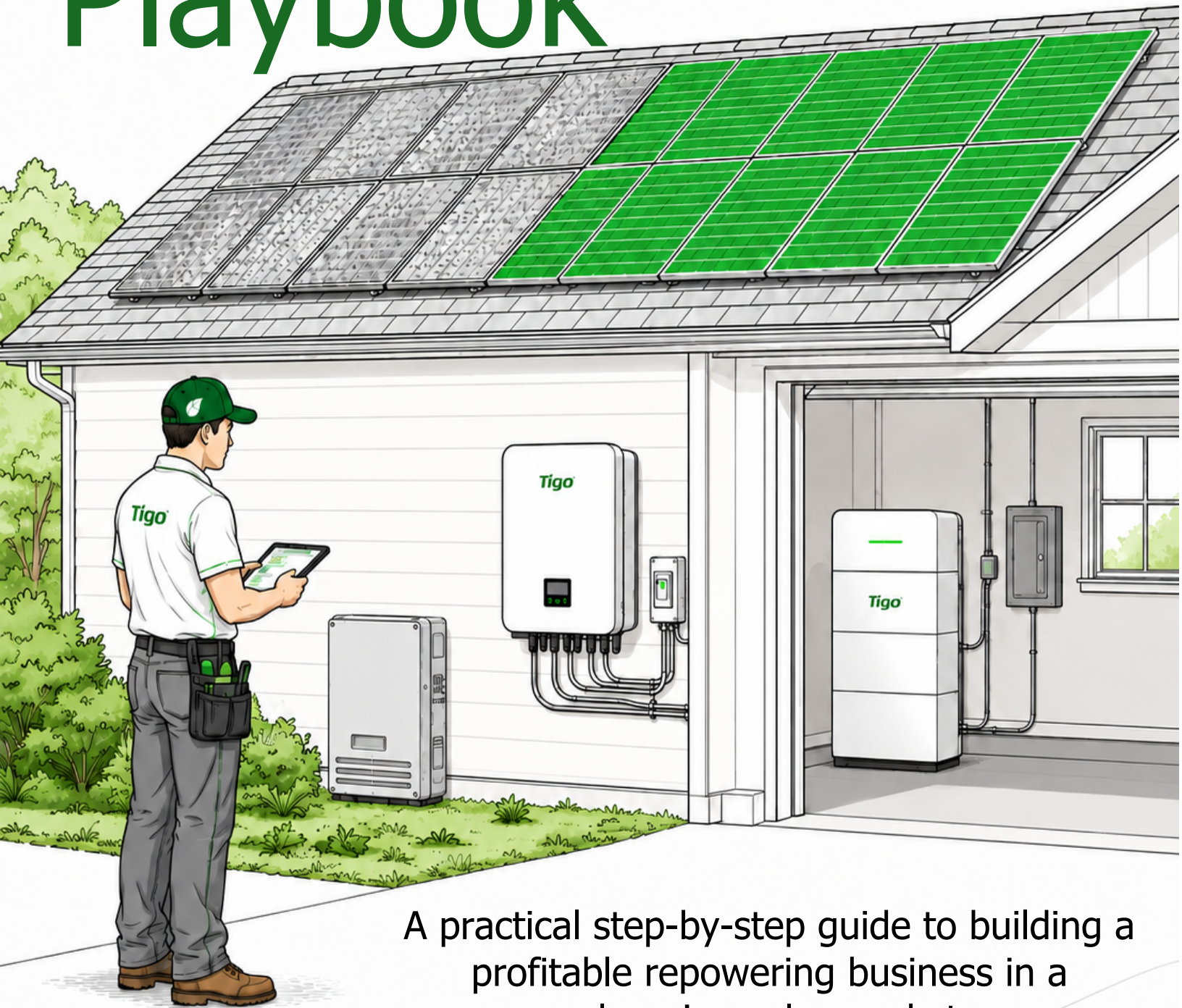


RePowering

Business Playbook



A practical step-by-step guide to building a profitable repowering business in a changing solar market

US EDITION – AUGUST 2025

Tigo®

CHAPTERS

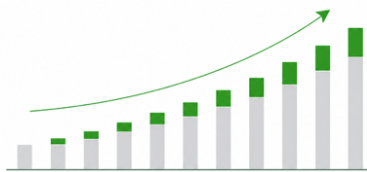


CHAPTER 1

SUMMARY

The Solar Repowering Opportunity

An overview of the market forces, business model, and strategies that make repowering one of the fastest-growing opportunities for today's solar installers.

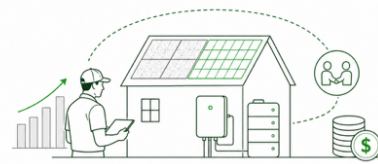


CHAPTER 2

MARKET FORCES

Why Repowering Has Become a Major Growth Market

Evolving market conditions are creating fast growth opportunities for installers

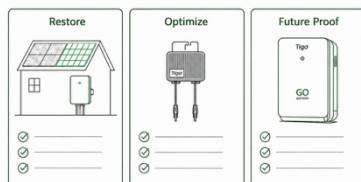


CHAPTER 3

BUILD the BUSINESS

Building a Profitable Solar Repowering Business

Learn how to create new revenue streams through repowering services



CHAPTER 4

SERVICE PACKAGES

How to Package and Sell Solar Repowering Services

Creating service packages that makes it easy for homeowners to transact with you.

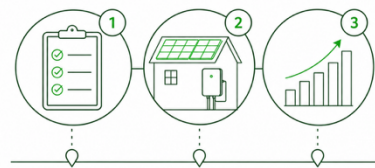


CHAPTER 5

FINDING CUSTOMERS

Finding Repowering Customers

Discover how to generate consistent repowering opportunities through traditional + modern marketing avenues



CHAPTER 6

90-DAY PLAN

Launching Your Repowering Business in 90 Days

A practical step-by-step roadmap for building your repowering business



CHAPTER 7

SUSTAINABLE BUSINESS

Building a Sustainable Solar Repowering Business

Build a customer-first business that creates lasting relationships, recurring \$, and long-term growth.



CHAPTER 8

RESOURCES & GLOSSARY

All the Terms you Need in One Spot

Find information and resources used throughout the RePowering Business Playbook

View it all online and more!



Repowering Playbook



Tigo Energy's RePowering Business Playbook

STAGE A | DISCOVER

Chapter 1: **Summary: The Solar Repowering Opportunity** (4-5 minute read)

An executive overview of the market forces, business model, and strategies that make repowering one of the fastest-growing opportunities for today's solar installers.

TL;DR

- Millions of solar systems are reaching an age where repairs, upgrades, and modernization are becoming increasingly common.
- Repowering creates new revenue opportunities by helping homeowners restore, optimize, and future-proof their existing solar investment.
- Success requires more than technical expertise—it demands a repeatable business model, effective service offerings, and a customer-first sales approach.
- This guide follows four business stages—Discover, Build, Sell, and Grow—to help installers develop a profitable and sustainable repowering business.
- Tigo's flexible ecosystem supports every stage of the repowering journey, from restoring existing systems to preparing customers for future energy upgrades.

The Next Wave of Solar Is Already Here

The first wave of the solar industry was driven by new installations. The next wave is already underway.

Millions of solar systems installed over the past two decades are aging. Equipment is reaching the end of its useful life, warranties are expiring, homeowner energy needs are evolving, and technologies such as battery storage, module-level electronics, and advanced monitoring are creating new opportunities to improve existing systems.

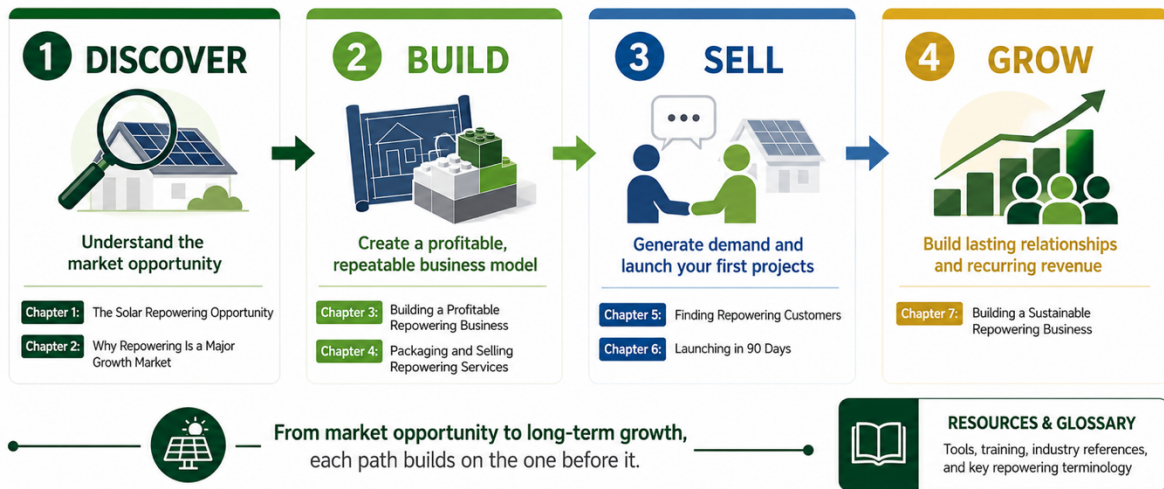
Rather than replacing entire systems, many homeowners can achieve better performance, greater reliability, and future energy flexibility through strategic upgrades.

