

# 10 SOLAR SECRETS REVEALED.

(Find out what the industry doesn't want you to know.)



**INCLUDES  
FREE  
CHECKLIST!**

# WHY READ THIS EBOOK?

**IF YOU'RE LIKE MOST CONSUMERS,**

you know that switching to solar is good for your wallet (and great for our planet), but you don't know much about the intricacies of the industry.

You don't recognise brands, or know what the industry jargon means, or even feel confident about choosing the right solar system amongst the endless choices. **This is why you need our eBook.**

We spill the beans on what you need to know to avoid common pitfalls. By the end of reading our eBook, you'll be a smart solar shopper.

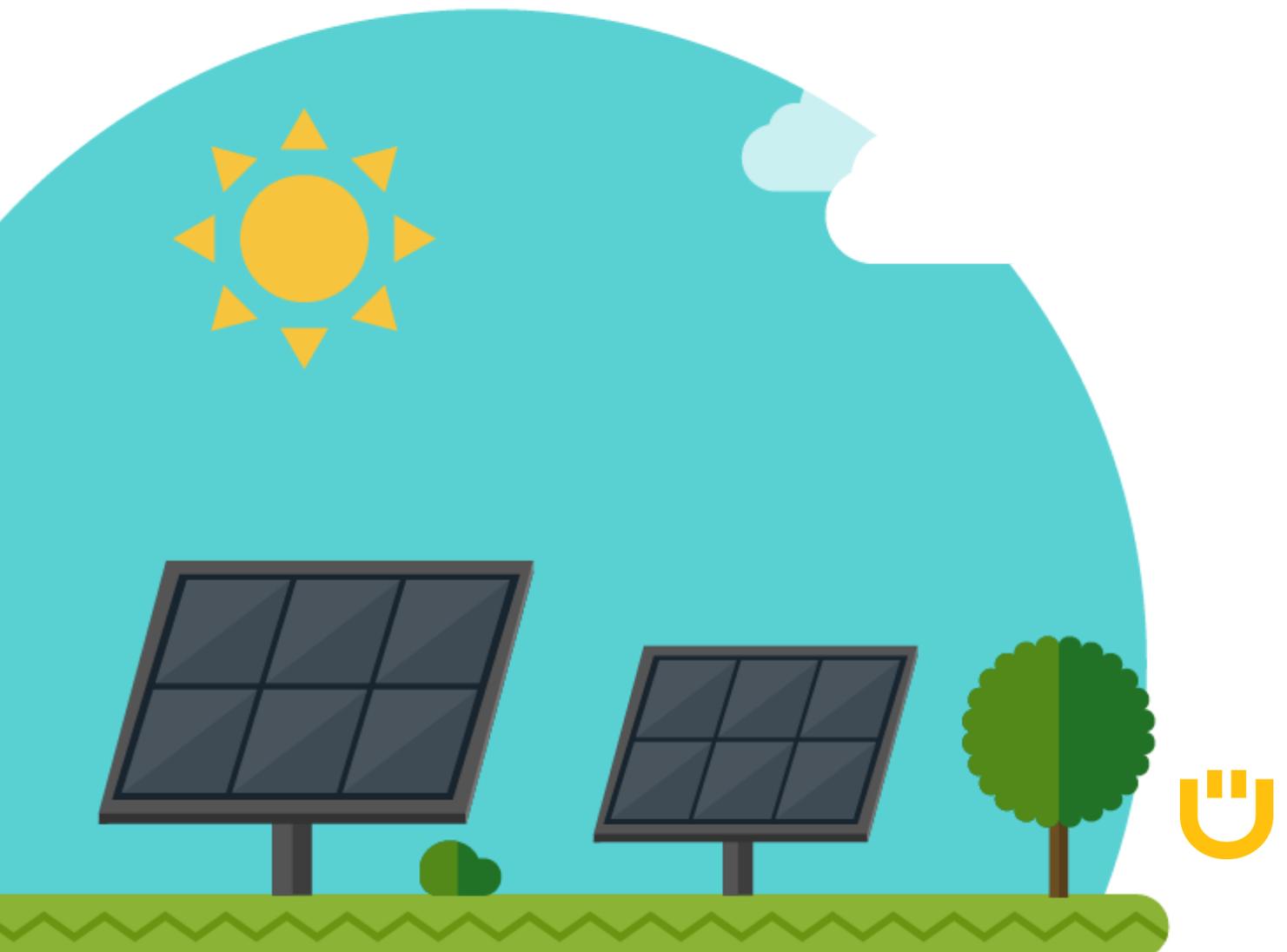
You'll know exactly what to look for, what to avoid, and what questions to ask prior to making any commitment to a solar company.

