

aurora +

SOLARPONICS
ENERGY MANAGEMENT SYSTEMS

Solarponics cuts initial site visits by 90% while doubling installs using Aurora

“Aurora has given us the ability to do accurate site designs while reducing pre-sale site visits—saving us \$500 per lead.”

— Mike Wiegel, Solarponics



Benefits Achieved

- Reduced pre-sale site visits from 2x/week to 1x/month while doubling installs and keeping closing rate constant
- Reduced permit generation time by importing pre-made designs from Aurora, thereby doubling deal capacity
- Eliminated change orders altogether while improving customer satisfaction by using accurate shading and production estimates through Aurora

Problem

Driving to a lead's site can be quite a time consuming and expensive process, especially during the pre-sale stage. However, site visits have traditionally been an extremely important part of the overall process as they allowed the installer to accurately assess the roof and shading and therefore appropriately estimate the PV system size.

Founded in 1975, Solarponics is a growing California-based residential solar installer with 40 employees servicing the San Luis Obispo county and surrounding areas.

REDUCED SITE VISITS BY

90%

WHILE DOUBLING INSTALLS

About [Solarponics](#)

It all started after the oil embargo of 1973. Local Cal Poly Engineering grad and Solarponics founder Michael Emrich, saw an opportunity to improve local energy use and habits. Thus Solarponics began installing some of the first solar energy systems on the central coast, and some of those are still in operation today.

Since then, Solarponics has designed and installed over 5,000 systems. Solarponics has been ranked Top Solar Contractor in California five years running.

Problem (cont.)

As the organization grew, Solarponics sought out solar software to reduce costs and stay competitive while still meeting their core values of finding the best value for their customer and providing a great customer experience. The company initially tried other solar production estimate tools, but realized quickly that the quality and accuracy of these tools was insufficient.

Solution

Solarponics turned to Aurora when they saw a demo at SPI 2016. There they learned about Aurora's NREL-validated accuracy and powerful features that made it stand out. Now, Solarponics uses Aurora to design better solar from the start while cutting back on travel costs significantly since they can give their leads accurate proposals including system size, production numbers, and showing them how the system would look on their roofs—all without a pre-sale site visit.

For growing solar companies looking to service a larger area, cut back on pre-sale travel costs, and increase customer confidence in their initial estimates, Aurora serves as a powerful solution to address these problems.

“

Our customers tell us that our layouts look better than the competition. This, coupled with Aurora's accuracy, gives our salespeople confidence that they're selling the best value solar system to our customers.

”



MIKE WIEGEL, SOLARPONICS

How Aurora helps Solarponics:



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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