For installers, this shift represents one of the industry's greatest opportunities to build a new, recurring line of business.



THE SOLAR REPOWERING BUSINESS JOURNEY

A four-path roadmap for building, launching, and growing a profitable solar repowering business.



DISCOVER

Why Solar Repowering Has Become a Major Growth Market

Repowering is being driven by several powerful market forces. Aging solar systems require maintenance and equipment replacement, homeowners are adding batteries and backup power, and changes in the installer landscape have left many system owners without long-term service providers. At the same time, advancements in solar technology make it possible to modernize existing systems without replacing the entire installation.

Understanding these trends is the first step toward recognizing why repowering has become one of the fastest-growing opportunities in the solar industry—and why installers who prepare today will be positioned for long-term success.

BUILD

Build a Profitable Repowering Business

A successful repowering business is built on more than replacing equipment. It requires a repeatable process that guides customers from their initial assessment through system design, installation, and ongoing support.



By creating standardized workflows and focusing on customer outcomes, installers can improve efficiency, deliver a consistent experience, and build a business that scales over time.

Package and Sell Repowering Services

Homeowners don't buy hardware—they invest in solutions.

Organizing services into simple packages such as **Restore, Optimize, and Future-Proof** makes it easier for customers to understand their options while allowing installers to recommend solutions based on performance goals, budget, and future plans.

A package-based approach also shifts conversations away from individual products and toward the value those solutions provide.

SELL

Generate Qualified Leads

The best repowering opportunities often come from customers who already own solar. Existing customers, service work, referrals, local partnerships, digital marketing, and search and AI engine optimization all play an important role in building a steady pipeline of qualified leads.

Rather than waiting for new installations, installers can proactively identify homeowners who are ready to upgrade, modernize, or expand their existing systems.

Launch Your First Repowering Projects

Building a repowering business doesn't happen overnight, but it doesn't require years of planning either.

With a structured 90-day roadmap, installers can develop service offerings, market their capabilities, complete their first projects, and begin generating momentum. Starting with a focused plan creates confidence, builds experience, and establishes the foundation for long-term growth.

GROW

Build a Sustainable Repowering Business

Long-term success comes from building relationships—not simply completing projects. The most successful installers begin every opportunity with a professional assessment, package solutions around homeowner goals, and focus on outcomes instead of equipment. That approach builds trust while creating opportunities for ongoing monitoring, future upgrades, service agreements, referrals, and recurring revenue.

Every completed repowering project should be viewed not as the end of the customer relationship, but as the beginning of a long-term partnership.

Why Tigo

Repowering rarely follows a one-size-fits-all approach.

Every system has different equipment, different challenges, and different homeowner objectives. Successful installers need solutions that integrate with existing systems while providing a clear path for future modernization.

Tigo's flexible ecosystem supports every stage of the repowering journey—from module-level power electronics and monitoring to hybrid inverters, battery storage, and future-ready energy solutions. Whether the goal is to restore performance, optimize production, or prepare for future expansion, Tigo helps installers deliver solutions that meet customers where they are today while preparing them for tomorrow.

Your Journey Starts Here

This guide is organized into four business stages—Discover, Build, Sell, and Grow—that provide a practical roadmap for creating a successful solar repowering business.

Each chapter builds on the previous one, combining market insights, proven business strategies, and real-world best practices to help you confidently enter one of the fastest-growing segments of the solar industry.

Let's begin by exploring why solar repowering has become one of the industry's greatest growth opportunities.

Next Chapter 2 → Why Solar Repowering Has Become a Major Growth Market



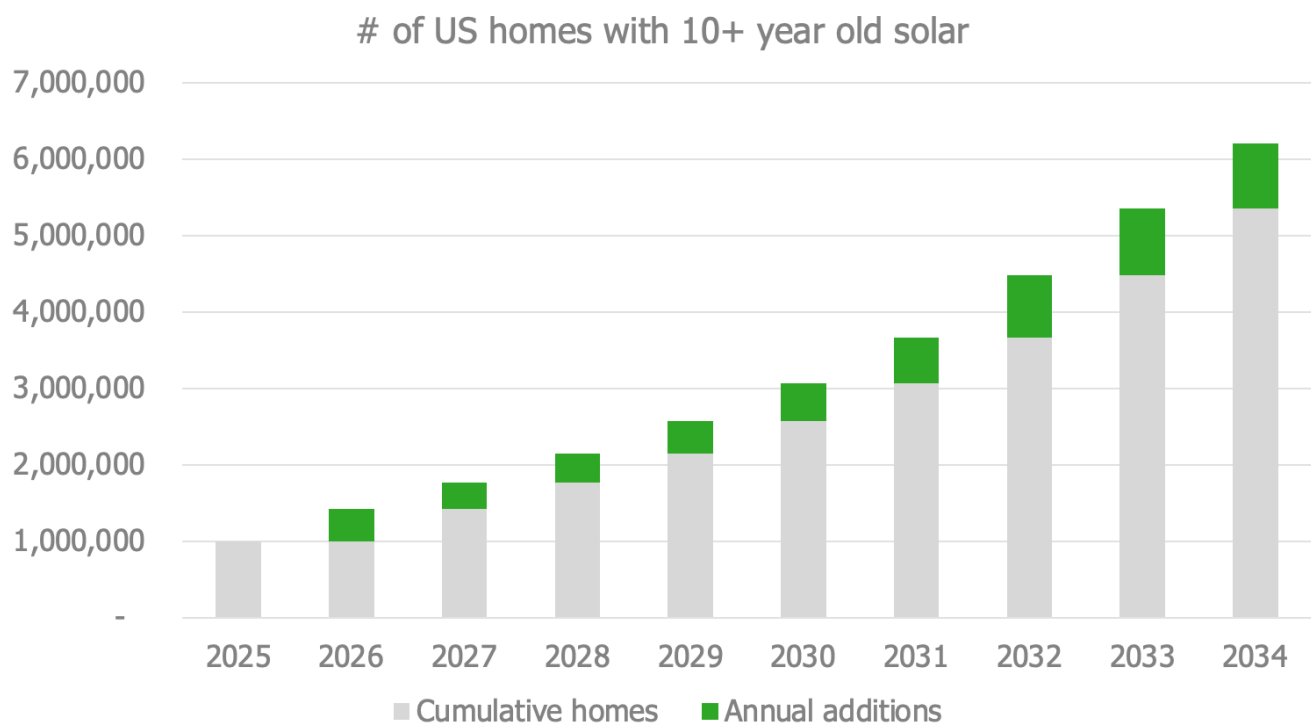
STAGE A | DISCOVER

Chapter 2: **Why Repowering Has Become a Major Growth Market** (4-5 min read)

Aging solar systems, changing homeowner needs, and evolving market conditions are creating one of the fastest-growing opportunities for solar installers.

TL;DR

- Solar repowering is one of the fastest-growing opportunities in residential solar as millions of aging systems require upgrades and modernization.
- Homeowner expectations have evolved, driving demand for battery storage, advanced monitoring, inverter replacements, and system expansions.
- Repowering creates recurring business opportunities by helping homeowners improve existing solar systems instead of replacing them entirely.
- Tigo's flexible ecosystem enables installers to modernize aging solar systems with optimization, monitoring, inverters, battery storage, and scalable repowering solutions.



Source: WoodMac US Solar Data, 2024



The Next Wave of Solar Growth Is Already Installed

For nearly two decades, the solar industry has focused on one goal: installing new systems. That wave of growth transformed the residential market and put millions of solar arrays on rooftops across the country.

Today, the industry is entering its next phase.

Instead of asking, *"Where will the next installation come from?"* more installers are asking, *"How can we help homeowners get more value from the systems they already own?"*

That shift is driving the rapid growth of solar repowering—the process of upgrading, modernizing, or expanding an existing solar system to improve performance, increase reliability, or add new capabilities.

For installers, repowering isn't replacing the new installation market. It's creating an entirely new business opportunity alongside it.

Aging Systems Are Creating New Demand

The first generation of residential solar systems is now reaching an age where many supporting components require attention.

While solar modules are designed to produce energy for decades, other system components—including inverters, monitoring equipment, rapid shutdown devices, and electrical balance-of-system components—often have shorter service lives or no longer meet today's homeowner expectations.

