customize your proposal by clicking [⊕ Advanced Settings](#)
- The following slides will walk through the customization options available under Advanced Settings.

# Entering advanced settings



## Advanced Settings

**Utility Override**

Actual Monthly Electricity Bill ?

Actual Monthly Fixed Cost ?

Actual Monthly Electricity Consumption (kWh) ?

Upload Actual Bill ?  No file selected.

If you believe your customer is paying an **unusually high rate for their electricity**, enter the details from a recent bill here, and we will calculate their savings based on that higher rate.

**Utility Bill:** We'll ask you to upload a copy of the customer's utility bill to verify their "actual" cost of electricity.

**Financing Options**

**Loan Term**

**SREC Product**

**Loan Term:** Options are 5, 10, 15, and 20 years. This field will default to the term that optimizes the customer's cash flow.

**SREC Product:** Options are MonthlyFix and LumpSum. This field will only display in states with SRECs, and will default to the product that optimizes the customer's cash flow.

# Entering advanced settings (cont.)



**Solar Savings Plan**

Auto/Fixed Down Payment ?  
\$ 0.00

System Life (years)  
30

Tax Loan  
Standard (12 months)

Estimated Maintenance Cost ?  
\$ Default: \$0.40/watt

Utility Escalation  
3%

**Down Payment:** Enter a number in this box to set the deposit/down payment that you expect to collect directly from the customer

**Estimated maintenance cost** which could include inverter replacement cost or any other costs you believe are relevant

**System Life:** can be specified as either 25 or 30 years for financial calculations and lifetime savings.

**Utility Escalation Rate:** Can be set at 0, 1, 2, 3 or 4% per year.

Set term of the customer's **tax credit bridge loan**. Options are 12, 15, and 18 months (12 months included in standard Sungage fee; additional fee of 1.25% of tax loan amount for 15 months, 2.5% for 18).

# Sharing the Solar Savings Plan with your customer



**Savings Plan URL** (email this link to customer): ?

<https://demo-sungage.cs18.force.com/apply/ssp?k=50ab13a78> PDF

<b>Down Payment:</b> \$0.00	<b>Estimated Maintenance Cost:</b> \$0.00
<b>System Life:</b> 30 years	<b>Utility Escalation:</b> 4%
<b>Loan Principal:</b> \$31,000	<b>Loan Term:</b> 15 years
<b>State &amp; Federal Tax Credit:</b> \$9,300	<b>Monthly Payment:</b> \$190.35
<b>Tax Loan:</b> 12 months	<b>SREC Product:</b> MonthlyFix (\$75/month)

## Sharing the SSP

- Click “Savings Plan URL” for a URL unique to your customer’s proposal
- If possible, review the Solar Savings Plan (or a sample system) with your customer in person
- Send your customer a link to their customized Solar Savings Plan
- You may also click “PDF” to create a PDF of the Solar Savings Plan you created



# Sungage Financial

Dealer Direct Phone Line: 617-982-2033

E-mail: [CustomerService@Sungagefinancial.com](mailto:CustomerService@Sungagefinancial.com)



[www.sungagefinancial.com](http://www.sungagefinancial.com)

# Sungage Solar Loan – Product Overview

**For Dealer Background Use Only**  
*Please Do Not Distribute/Share With Homeowners*

## Terms

Lender	Digital Federal Credit Union (DCU)	
Markets	California, Colorado, Connecticut, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Texas, and Vermont	
Term	5, 10, 15, and 20 years	
Annual Percentage Rate*	Up to 20 Year:	7.24% APR
	Up to 15 Year:	6.49% APR
	Up to 10 Year:	5.49% APR
	Up to 5 Year:	4.49% APR
Down payment	None required	
0% Tax Credit Loan	12-month; 15-month; 18-month terms available. Amount of this loan may not exceed 80% of the total amount financed nor the value of expected combined Federal and State solar tax credits.	
Prepayment	Borrower may pre-pay the loan at any time with no penalty	
Max Loan Amount	\$50,000 (including 0% Tax Credit Loan)	
Minimum Loan Amount	\$7,500 for 5 Year Term, \$10,000 for 10 Year and 15 Year Term, \$15,000 for 20 Year Term	
Homeowner Fees	None	
Home Equity	None required	

## Customer Credit Requirements

Minimum FICO score	680	Other requirements: Must be the homeowner’s primary residence (1 to 4 units, no subdivided deeds), home cannot be in a trust
Maximum DTI	50%	

## System Requirements

Project must utilize Modules and Inverter(s) contained on the Sungage Approved Vendor List.

# Sungage SREC Products: LumpSum and MonthlyFix

*Sungage SREC products are meant to eliminate the complexity and confusion associated with introducing homeowners to the nuances of the SREC market*

Product	MonthlyFix	LumpSum
<b>Description</b>	Fixed monthly payment made <b>directly to the customer</b> every month (for 10 years in MA, 15 years in NJ, and 5 years in MD) starting ~45 days after interconnection	Upfront payment made <b>directly to the dealer</b> ~15 days after interconnection
<b>Advantage</b>	Best value	No risk
<b>Pricing</b>	MA: \$17.20/kW installed/month NJ: \$9.52/kW installed/month MD: \$8.75/kW installed/month	MA: \$0.90/W installed NJ: \$0.69/W installed MD: \$0.50/W installed
<b>Example</b> <i>(7kW system)</i>	MA: \$120.40 monthly payment NJ: \$66.64 monthly payment MD: \$61.25 monthly payment	MA: \$6,3000.00 one-time payment NJ: \$4,830.00 one-time payment MD: \$3,5000.00 one-time payment

## Notes:

- There are no fees to use Sungage SREC Products
- To qualify for Sungage SREC Products, project must have monitoring and have 10 years of pre-paid data acquisition/reporting services
- Customers are not required to use one of our SREC Products
- Customers can use an SREC Product even if they are not using our loan

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# Approved Vendor List (Rev. May 2015)

Sungage maintains a list of approved vendors for both modules and inverters. In order to be eligible for Sungage financing, systems must use both modules and inverters on this Approved Vendor List. This list is subject to change at the sole discretion of Sungage Financial and will be updated on a regular basis and as new information is available on vendor status.

- I. **Modules** - Axitec, BenQ Solar/AU Optronics, Canadian Solar, Centrosolar, Certained (Rack-mounted), ET Solar, Hanwha SolarOne, Hyundai Heavy, Kyocera, LG Solar, Motech Americas, Phono Solar, REC Solar, Renesola, Sharp Solar, SolarWorld, SunEdison, Suniva, SunPower, Trina Solar, Upsolar, Winaico, and Yingli Solar
  
- II. **Inverters** - ABB / Power-One, Chint Power Systems (CPS), Enphase Energy, Fronius, Schneider Electric, SMA Solar Technology and SolarEdge