



Solar Photovoltaic Power Generation Scam Copywriting

How many complaints have been filed with BBB about solar energy companies?

People filed roughly 13,000 complaints with BBB last year about solar energy companies including contractors, equipment dealers and installers. The St. Louis Consumer Fraud Task Force warned about misleading solar sales last year. Remember: Well-intentioned companies will give you time to consider their offer.

How do I avoid a crappy solar panel deal?

To avoid a crappy solar panel deal, watch out for these scammy sales tactics. Dealing with door-to-door salespeople is annoying, no matter what they're selling. But the solar industry is full of bad actors, with solar salespeople knocking at your door with misleading offers and overpromised savings.

Will the federal solar tax credit be eradicated?

Instead of letting the solar panel company take its cut, explore a wider range of solar panel brands in order to determine what you want for your home. Many solar panel companies will claim to potential customers that the federal solar tax credit will soon be eradicated.

Are salespeople flouting the solar tax credit?

Going in with a strong understanding of some key solar topics can help you spot when a salesperson is flouting those guidelines. Salespeople are likely to tout the federal solar tax credit. When you install solar panels (and certain other related technology) you receive a portion of the cost back on your taxes.

Are you getting ripped off when buying solar panels?

Solar is expensive, no matter how you shake it. And savings sound nice, but if you get stuck with an overpriced solar panel system that's underperforming, you're going to save much less. That's why we put together these tips to avoid getting ripped off when buying solar panels -- backed by expert advice.

How do solar salespeople lure you into a contract?

Solar salespeople might try to lure you in with promises of free solar panels and limited-time special deals. In most cases, these are just aggressive sales tactics they'll use to rush you into a contract. Solar is expensive, no matter how you shake it.



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