

Solar Pro Tools, a new toolkit being integrated with FindSolar.com, helps make buying and selling solar energy systems more efficient than ever.

# Making It Easier to Go Solar

By Scott Cronk

Since being introduced just two years ago, the comprehensive FindSolar.com website has helped nearly a half-million visitors conduct site-specific solar-radiation assessments and estimate the cost of a solar electric, solar water-heating or solar pool-heating system at their homes and businesses. More than 5,000 people have used the site's "Find a Solar Pro" feature to connect directly with solar professionals who can help them purchase and install systems. Now FindSolar.com is being integrated with SolarProTools.com, a new sales toolkit to help solar professionals run efficient, effective, profitable businesses — bringing solar energy to more homes and businesses than ever.

Developed by the same company behind FindSolar.com, SolarProTools.com is the natural next step. It seamlessly allows solar professionals to manage customer queries, taking FindSolar.com visitors through the entire sales process accurately and effectively.



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## The Right Tool for a Maturing Industry

Today, productivity and accuracy are more important than ever. In this competitive, growing business, responsiveness and professionalism distinguish a solar professional, helping him or her retain customers, generate referrals and secure more business. In addition, state and utility company financial incentives increasingly tie energy produced by the renewable energy system over time to the incentive amount. With Solar

Pro Tools, the solar professional can optimize and accurately model the performance of a solar electric (PV) or solar water-heating system. That helps the solar professional ensure maximized benefits for the customer while preserving margins. Graphical sales proposals establish clear expectations with the customer. The optional "Form Tools" package helps make filling out incentive and utility forms easy.

Solar Pro Tools helps the solar professional through the entire sales chain. Sales leads generated from FindSolar.com and other online resources are automatically entered into the SolarProTools.com account. Solar Pro Tools features allow the solar pro to accurately size, optimize and model solar energy systems and then generate customer-specific sales proposals with comprehensive financial analysis. Built-in modules for customer relationship management and material resource planning help professionals manage workflow to exceed customer expectations.

## A Win for Customers and Pros Alike

Ease of use was a primary goal in the design of this service. Solar Pro Tools has an intuitive user interface, graphical formatting for customer-friendly proposals, and user-defined templates for customization. For customers, these features mean better system optimization and financial analysis, with premium customer care. For the solar professional, Solar Pro Tools allows increased efficiency and a sharper focus on delivering value to the customer.

SolarProTools.com is in beta test mode, with regular accounts available in early 2008. For more information or to sign up for an account, go to [www.solarprotools.com](http://www.solarprotools.com). ●

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