

# **Business and Contract Strategies for Solar PV Systems in Roofing Applications**

## **Center for Environmental Innovation in Roofing**

**4/7/2009 Progress Report**

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### **Introduction**

This research was commissioned by the *Center for Environmental Innovation in Roofing* to examine contract strategies for various types of solar photovoltaic systems in building integrated applications including low slope roofing, steep roofing, and glazing integrated systems. The primary goals of the research were to examine the roles of roofing contractors and electrical contractors in the marketing, installation, and maintenance of solar systems in these applications, and to identify areas of distinction between these trades.

### **Scope Update**

Much has changed since the initialization of this research. The extension of federal tax credits for solar, the election of a new presidential administration, and the economic downturn have all made dramatic impacts on the solar industry and the landscape for solar energy development. In addition, the focus of the Obama administration on energy efficiency and weatherization hold great promise for construction contracts in energy efficient roofing. As such, the scope of this research has been adjusted to include a more broad exploration of the impacts of the growing solar energy and energy efficiency market on the roofing industry. In addition, the scope of the research was narrowed to focus only upon roof integrated solar applications and the collection lessons learned from early adoption of solar business models by established roofing contractors.

### **Research Methods**

Three primary research methods are being utilized to conduct this research:

***Monitor Policy Developments and Workforce Issues*** – As policies are shaped by the new administration; their impacts on the solar industry and roofing industry are being monitored and explored.

***Case Studies of Roofing Contractors Entering the Roofing Industry*** – Case studies, interviews, and site visits of roofing contractors who have entered the solar market.

***Solar Energy Conference*** – A conference/symposium will draw together experts in policy, finance, workforce, and technology strategies in the solar industry and will be held on May 6-7.

## **Expected Results**

This research is expected to produce the following results:

***Solar and Energy Efficiency Roadmap*** – A summary of factors affecting the roofing industry as a result of the rapid growth of solar energy and energy efficiency markets.

***Best Practices*** – Lessons learned from early adopters of solar businesses by roofing contractors including marketing, financing, contracting, warranty, and service programs.

***Technology Pipeline*** – A summary of developing solar PV and racking technologies that will impact the cost and profitability of roofing installations.

## **Completion Schedule**

- 4.25.09 Progress report, solar energy panel discussion, and feedback collected at Roofing Industry Alliance for Progress Meeting, Irving Texas.
- 4.29.09 Presentation and discussion of solar energy and energy efficiency impacts on the roofing industry to SPRI meeting, Rhode Island.
- 5.1.09 Case study summary report completion
- 5.6-5.7 Solar Energy Conference, Penn State
- 6.15.09 Draft final report submitted for comment
- 8.1.09 Final report submitted

**For more information, or to participate in this research, please contact:**

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