As these systems mature, homeowners increasingly need:

- Inverter replacements
- Monitoring upgrades
- Performance optimization
- Safety improvements
- Troubleshooting and repairs
- Battery integration
- System expansions

Each of these needs represents a potential solar repowering opportunity.

For installers, this creates a growing market that already exists—millions of systems that will eventually require upgrades, service, or modernization.



Homeowners Want More Than They Did Ten Years Ago

The average homeowner who installed solar a decade ago had very different priorities than today's homeowner.

Battery storage was uncommon.

Whole-home backup was rare.

Module-level monitoring was limited.

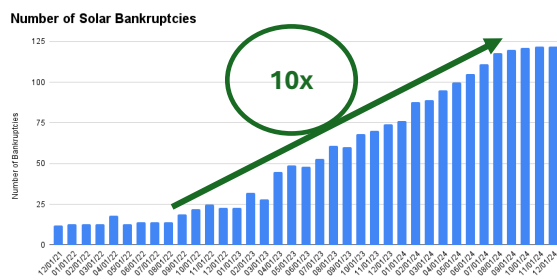
Energy management was still evolving.

Today, homeowners expect much more from their investment.

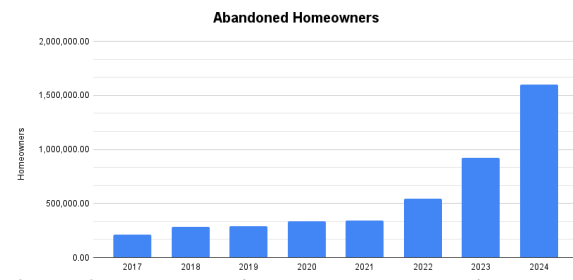
Many are looking to:

- Add battery storage
- Improve system visibility through module-level monitoring
- Increase energy independence
- Restore lost production
- Prepare for EV charging
- Expand their systems as energy needs grow

In many cases, replacing the entire solar system isn't necessary. A well-planned repowering strategy allows homeowners to modernize what they already own while protecting their original investment.



Source: SolarInsure | solarinsure.com/the-complete-list-of-solar-bankruptcies-and-business-closures



Source: SolarInsure | solarinsure.com/the-complete-list-of-solar-bankruptcies-and-business-closures

The Industry Has Changed

The systems aren't the only things getting older.

The solar industry has changed dramatically over the last decade.

Many installation companies have merged, shifted business models, or exited the market entirely – for multiple reasons. As a result, homeowners are increasingly searching for qualified professionals who can service systems originally installed by someone else.



At the same time, changing utility programs, evolving electrical codes, and growing interest in battery storage have made upgrading existing systems more attractive than ever.

For installers, this creates an opportunity to become the trusted long-term service partner—not just the company that installs a system once.

Why This Represents a Business Opportunity

Unlike new construction, repowering doesn't always begin with a blank slate.

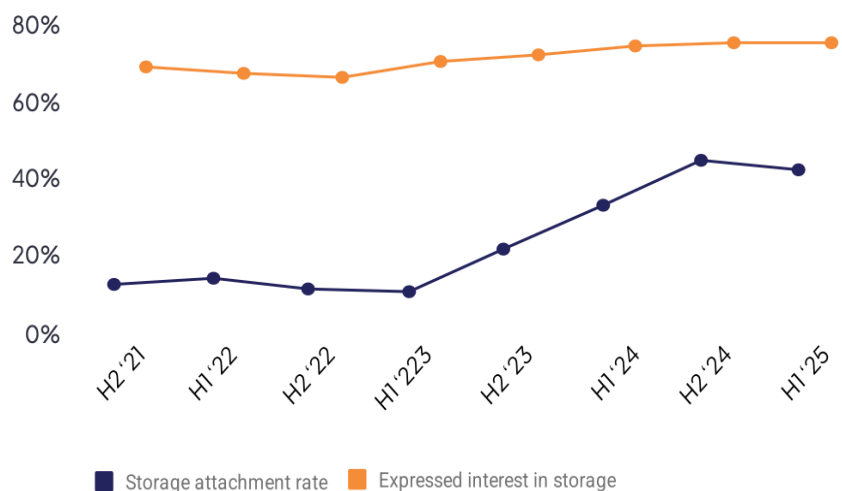
The customer already owns a solar system.

They already understand the value of solar.

They've already made the initial investment.

What they need is a trusted expert to help them improve, modernize, or expand that investment.

STORAGE ATTACHMENT RATE AND EXPRESSED INTEREST OVER TIME



Source: EnergySage | <https://www.energysage.com/news/home-battery-demand-surges-h2-2024/>

For many installers, the next decade of growth won't come solely from finding new customers. It will come from serving the growing number of homeowners whose systems are ready for their next chapter.

Repowering transforms existing rooftops into recurring business opportunities through upgrades, service, monitoring, batteries, inverter replacements, and future system enhancements.

Why Tigo Is Built for Repowering

Every repowering project is different. Some homeowners need to replace an aging inverter. Others want to add battery storage. Some need better monitoring, while others want to optimize production or improve safety without replacing equipment that still works.



That's why Tigo approaches repowering as an ecosystem rather than a single product.

Depending on the project's goals, installers can:

- Modernize aging systems without replacing the entire array
- Add module-level optimization where it's needed
- Upgrade monitoring and system visibility
- Replace aging inverter technology with the Tigo EI Residential Solar Solution
- Integrate battery storage as homeowner needs evolve
- Improve safety while preparing the system for future expansion

This flexible approach allows installers to recommend the right solution for each homeowner instead of forcing a one-size-fits-all replacement.

For homeowners, that often means protecting more of their original investment.

For installers, it means creating more opportunities to deliver value while building long-term customer relationships.

Chapter Takeaway

Solar repowering is no longer a niche service. It's becoming a core part of the residential solar lifecycle.

Aging systems, changing homeowner expectations, battery adoption, and an expanding installed base are creating sustained demand for upgrades and modernization. Installers who develop a repowering strategy today will be better positioned to serve tomorrow's homeowners.

With flexible solutions for optimization, monitoring, inverters, battery storage, and system modernization, **Tigo helps installers turn that market opportunity into a repeatable, profitable business.**

Continue Reading

Now that we've established why repowering has become one of the fastest-growing opportunities in residential solar, the next question is:

How do installers turn that opportunity into a profitable line of business?

Next Chapter 3

→ Building a Profitable Repowering Business



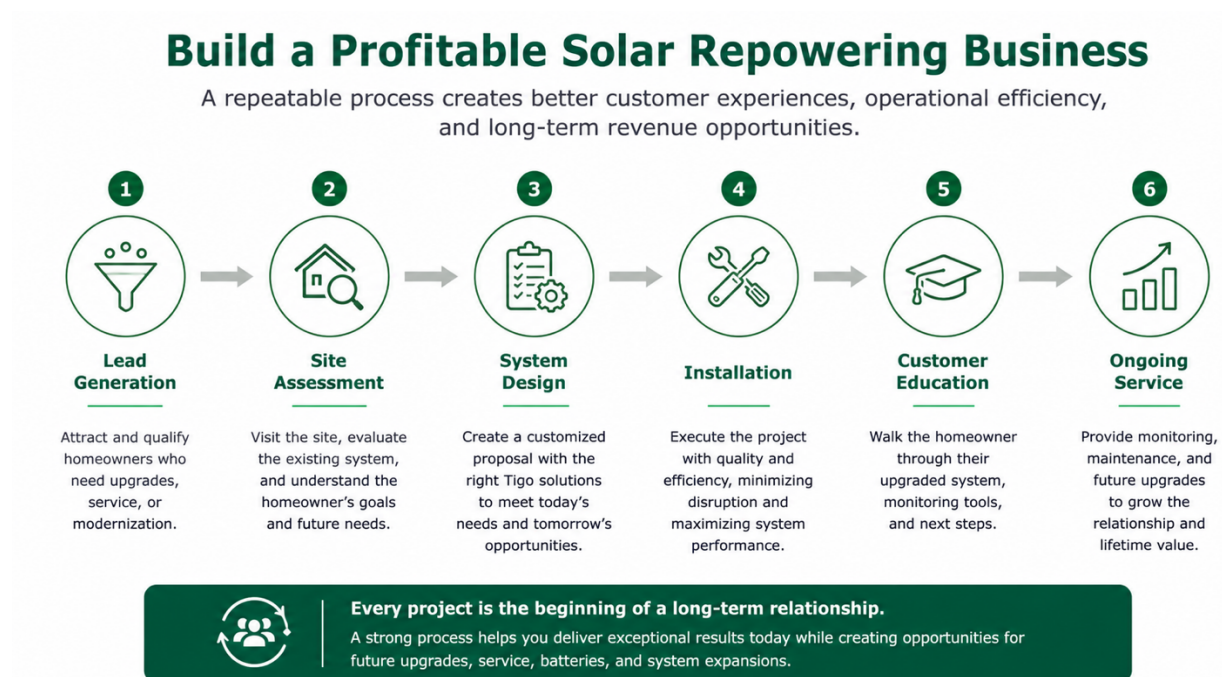
STAGE B | BUILD

Chapter 3: **Building a Profitable Solar Repowering Business** (4-5 minute read)

Learn how successful installers create new revenue streams through repowering services, recurring customer relationships, and strategic system upgrades.

