

aurora

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Casadia Solar

How Casadia Solar doubled their solar sales using Aurora

“It used to be that proposals were so time-consuming that I would focus on carefully qualifying each lead, but Aurora has allowed us to respond in a much more effective way to every solar lead we get.”

— Hans Frederickson, Casadia Solar



Benefits Achieved

- Doubled solar sales month over month and more than doubled sales year over year
- Streamlined the lead nurturing process with remote site assessment and polished sales proposals
- Reduced time to quote from 1 week to 1 hour while improving client experience and deliverables through Aurora

Problem

Casadia Solar was doing everything right: the site evaluations were thorough, the customer experience was seamless, and the quality of the installations were first-class. So when Hans Frederickson climbed on the roof of a prospective customer one rainy Washington day, he was surprised to hear that he and his damp handwritten measurements were already late to the game. The client already had four bids, and not one of his competitors had visited the home to do their initial assessment. A week later when he called the client with a proposal, he was informed they had already chosen another installer. Hans was shocked; he had been in the solar business for nearly a decade and this was the first time he had been beaten to the punch so abruptly.

Casadia Solar’s pre-sale process at the time was slow and laborious. Hans and his team would do a truck roll for every qualified lead and use four separate tools to make the 3D model, system design, financial analysis, and sales proposal, respectively.

INCREASED SOLAR SALES

2x

MONTH OVER MONTH

About [Casadia Solar](#)

Casadia Solar is the solar branch of Frederickson Electric. Founded in 1974 by Erik Frederickson, the family-owned business grew from a one-man operation to one of the largest electrical contractors on Washington state’s Olympic Peninsula. They attribute their success to developing a reputation for quality work and outstanding customer service. In 2007, the Fredericksons decided to bring their electrical expertise to the solar market in the Pacific Northwest. Erik’s son Hans now runs both companies.

Problem (cont.)

Because this was extremely time-consuming, Hans took great care to qualify each lead before diving into the process.

Fast forward to the Oregon Solar Energy Conference (OSEC), where Hans walked into a presentation on remote site assessment and system design by Aurora cofounder Samuel Adeyemo. Suddenly everything clicked: remote site assessment was the reason he lost the bid on that rainy day, and it would be the next key to Cascadia Solar's success.

Solution

Immediately after leaving OSEC, Hans signed up for Aurora. Since then, Cascadia Solar's business has boomed. Adopting Aurora significantly streamlined the proposal development process, reducing the time to quote from one week to one hour. By enabling Cascadia to follow up with each lead more efficiently, Aurora made it possible for them to pursue a larger volume of leads. Their already-stellar reputation is now visually supported by their sales proposals, which have been dubbed the "nicest looking proposals on the market" by customers, according to Hans. Solar sales have doubled month over month, and more than doubled year over year since adopting Aurora.

For regional installers with more leads than trucks and time, adopting a system of accurate remote site assessment and streamlined proposal creation can dramatically increase a company's scope and ability to follow up on leads. Aurora offers a scalable and powerful solution to solar companies of every size.

“

What we can do now with the remote assessment is put some nice graphics and financial information in front of a customer within an hour from talking with them on the phone.

”



HANS FREDERICKSON,
CASCADIA SOLAR

How Aurora helps Cascadia Solar:



Bankable Remote
Shading



LIDAR-assisted
3D Modeling



Easy PV System
Design



Accurate Production
Estimates



Customizable
Sales Proposals



Outstanding
Support

Interested in learning how Aurora can upgrade your design and sales process? [Sign up for a demo today.](#)

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