Sound good? We think so, too. **Let's start.**



# CONTENTS

- Fact 1:** Offers end.
- Fact 2:** Tier 1 is a financial, not quality, standard.
- Fact 3:** New solar businesses may pose greater risk.
- Fact 4:** Plan for the future.
- Fact 5:** You get what you pay for.
- Fact 6:** Buy from CEC Approved Solar Retailers.
- Fact 7:** Finance makes solar affordable.
- Fact 8:** Consider oversizing your system.
- Fact 9:** Warranties matter. A lot.
- Fact 10:** Choosing the right products and brands.



# #1. OFFERS END.

**SOLAR, EVEN HIGH-END SYSTEMS DEALS,  
ARE COMPETITIVE. IF DSOLAR TELLS YOU ITS  
OFFER IS GOING TO END, IT'S TRUE.**

In Australia, the majority of solar system components are imported so pricing is always subject to fluctuate with exchange rates. Plus, government incentives fluctuate (typically they decrease each year). We might have a special offer from a wholesaler that enables us to pass on lower pricing for a limited time. When you see an offer from us that you like, don't wait. Our offers are usually limited and are subject to change if the conditions of the offer change.

A solar offer is more than just the system price. When we put together a solar offer, it represents the sum of the premium quality of the componentry, the credentials of our installers, and both our pre-sales and after-sales service. For example, we offer 5-day product replacement guarantees, 25-year workmanship warranties and other additional value that cheap suppliers don't match.



# #2. TIER 1 IS A FINANCIAL, NOT QUALITY, STANDARD.

**The solar industry typically runs ads that refer to “Tier 1” panels. This means that the solar panel manufacturer has a solid banking rating. It has nothing to do with product quality.**

According to Bloomberg, “those which have provided products to five different projects which have been financed non-recourse by five different (non-development) banks in the past two years”.

Large, well-established Tier 1 solar panel manufacturers typically make all “quality” grades of panels, from the low-quality budget options through to the top-end premier panel product.

If you want a panel that’s premium, refer to certifications or panel brands for a better “quality” guide.



# **#3. NEW SOLAR BUSINESSES MAY POSE GREATER RISK.**

We're all for giving newbies a chance, except when it comes to solar. Choose a solar company that's well-established, like DSolar. Why? You want to partner with a solar company that remains in business long enough to service your warranties.

DSolar has been installing residential and commercial solar since 2012. We've seen a lot of solar companies come and go. Consumers often get caught out by responding to advertising for cheap solar systems, but then the business goes out of business, leaving them without back up when there is a problem.



# #4. PLAN FOR THE FUTURE.

**Before you buy a solar system, think about your electricity consumption and what your powered future might look like, especially if it includes solar storage.**

A key component of a solar system is the inverter. The inverter takes direct current (DC) from your solar panels and converts it to alternating current (AC) that can be used to power your home.

In Australia, we install two types of inverters, string and hybrid. Your choice of inverter matters because a hybrid inverter enables you to easily add battery storage, where a string inverter doesn't.

If you are likely to ever want to add battery storage, for powering an electric vehicle or participating in virtual power plants - or you just want to keep your options open - choose a hybrid inverter over its cheaper string alternative.



# #5. YOU GET WHAT YOU PAY FOR.

**THE SIMPLE TRUTH IS YOU GET WHAT YOU  
PAY FOR.**

We're not the cheapest solar company. (And yes, you'll see many advertisements for cheap solar systems.) We've always focused on service and quality, since a solar system should power your life for up to 25 years. To last this distance, it has to be a quality product.

When you buy a system from us, you get extras that other solar companies don't offer. For example, you can book our free concierge service for an at-home visit. If there is a problem with your system, we guarantee a 5-day product replacement on the faulty part, so you're back up and running as fast as possible. We also offer a 25-year workmanship warranty. All of this is in addition to premium products, so your system lasts longer and your return on investment is maximised.



# #6. BUY FROM CEC APPROVED SOLAR RETAILERS.

**We've all heard horror stories about solar gone wrong. (This is another reason why it's important to partner with well-established solar companies, like DSolar.**

In some Australian states, you cannot access state government solar incentives unless you are buying from a Clean Energy Council (CEC) Approved Solar Retailer. Our CEC Approval means you know that we are committed to honest and ethical practices in sales and marketing.

Safeguarding your investment in solar starts with your choice of solar company. DSolar is a well-established, CEC-approved solar retailer. We only use CEC accredited solar installers so you can be confident in the quality of our workmanship.

Read our customer stories. We're proud of our 5-star Google reviews.