TL;DR

- Solar repowering creates recurring revenue opportunities that extend far beyond one-time installation projects.
- The most successful installers build a repeatable business model by combining assessments, equipment upgrades, battery integration, monitoring, and long-term service.
- Every repowering project creates future opportunities for maintenance, additional upgrades, referrals, and customer retention.
- Tigo's flexible ecosystem helps installers deliver scalable repowering solutions that grow alongside homeowner needs.



Repowering Is More Than a Service Call

Many installers first encounter repowering through a service request—a failed inverter, an underperforming system, or a homeowner interested in adding battery storage.



Successful companies see something different.

They see the beginning of a long-term customer relationship.

Rather than viewing each project as a one-time repair, they build a business around helping homeowners modernize, optimize, and expand their solar investment over time.

That shift in mindset transforms repowering from occasional service work into a predictable and profitable business.

Start With the Customer's Goals

No two repowering projects are identical.

Some homeowners want backup power.

Others want to replace aging equipment, improve monitoring, increase production, or prepare for future energy needs like EV charging.

The most successful installers begin every project by understanding what the homeowner wants to achieve—not by assuming every system requires the same solution.

This consultative approach builds trust while creating opportunities to recommend the right upgrades for both current and future needs.

Build a Repeatable Process

Profitable repowering businesses don't rely on chance. They follow a consistent process that improves efficiency, creates a better customer experience, and makes it easier to scale.

A typical workflow includes:

1. **Lead qualification** - Identify the homeowner's goals and existing system.
2. **Site assessment** - Evaluate equipment, production, electrical infrastructure, and future expansion opportunities.
3. **System design** - Recommend the right combination of upgrades based on the customer's needs.
4. **Installation and commissioning** - Deliver a high-quality installation with minimal disruption.



5. **Customer education** - Ensure homeowners understand their upgraded system and monitoring tools.
6. **Ongoing support** - Stay connected through service, monitoring, and future upgrade opportunities.

A documented process creates consistency for every customer while making it easier to train employees and grow the business.

Every Project Should Lead to the Next

One of the biggest advantages of repowering is that it creates additional opportunities over time.

An inverter replacement today may lead to battery storage next year.

A monitoring upgrade may uncover performance issues that improve production.

A homeowner adding an EV may later expand their solar array.

Each project strengthens the installer's relationship with the customer while creating future opportunities to provide additional value.



Why Tigo Helps Installers Scale

Building a profitable repowering business requires more than quality products. It requires the flexibility to solve a wide range of customer challenges without forcing a complete system replacement.

Tigo enables installers to build solutions around the homeowner rather than around a single product.

With Tigo, installers can:

- Upgrade existing systems without replacing functioning equipment.
- Add optimization where it provides the greatest value.
- Improve monitoring and troubleshooting with module-level visibility.
- Replace aging inverter technology with the EI Residential Solar Solution.
- Integrate battery storage as homeowner needs evolve.
- Create a scalable platform for future upgrades and long-term service.

This flexibility allows installers to standardize their repowering approach while tailoring each solution to the customer's goals.

Chapter Takeaway

A profitable repowering business isn't built on one product or one type of project. It's built on a repeatable process that helps homeowners modernize their solar systems while creating recurring opportunities for service, upgrades, and long-term relationships.

By combining a customer-first approach with a flexible ecosystem of solutions, Tigo helps installers build a scalable repowering business that grows with every completed project.

Continue Reading

Now that we've explored how to build a profitable repowering business, the next step is learning how to package and present those services in a way that's easy for homeowners to understand and buy.

Next Chapter 4 → Packaging and Selling Repowering Services



STAGE B | BUILD

Chapter 4: **How to Package and Sell Solar Repowering Services** (4-5 min read)

Move beyond selling equipment by creating service packages that restore production, improve performance, and prepare homeowners for future energy upgrades.

TL;DR

- Solar repowering is easier to sell when homeowners understand the outcome, not just the equipment being replaced.
- Clear service packages help simplify complex upgrade decisions by connecting each option to production, performance, reliability, and future energy goals.
- A tiered approach allows installers to serve different budgets and system needs while creating natural opportunities for batteries, monitoring, optimization, and future expansion.
- Tigo gives installers the flexibility to build repowering packages around the existing system, rather than forcing every homeowner into a complete replacement.

Sell the Outcome, Not the Equipment

Homeowners rarely begin a repowering conversation by asking for a specific inverter, optimizer, monitoring platform, or battery architecture.

They usually begin with a problem – and most likely will not know of the term *repowering* at this stage.

All they know is that their system may be underperforming. An inverter may have failed. Monitoring may no longer work. The original installer may be out of business. Or the homeowner may want backup power, EV charging, or greater control over their energy use.

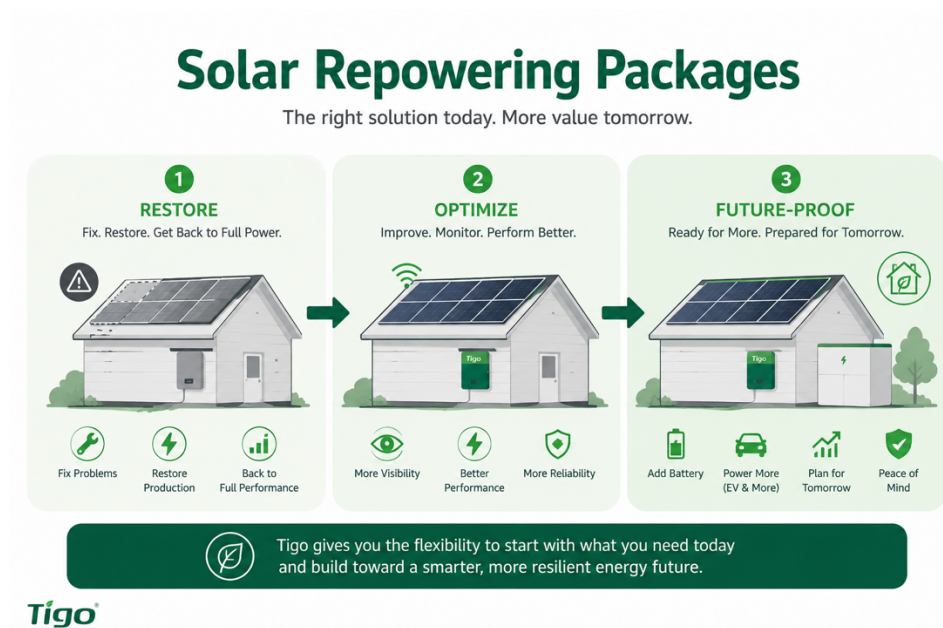
That means the most effective repowering sales conversations should not start with a product list.

They should start with the outcome the homeowner wants:

- Restore lost solar production
- Improve system visibility
- Replace aging or unsupported equipment
- Increase reliability
- Add battery backup
- Prepare for future energy needs
- Extend the useful life of the existing system



Packaging repowering services around these outcomes makes the offer easier to understand and gives homeowners a clearer reason to act.



Why Service Packages Work

Repowering projects can become complicated quickly.

The installer must evaluate the existing system, understand which components still have value, determine compatibility, identify the homeowner's priorities, and recommend the right level of modernization.

Presenting every possible product and upgrade individually can overwhelm the customer.

Service packages simplify that decision.

Instead of asking homeowners to compare technical components, installers can offer clearly defined paths based on the condition of the system and the homeowner's goals.

A strong package answers three questions:

1. What problem does this solve?
2. What is included?
3. What future options does it create?

This shifts the conversation away from individual hardware prices and toward the value of the complete solution.



A Three-Tier Repowering Model

A practical approach is to organize repowering services into three levels.

The names can vary by installer, but the structure should remain simple.

Restore

The Restore package is designed for homeowners whose immediate priority is getting the system operating properly again.

This may include:

- System inspection and diagnosis
- Replacement of failed or aging equipment
- Recommissioning
- Monitoring restoration
- Production verification
- Basic homeowner education

The core value is straightforward: restore operation and recover the value of the existing solar investment.

This package is often the entry point for homeowners who contacted the installer because of a specific failure or production issue.

Optimize

The Optimize package goes beyond repairing the immediate problem. It focuses on increasing system performance, visibility, reliability, or serviceability.

This may include:

- Everything included in Restore
- Inverter modernization
- Module-level monitoring
- Selective optimization
- Improved troubleshooting capabilities
- Safety or electrical upgrades
- Performance verification and follow-up

The homeowner is not simply restoring the system to its previous condition. They are improving how the system performs and how easily it can be monitored and serviced. The value proposition becomes: fix today's problem while making the system more capable and easier to manage.



Future-Proof

The Future-Proof package positions the system for future household energy needs.

This may include:

- Everything included in Restore and Optimize
- Battery-ready system design
- Battery storage
- Additional solar capacity
- EV charging considerations
- Load growth planning
- Future monitoring and service agreements

The homeowner may not complete every upgrade immediately. However, the system is designed so that future improvements are easier to add.

The value proposition becomes modernize the system today while creating a clear path for future energy upgrades.

Match the Package to the Homeowner's Goals

Not every homeowner needs the highest-level package. The goal is not to push the largest scope. It is to identify the right level of modernization for the customer's current needs, budget, and long-term plans.

A few questions can help guide the conversation:

- Is the homeowner trying to solve a current failure or improve the entire system?
- Does the homeowner plan to add battery storage?
- Are household electricity needs expected to increase?
- Is the homeowner considering an EV, heat pump, or electric water heating?
- How important is module-level monitoring?
- Does the homeowner want backup power?
- How long does the homeowner plan to remain in the home?
- Does the existing equipment still have useful life?

These questions make the sales conversation more consultative and help the installer recommend a package with a clear rationale.

The table should remain focused on customer outcomes rather than becoming a technical specification sheet.

Technical details can still be included in the proposal, but the package comparison should make the buying decision easier.



RESTORE = GOOD \$	OPTIMIZE = BETTER \$\$	FUTURE PROOF = BEST \$\$\$
<i>Solve Today's Problem</i>	<i>Design for Tomorrow</i>	<i>Overtime</i>
 Fix + Restore Production	 Add Visibility + Optimize	 Full Energy Upgrade
• Aging Inverter Replacement • Diagnostics and Repair • Monitoring Upgrade	• Aging Inverter Replacement • Diagnostics and Repair • Monitoring Upgrade • Module-level visibility • MLPE retrofit • Performance improvements	• Aging Inverter Replacement • Diagnostics and Repair • Monitoring Upgrade • Module-level visibility • MLPE Retrofit • Performance improvements • Storage-ready inverter • Battery-ready architecture • Expandable backup • Full-home backup

Price the Complete Service

One common mistake is pricing repowering as if the installer is only replacing equipment.

The customer is also paying for:

- System evaluation
- Troubleshooting
- Design and compatibility review
- Permitting
- Labor
- Recommissioning
- Monitoring setup
- Customer education
- Follow-up support
- Warranty administration
- Future service availability

These activities require time, expertise, and risk management. A profitable proposal should account for the complete scope of work, not just the hardware and installation labor.

This is especially important with older systems, where documentation may be incomplete, equipment may no longer be supported, and site conditions may differ from the original plans.

Packages help make this value visible.

Use the Assessment to Build the Proposal



The site assessment should directly inform the package recommendation.

Rather than producing a generic quote, the proposal should explain:

- What was found
- What requires immediate attention
- Which existing components can remain
- Which equipment should be replaced
- What performance or monitoring improvements are available
- What future upgrades may be worth planning for
- Why the recommended package is the best fit

This gives the homeowner a clear connection between the system's condition and the proposed solution.

It also helps justify the value of a more comprehensive repowering scope when the existing system has multiple limitations.

Why Tigo Fits a Packaged Repowering Strategy

A package-based approach only works when the installer has enough flexibility to serve different system conditions and customer goals.

Tigo supports that model by giving installers multiple ways to modernize an existing system.

Depending on the project, installers can use Tigo solutions to:

- Restore system operation without replacing the full array
- Add optimization only where it is needed
- Add module-level monitoring for better system visibility
- Improve troubleshooting and long-term serviceability
- Replace aging inverter technology
- Add battery storage
- Plan for future expansion
- Build a more complete solar and storage solution over time

This allows the installer to create a clear progression from Restore to Optimize to Future-Proof. The homeowner can address the immediate need without losing the option to add more capability later.

For installers, that flexibility supports a more consultative sales process and creates a clear path for future service and upgrades.



Keep the Proposal Simple

A strong repowering proposal should not read like an engineering report. It should make the decision clear.

For each option, explain:

- The homeowner's current problem
- The recommended solution
- The expected outcome
- What is included
- What is not included
- The price
- The future upgrade path

Avoid overwhelming the homeowner with unnecessary product details early in the conversation. Lead with the problem and the value. Use technical details to support the recommendation, not replace it.



Chapter Takeaway

Selling solar repowering successfully requires more than quoting replacement equipment. Installers should package services around the homeowner's desired outcome: restoring production, improving performance, or preparing the system for future energy needs.

A clear tiered structure simplifies the buying decision, supports better margins, and creates room for future upgrades. With flexible solutions for monitoring, optimization, inverter replacement, battery storage, and system expansion, Tigo helps installers build repowering packages that solve today's problems while preparing homeowners for what comes next.

Continue Reading

Once the service packages are defined, the next challenge is finding the homeowners and system owners who need them.

Next Chapter 5

→ **Finding Solar Repowering Customers**



STAGE C | SELL

Chapter 5: **Finding Solar Repowering Customers (6-7 minute read)**

Discover how to generate consistent repowering opportunities through existing customers, local market research, service work, strategic partnerships, digital marketing, and targeted outreach.

TL;DR

- Your strongest repowering leads may already be in your CRM, service records, and local market.
- Permit data, direct outreach, digital marketing, and referral partners can help identify aging systems before they fail.
- Solar Health Checks create a customer-friendly entry point for assessing needs and uncovering upgrade opportunities.
- A repeatable demand-generation system creates a steadier pipeline than relying on service calls alone.
- Tigo's flexible solutions help installers serve more existing systems and support future upgrades.

Build a Repeatable Demand-Generation Strategy

Many installers assume that growing a repowering business requires finding entirely new customers. Some part of RePowering will be new customers but know that the strongest opportunities at the start may already be within reach.

Past customers, service requests, aging installations, permit records, local neighborhoods, and professional referral partners can all provide qualified repowering leads. Unlike a brand-new solar sale, these homeowners already own solar and understand its value. They need a trusted professional who can evaluate the system, restore performance, and help them prepare for what comes next.

A strong repowering pipeline should combine four lead-generation channels:

1. Existing customers
2. Local market targeting
3. Digital and inbound marketing
4. Strategic partnerships

Together, these channels create a more predictable flow of opportunities than relying on service calls alone.

1. Start With Existing Customers



If you have been installing solar for years, your customer database may be your lowest-cost and highest-converting source of repowering leads.

Start by identifying homeowners who:

- Installed solar approximately 10 or more years ago
- Have aging or unsupported inverter technology
- Have never upgraded their monitoring
- Recently contacted you for service
- Have experienced production or communication issues
- Added an EV or increased household electricity use
- Have asked about battery storage or backup power
- Own systems that no longer meet their current energy needs

These homeowners already know your company, which makes them easier to re-engage than a completely new prospect.

Outreach may include:

- Email campaigns
- Seasonal system reminders
- Call campaigns with prepared scripts
- Service follow-ups
- Monitoring alerts
- Invitations to schedule a system assessment
- Battery or inverter upgrade announcements

The goal is not to immediately sell equipment. It is to reopen the relationship and offer a reason to evaluate how the system is performing today.

Use System-Check Language

Where Solar Repowering Leads Come From

Qualified opportunities can come from the customers, neighborhoods, searches, and professional relationships already within reach.



Be visible. Be helpful. Be the expert homeowners call when it is time to repower.

Tigo

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Homeowners may not understand the term *repowering* and contacting them with an immediate upgrade offer can feel overly promotional.

A simpler entry point is to use **system-check** or **Solar Health Check** language. For example:

Your solar system has been operating for more than 10 years. A Solar Health Check can help identify potential production issues, aging equipment, monitoring limitations, and potential upgrade opportunities before they become larger problems.

Other customer-friendly language may include:

- Solar system performance check
- Solar health assessment
- System reliability review
- Monitoring and production check
- Solar equipment lifecycle review
- Battery-readiness assessment

This language positions the installer as a service partner rather than a salesperson. It also creates a natural transition into a broader conversation about monitoring, inverter replacement, optimization, battery storage, or system expansion when those needs are identified.

Create a Solar Health Check Program

Rather than treating assessments as occasional promotions, installers can establish a repeatable Solar Health Check program.

A basic program may include:

- Review of system age and available documentation
- Visual equipment inspection
- Production and monitoring review
- Identification of failed, aging, or unsupported components
- Evaluation of homeowner energy needs
- Battery and backup-power readiness
- Discussion of future expansion opportunities
- Written findings and recommended next steps

The assessment can be complimentary, offered as a limited promotion, or provided as a paid professional service depending on the scope and the installer's business model.