# #7. FINANCE MAKES SOLAR AFFORDABLE.

Finance makes buying a solar system incredibly affordable. Instead of finding capital upfront, you can pay off your system over time, using what you save on power bills to meet the requirements of your loan. Talk to DSolar about different financing options.

One other thing. When you see advertising that says “interest-free”, unless it’s a state government loan, such as Solar Victoria’s loan scheme, you will be paying interest. It’s just been hidden in the price. Finance companies are not charities, they make margin by charging interest.



# #8. CONSIDER OVERSIZING YOUR SYSTEM.

**Often, solar companies quote an oversized system. In other words, it's common practice to quote for a system with 6.6kW panels that is coupled with a 5kW inverter.**

This is because a 5kW inverter will always output 5kW of AC electricity. Rooftop solar panels, on the other hand, naturally fluctuate greatly throughout the day, depending on light. By adding solar panels to a system, the effect is to compensate for this fluctuation, so you get as close as possible to a reliable 5kW output.

Oversizing is restricted to 30% more than the inverter output, which in turn is limited to 5kW, usually by electricity distributors.



# #9. WARRANTIES MATTER. A LOT.

**If your solar system stops producing energy, you're back to relying on coal-fired power. This is when warranties really matter - when a component fails.**

When you purchase a system, ask about panel product and performance warranties (these are usually different). You should also be offered an inverter warranty.

Since the expected lifespan of a quality solar system is 20+ years, it needs to perform well for a long time. Check if your solar retailer offers warranty upgrades, although these may incur extra charges.

Some solar retailers, like DSolar, offer workmanship warranties in addition to product warranties that manufacturers of components offer. We're so confident in the quality of our installation team's workmanship, we guarantee it. For a premium 6.6kW solar system, we offer up to 25-year workmanship warranty protection.

And what happens when things go wrong? DSolar offers a 5-day part replacement guarantee to get you back up and running as quickly as possible. As far as we know, this is an industry-leading commitment to our customers.

We've been installing solar systems since 2012, so we're a well-established company. Unfortunately, though, buying from new companies that don't have a track record could be risky. We've seen many solar companies come and go, leaving homeowners with no-one to service their warranties. So stick with reputable, well-established companies like DSolar.



# #10. CHOOSING THE RIGHT PRODUCTS AND BRANDS.

By now, you will have guessed we take a lot of pride in our reputation. Apart from our long-time industry experience, the reason we get so much positive feedback is because we take extreme care with the products we choose to install.

Here are the steps we take:

## 1. Is the solar panel included in the government Solar Panel Validation Program (SPV)?

If not, we don't sell it. The program is run by the Clean Energy Council to ensure that solar panels that are installed are genuine and eligible for Small-scale Technology Certificates (STCs).

## 2. Is the panel made by a Tier 1 manufacturer?

Tier 1 is a financial, not quality, standard as we've noted previously. We have greater confidence in buying from a Tier 1 manufacturer because they are financially stable, so are more likely to service warranties.

## 3. What tests and certifications do the products offer?

Meeting international standards, being tested in harsh weather conditions, being certified by reputable third-parties - these are signs of premium solar products that we like to install.



# READY TO SAVE ON POWER BILLS WHILE YOU SAVE THE PLANET?

**GET YOUR NO-OBLIGATION, CUSTOMISED  
CONSULTATION FROM THE FRIENDLY DSOLAR  
TEAM, CALL **1300 989 811** TO LEARN MORE.**

For many people, buying solar is a once-in-a-lifetime investment, which is why it's so important to really get to know your solar company. They'll be your partner in warranties and solar performance for 20+ years.

Call us to book your free in-home consultation with our team. While we're with you, we'll look at your switchboard, meter box, roof design and current consumption patterns. This way, we can design and customise the very best solution to save you money, deliver ongoing high performance energy generation and optimise your return on your investment.



# CHECKLIST

**Ask these 10 questions before you commit to a solar retailer.**

**Are you a Clean Energy Council Approved Solar Retailer?**

**How long have you been in business?**

**Will you visit me at home for a free consultation?**

**Are your system installers Clean Energy Council Accredited?**

**Have the owners of your solar company owned other solar companies before? If so, which companies?**

**Do you guarantee the exact products in my quote will be installed?**

**Do you have internal quality control programs for system installations and what are these programs?**

**What workmanship warranties do you provide?**

**How long does it take for any faults to be fixed?**

**What happens to my warranties if you go out of business?**



1300 989 811 | [info@dsolar.com.au](mailto:info@dsolar.com.au) | [www.dsolar.com.au](http://www.dsolar.com.au)

U11/50-56 Sanders St, Upper Mt Gravatt QLD 4122

U903/50 Clarence St, Sydney NSW 2000