Each assessment should help answer three questions:

1. Is the system performing as expected?
2. Does any equipment require immediate attention?



3. What upgrades could improve the homeowner's experience now or in the future?

Every assessment creates an opportunity to uncover legitimate monitoring, inverter, optimization, storage, service, or expansion needs.

2. Target the Local Installed Base

Your next repowering customer may not be in your CRM. They may live in a nearby neighborhood with a solar system installed by another company—possibly one that no longer services the system.

Local market research can help installers identify these opportunities more intentionally.

Use Building-Permit Data to Identify Aging Systems

Local building departments often maintain permit records for residential solar installations. Depending on the jurisdiction, these records may be available through:

- Online municipal permit portals
- Public-record databases
- Building-department requests
- County or city planning offices
- Third-party property and permit-data services

Permit records can help installers identify:

- When a solar system was installed
- Which neighborhoods have a concentration of older systems
- The original installer or contractor
- Approximate system size
- Properties approaching common inverter or equipment-replacement windows

This information can be used to build a focused outreach list instead of marketing broadly to every homeowner in a service territory. (Installers should follow all applicable public-record, solicitation, privacy, and marketing requirements when collecting and using permit information.)

Use Direct Mail to Reach Older Solar Homes

Once target neighborhoods or properties have been identified, direct mail can introduce the installer's repowering and system-assessment services.

The message should focus on homeowner value rather than equipment.
For example:



Has your solar system been operating for 10 years or more? A Solar Health Check can help identify production issues, aging equipment, monitoring limitations, and opportunities to prepare for battery storage or future energy needs.

A direct-mail campaign may promote:

- Solar Health Checks
- Inverter replacement
- Monitoring restoration
- Battery-readiness reviews
- Solar repair and modernization
- Service for systems installed by companies no longer in business

Keep the message simple and include one clear action, such as scheduling an assessment or requesting a consultation.

Consider Targeted Door-to-Door Outreach

Door knocking can also support a local repowering campaign, particularly in neighborhoods with a high concentration of older solar systems. The approach should be educational and targeted—not a generic solar sales pitch.

A simple introduction might be:

"We are helping homeowners in this area evaluate older solar systems for production, monitoring, and equipment issues. We are offering Solar Health Checks for systems that have been operating for approximately 10 years or more. Would you be interested?"

Representatives should be prepared to explain:

- Why the neighborhood was selected
- What the system check includes
- That the homeowner is not being asked to replace the entire system
- How an assessment can identify immediate and future needs

Door-to-door outreach is most effective when combined with mailed materials, neighborhood-specific landing pages, or follow-up email campaigns. (Installers should also comply with local solicitation and licensing requirements.)

3. Strengthen Digital and Inbound Marketing



When homeowners experience production problems or equipment failures, many begin with an online search. Your website should answer the questions they are already asking.

Create dedicated pages and educational content around topics such as:

- Solar inverter replacement
- Solar system repair
- Solar system upgrades
- Battery retrofit
- Aging solar systems
- Solar monitoring upgrades
- Solar repowering
- Repair versus replacement
- Home battery installation
- Solar company out of business
- Solar system not producing
- Solar Health Check

Educational content builds trust before the first conversation takes place and helps position your company as the local expert for existing solar systems.

Use SEO, AIEO, and Paid Search

Local search visibility is especially important because repowering customers often need help quickly.

Optimize your website and Google Business Profile for location-based searches such as:

- Solar repair near me
- Solar inverter replacement
- Solar system not working
- Solar monitoring repair
- Solar battery retrofit
- Solar repowering company
- Solar service for orphaned systems

SEO and AI engine optimization can help your educational content appear in traditional search results and AI-powered search experiences.

Paid search campaigns can also target high-intent phrases such as:

- "Solar not working"
- "Replace solar inverter"
- "Solar company went out of business"
- "Add battery to existing solar"
- "Upgrade old solar system"



The strongest campaigns lead homeowners to a dedicated service page with a clear Solar Health Check or assessment call to action.

Stay Visible Before the System Fails

The most successful repowering businesses do not wait for the phone to ring. Ongoing demand-generation activities may include:

- Educational email campaigns
- Customer newsletters
- Google Business Profile updates
- Local SEO and AEO
- Paid search campaigns
- Social media content
- Community workshops
- Utility-bill review campaigns
- Direct-mail campaigns
- Neighborhood outreach
- Annual Solar Health Check promotions

The goal is to become visible before the homeowner experiences a complete system failure.

4. Build Strategic Referral Partnerships

Many homeowners needing repowering will not begin by calling a solar installer. They may first contact:

- Roofing contractors
- Electricians
- Real estate agents
- Home inspectors
- Property managers
- General contractors
- Insurance restoration companies
- HVAC contractors

These professionals frequently encounter older solar systems during roofing projects, electrical upgrades, home sales, inspections, storm repairs, and electrification projects. Building relationships with them can create a steady source of qualified referrals.

Make the Partnership Easy to Use

Turning Repowering Leads Into Long-Term Customers

A simple customer-first process turns initial interest into a completed project and an ongoing service relationship.



Every assessment can become the beginning of a lasting customer relationship.

Tigo

A strong referral partnership should include more than an informal agreement to exchange names.

Create a simple, repeatable process that may include:

- Meeting with local companies to explain repowering services
- Training partners to recognize potential repowering needs
- Establishing a referral agreement
- Providing a dedicated referral contact
- Developing co-branded homeowner materials
- Offering a Solar Health Check for referred customers
- Creating a simple online referral form
- Following up with the partner after the customer is served

For example, a roofer preparing to replace a roof may uncover an aging inverter, damaged wiring, outdated monitoring, or a homeowner interested in battery storage.

An electrician installing an EV charger may identify increased energy needs that justify additional solar capacity or storage.

The easier it is for partners to identify and refer these opportunities, the more consistently the channel will produce leads.

Turn Customers Into Referral Sources

Satisfied repowering customers can also become strong advocates. After completing a project:

- Ask for a review
- Request introductions to neighbors with older solar systems
- Offer a formal referral program
- Share before-and-after production results
- Provide educational materials the homeowner can pass along
- Follow up about future monitoring, battery, or service needs

Neighborhood referrals can be especially effective because nearby homes may have systems installed at approximately the same time and may be facing similar equipment or service issues.

Don't Wait for the Phone to Ring

The most successful repowering businesses actively create demand. That may include:

- Educational email campaigns
- Customer newsletters
- Google Business Profile optimization



- Local SEO
- Paid search campaigns
- Social media content
- Community workshops
- Utility bill review campaigns
- Annual system health check promotions

The goal is to stay visible before the homeowner experiences a system failure.

Why Tigo Helps You Reach More Customers

One of the biggest challenges in repowering is that every existing solar system is different. Different inverter brands. Different module types. Different ages. Different homeowner goals. Rather than requiring a complete system replacement, Tigo gives installers the flexibility to modernize many existing systems through targeted upgrades.

Whether the project involves restoring production, adding monitoring, improving performance, replacing an inverter, or preparing for battery storage, Tigo enables installers to recommend solutions that fit the homeowner's needs—not just a single product line.

That flexibility expands the number of projects installers can pursue and helps convert more inquiries into completed repowering projects.

Chapter Takeaway

Finding solar repowering customers isn't about waiting for equipment to fail—it's about building a repeatable lead-generation strategy.

By combining existing customer outreach, service work, local partnerships, digital marketing, and educational content, installers can create a steady pipeline of repowering opportunities.

With flexible solutions that support a wide range of existing solar systems, Tigo helps installers serve more homeowners, close more projects, and build lasting customer relationships.

Continue Reading

Once you've built a consistent pipeline of repowering opportunities, the next step is turning those opportunities into a repeatable business.

Next Chapter 6 → Launching Your Repowering Business in 90 Days



STAGE C | SELL

Chapter 6: **Launching Your Repowering Business in 90 Days** (4-5 minute read)

A practical roadmap for building your repowering business—from planning and marketing to your first completed project.

TL;DR

- You don't need to transform your business overnight to begin offering solar repowering services.
- A phased 90-day plan helps installers launch with manageable, repeatable steps.
- Success comes from combining training, marketing, sales, and operational readiness into a structured rollout.
- Tigo provides the flexible solutions and resources to help installers confidently begin and scale a repowering business.

Your First 90 Days Plan

A simple 3-month roadmap to launch your solar repowering business.



You Don't Have to Do Everything at Once

One reason some installers delay offering repowering services is the belief that they need a completely new business model before they can begin. In reality, most successful repowering businesses start small. A few service calls become upgrade



opportunities. A few upgrade opportunities become standardized packages. Those packages evolve into a repeatable business.

The goal isn't to launch perfectly—it's to launch intentionally. By breaking the process into manageable phases, installers can begin generating repowering revenue while refining their processes over time.

Days 1–30: Build Your Foundation

The first month is about preparation.

Before actively marketing repowering services, make sure your team is aligned and your business is ready to deliver a consistent customer experience.

Focus on:

- Training your sales and service teams
- Define your Restore, Optimize, and Future-Proof packages
- Build proposal templates
- Update your website with repowering pages
- Create marketing materials
- Identify existing customers who may be good candidates
- Review your CRM for aging systems

By the end of the first 30 days, your company should be ready to have confident conversations about repowering.

Days 31–60: Start Creating Opportunities

Once the foundation is in place, begin generating demand. Start with the most accessible opportunities—customers and relationships you already have.

Recommended activities include:

- Email past customers
- Schedule system health assessments
- Contact homeowners with aging systems
- Train technicians to identify upgrade opportunities
- Reach out to roofing contractors and electricians
- Publish educational blog articles
- Optimize your Google Business Profile
- Launch local SEO/AEO initiatives



The objective isn't volume. It's learning what messages and offers resonate with homeowners.

Days 61–90: Build a Repeatable Process

By the third month, you should have completed several projects. Now the focus shifts from launching to improving. Use those early projects to refine your business.

Evaluate:

- Which packages sell most often?
- Where do leads originate?
- What objections are homeowners raising?
- How long does each project take?
- Which marketing channels generate the best ROI?
- What follow-up opportunities are being created?

This continuous improvement process helps transform repowering from an occasional service into a predictable revenue stream.

Build Systems, Not Just Sales

Long-term success depends on repeatable systems. Document your workflow. Standardize your proposals. Train your team. Track key performance indicators. Develop follow-up campaigns. Every improvement makes the next project easier to sell and deliver.

The businesses that scale repowering successfully aren't simply winning more jobs—they're becoming more efficient with every project they complete.

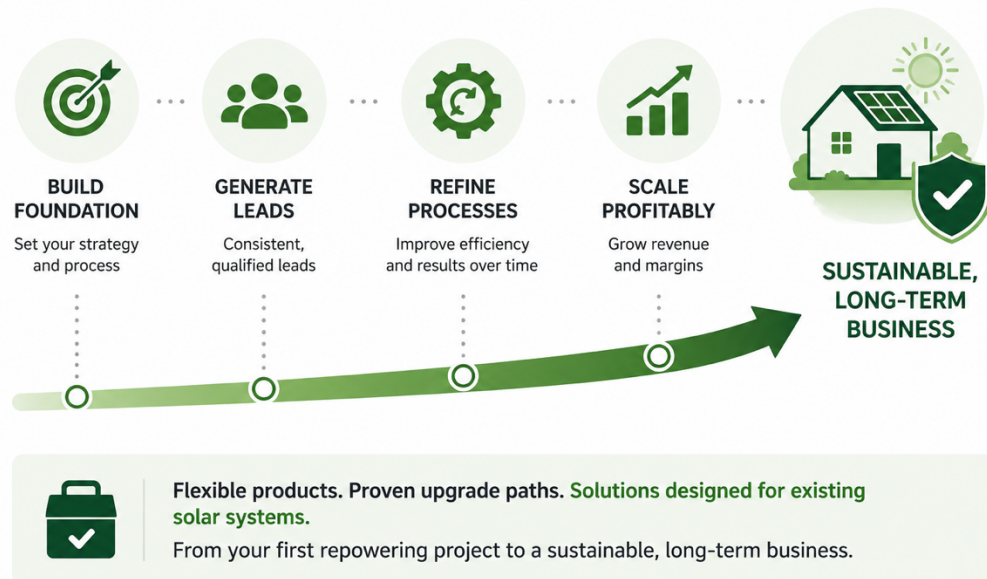
Why Tigo Makes It Easier to Launch

Starting a repowering business doesn't require reinventing your company. It requires solutions that work across a wide range of existing systems and homeowner needs.

Tigo gives installers the flexibility to begin with simple projects—such as inverter replacements or monitoring upgrades—and expand into optimization, battery integration, and complete energy modernization over time.



Rather than forcing homeowners into an all-or-nothing replacement, Tigo helps installers deliver phased solutions that align with both the homeowner's budget and long-term goals. That flexibility makes it easier to launch, easier to sell, and easier to grow.



Chapter Takeaway

Launching a solar repowering business doesn't happen in a single day—it happens through a series of intentional steps. By building a solid foundation, creating consistent lead generation, and refining your processes over time, installers can establish a profitable and scalable repowering business. With flexible products, proven upgrade paths, and solutions designed for existing solar systems, Tigo helps installers move from their first repowering project to a sustainable, long-term business.

Continue Reading

Launching the business is only the beginning. The greatest value comes from building relationships that continue long after the installation is complete.

Next Chapter 7 → Building a Sustainable Solar Repowering Business

STAGE D | GROW

Chapter 7: **Building a Sustainable Solar Repowering Business** (4-5 min read)

Build a customer-first business that creates lasting relationships, recurring revenue, and long-term growth.

TL;DR

- Every successful repowering project starts with a professional assessment, not a product quote.
- Package solutions around homeowner goals, making it easier for customers to understand and choose the right level of modernization.
- Sell outcomes, not equipment, by focusing on restored production, improved performance, and future energy readiness.
- Tigo's flexible ecosystem enables phased upgrades, helping installers earn trust today while creating opportunities for future business.



A Sustainable Business Is Built on Trust

Launching a repowering business is only the beginning. Long-term success comes from building trust, delivering value, and creating customers who return for future services.

Every homeowner interaction should answer one question:

"How can we help this customer get the most value from their solar investment?"

That mindset changes the conversation from selling products to solving problems.

The most successful installers don't build sustainable businesses by chasing one-time projects. They build them by becoming the trusted advisor homeowners call whenever their energy needs change.

Start Every Opportunity with a Professional Assessment

Every repowering opportunity should begin with understanding the system—not recommending equipment.

A professional assessment allows you to identify:

- The condition of the existing system
- Current production and performance
- Failed or aging equipment
- Safety and code considerations
- Homeowner energy goals
- Future upgrade opportunities

Rather than offering free troubleshooting, many successful installers charge a diagnostic assessment fee that covers the site visit, system evaluation, and written recommendations.

If the homeowner moves forward with the proposed work, that fee can often be credited toward the project.

This approach positions your company as a professional service provider while ensuring your team's expertise is valued.

The assessment is more than just an inspection—it establishes trust and creates the foundation for every recommendation that follows.

Package Solutions, Not Products

Homeowners don't shop for optimizers, inverters, or batteries. They shop for confidence. Instead of presenting a long list of equipment options, guide homeowners through simple service packages that align with their goals.



For example:

Restore

Solve today's problem by restoring production and system reliability.

Optimize

Improve performance, increase visibility, and make the system easier to monitor and maintain.

Future-Proof

Prepare the home for battery storage, backup power, and future energy needs.

A package-based approach simplifies the buying decision, reduces confusion, and shifts the conversation from comparing products to selecting the right solution.

It also creates natural opportunities for future upgrades as the homeowner's needs evolve.

Sell Outcomes, Not Equipment

One of the biggest mistakes installers make is leading with products.

Customers don't wake up thinking:

"I need a new inverter."

"I should buy optimizers."

"I need battery storage."

They think:

"Why isn't my solar system producing?"

"How do I lower my electric bill?"

"What happens when the power goes out?"

"Will my system support an EV?"

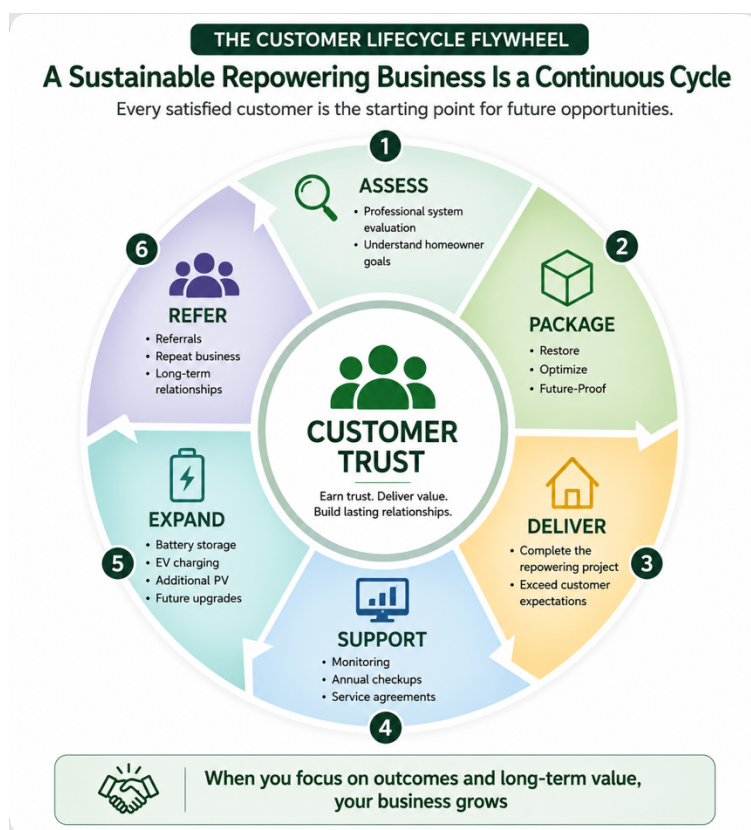
"How do I avoid another expensive repair?"

Those are the conversations homeowners want to have.

Instead of selling equipment, focus on the outcomes that matter most.

When customers understand the

value of the solution, the equipment becomes part of the answer—not the entire conversation.



Think Beyond Today's Project

A completed repowering project shouldn't be the end of the relationship.

It should be the beginning.

Every successful installation creates future opportunities, including:

- Annual system health checks
- Monitoring & performance reviews
- Battery storage
- EV charging
- Additional PV capacity
- Service agreements
- Referral opportunities

The goal isn't simply to complete another project.

The goal is to become the homeowner's long-term energy partner.

Why Tigo Supports a Sustainable Business Model

Building a sustainable repowering business requires flexibility. Every existing solar system is different, and every homeowner has different priorities, budgets, and long-term goals.

Tigo enables installers to meet customers where they are by offering solutions that can restore, optimize, or modernize existing systems without requiring a complete replacement. That flexibility allows installers to solve today's problem while creating a clear path for future upgrades such as advanced monitoring, battery storage, backup power, and system expansion.

As a result, each project becomes more than a repair—it becomes the start of an ongoing customer relationship built on trust, performance, and continued value.

Chapter Takeaway

A sustainable solar repowering business isn't built by selling more equipment—it's built by delivering better customer experiences.

Installers who begin with a professional assessment, package solutions around homeowner goals, and focus on outcomes instead of products create stronger relationships, increase customer confidence, and generate recurring business over time.



With a flexible ecosystem designed to modernize existing solar systems one step at a time, Tigo helps installers build lasting customer relationships while creating a profitable and sustainable repowering business.

End of Guide

Repowering is more than replacing aging equipment—it's an opportunity to help homeowners protect their investment, prepare for the future, and get more value from the solar system they already own.

For installers, it represents one of the fastest-growing service opportunities in the industry. By following the strategies in this guide, you can build a repeatable repowering business that delivers better customer outcomes, stronger margins, and long-term growth.

With the right process, the right mindset, and the right technology, every repowering project becomes an opportunity to grow your business—one customer at a time.

Upon getting started, use the Resources & Glossary—a handy reference featuring key terms, acronyms, and additional resources to support your repowering journey.

Next Chapter 8 → *Resources & Glossary*

Resources & Glossary

Chapter 8: Resources and Glossary of RePowering Terms

The following resources and glossary are designed to support your repowering journey. Use them as a quick reference for industry terminology, helpful organizations, training opportunities, and additional tools as you continue building your business.

RESOURCES

Tigo Resources

Tigo Academy | URL: <https://www.tigoenergy.com/tigo-academy>

Free online training to help installers expand their knowledge of Tigo products, system design, commissioning, monitoring, and best practices.

Green Glove Service | URL: <https://www.tigoenergy.com/green-glove-service>

Get expert assistance with system design, product selection, commissioning, and technical support for upcoming projects.

Tigo Support Center | URL: support.tigoenergy.com

Technical articles and support for installing, commissioning, monitoring, and troubleshooting Tigo systems.

Tigo EI Residential Solution | URL: <https://www.tigoenergy.com/go-optimized-ess>

Learn more about Tigo's inverter, battery storage, monitoring platform, and complete residential energy solution.

Industry Resources

NABCEP (North American Board of Certified Energy Practitioners)

URL: <https://www.nabcep.org>



Industry-leading certification, continuing education, and installer training.

SEIA (Solar Energy Industries Association) | URL: <https://seia.org>

Market reports, industry trends, policy updates, and educational resources.

EnergySage | URL: <https://www.energysage.com>

Homeowner education on solar, batteries, financing, and system upgrades. Helpful for understanding customer questions and market trends.

DSIRE | URL: <https://dsireusa.org>

Database of federal, state, and local solar incentives, tax credits, and renewable energy policies.

DOE Integrated Energy Systems

URL: <https://www.energy.gov/cmei/systems/integrated-energy-systems-office>

Research, publications, and educational materials on solar technologies and grid modernization.

Recommended Business Resources

CRM

Use a CRM to track existing customers, schedule system health checks, manage follow-ups, and create recurring repowering opportunities.

Google Business Profile

Many homeowners begin with a Google search when experiencing production issues. Keeping your profile current with reviews, photos, and services improves local visibility.



Email Marketing

Stay connected with past customers through seasonal maintenance reminders, battery announcements, and educational content.

SEO & AIEO (AI Engine Optimization)

Optimize your website and content for both search engines and AI-powered search experiences. Publish helpful, authoritative content that answers homeowner questions about inverter replacement, battery retrofits, monitoring upgrades, and solar repowering so your business is discoverable through Google Search, ChatGPT, Gemini, Perplexity, and other AI assistants.

Customer Referral Program

Satisfied repowering customers are often your best marketing channel. Establish a referral program that rewards introductions and encourages repeat business.

GLOSSARY

Solar Repowering Glossary - *A quick reference guide to the most common terms, technologies, and acronyms used throughout this eBook.*

How to Use This Glossary - Whether you're new to repowering or expanding your existing business, understanding the terminology is essential. Use this glossary as a reference whenever you encounter unfamiliar terms related to solar equipment, system upgrades, energy storage, or repowering projects.

A

AC (Alternating Current)

The type of electricity used by homes and businesses after an inverter converts the DC electricity produced by solar panels.

AHJ (Authority Having Jurisdiction)

The local organization or government agency responsible for approving electrical installations and enforcing building and electrical codes.

B

Battery Energy Storage System (BESS)

A battery system that stores excess solar energy for later use, backup power, or load shifting.

BOS (Balance of System)

All solar system components other than the PV modules, including wiring, mounting hardware, inverters, disconnects, and electrical equipment.

C

C&I (Commercial and Industrial)

Solar installations serving businesses, industrial facilities, schools, municipalities, and other nonresidential applications.

Commissioning

The process of verifying that a newly installed or upgraded solar system is operating safely and performing as designed.

D

DC (Direct Current)



The type of electricity generated by solar modules before being converted into AC electricity by an inverter.

Diagnostic Assessment

A professional evaluation of an existing solar system used to identify performance issues, aging equipment, safety concerns, and upgrade opportunities before recommending a repowering solution.

E

EV Charger

Equipment used to charge electric vehicles, often added as part of a broader home energy modernization strategy.

I

Inverter

The device that converts DC electricity from solar panels into AC electricity that can be used by a home or business.

IPOC (Independent Power Optimization Compatibility)

Tigo's technology that enables the EI Inverter to work with optimized PV systems while providing greater flexibility during repowering projects.

M

MLPE (Module-Level Power Electronics)

Electronics installed at each solar module that provide functions such as optimization, monitoring, or rapid shutdown.

Module-Level Monitoring

The ability to monitor the performance of individual solar modules rather than viewing production only at the inverter or system level.

N

NEM (Net Energy Metering)

A utility billing program that provides credit for excess solar electricity exported to the grid. Changes to NEM policies often create repowering opportunities.

O

Optimization

The process of improving a solar system's performance through technologies that reduce mismatch losses, shading impacts, or equipment limitations.

P

PV (Photovoltaic)

Technology that converts sunlight directly into electricity.

Power Optimizer

A type of MLPE that maximizes the performance of individual solar modules while providing module-level visibility.

Repowering

The process of upgrading or modernizing an existing solar system by replacing aging equipment, improving performance, adding new technologies, or preparing the system for future expansion.

R

Rapid Shutdown (RSD)

A safety function that reduces voltage within a solar PV system during emergency situations, allowing first responders and maintenance personnel to work in a safer electrical environment.

S

Service Agreement

An ongoing maintenance or support contract that provides customers with scheduled inspections, monitoring, and preventive maintenance after a repowering project is completed.

String Inverter

An inverter connected to multiple solar modules wired in series to form a string.

T

Thermal Event

An overheating condition within electrical equipment that may result from component failure, damaged wiring, poor connections, or other system issues requiring investigation.



U

Utility Interconnection

The process of connecting a solar energy system to the local electric utility and receiving approval to operate.

Final Thoughts

Solar repowering is evolving from a niche service into a core business opportunity. As solar systems continue to age, homeowners will increasingly look for trusted professionals who can restore performance, improve reliability, and prepare their systems for the future.

Whether you're completing your first repowering project or building a dedicated line of business, the strategies in this guide are designed to help you create lasting customer relationships, deliver exceptional value, and build a sustainable business for years to come.

Thank you for reading, and here's to building the next generation of solar success through repowering.