



# Optimizing the Solar Lending Process for Wider Solar Adoption



A Financial Network, Inc. **Lending Guide**



“While posing new financial challenges, residential solar remains a small, yet rapidly expanding sector. The recent shift toward direct ownership of residential solar provides opportunities for financial institutions to enter the marketplace and extend credit.”

**SungJe Byun and Joseph Kneip**

**Dallas Fed, 2023**

## Selecting a Solar-Focused Lending Platform

When pursuing a solar-optimized lending process, starting with a platform that has already answered questions specific to the industry can mean drastic decrease in onboarding and production time.

The lending software market can be difficult to navigate, but if you focus on platforms specific to your industry, things start to clear up quickly. And, if you're reading this, that means you've found your way to a leading solar lending platform with an existing customer base comprised of the nation's leading and high-volume solar lenders and installers.

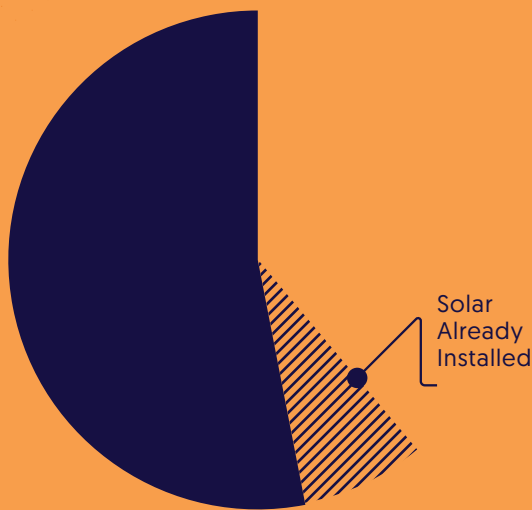
A platform that already understands the intricacies of solar lending and have the ability to act as a continuous resource, consultant, and advocate turns all of the unknowns you may currently have into answered questions, quickly. And, for unique situations to your business, working with a team of expert finance and lending consultants means that any custom solution is well-vetted with a clear path to launch.



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# Current Solar Adoption Landscape

## Understanding our Borrower Mindset



# 47%

US Homeowners have given serious thought-to or already have had solar panels installed in the past 12 months.




# 81%

US Homeowners who have considered solar say helping the environment is a motivation.

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# Borrower Mindset and Smart Lending Conversations

Why do we care what is on the mind of solar-curious borrowers? If you are posing this question, let's take a dive into how your lending platform can help drive sales conversations.

For example, if your lending team could have immediate access to property valuation, solar efficacy, and other specific points all in one place, the conversation with a potential solar customer goes from, "let me get back to you," to "this is what your direct impact looks like, right now, based on an installation that would occur on..."

Since your lending software toolkit can integrate with just about any open data source, these conversations can also be updated based on market trends, or tie directly into your organizations core values, identified market research, or revenue goals.

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“The lending technology behind the Solar Blueprint LOS platform is why many lenders approach us, but the team behind the platform, and their drive to see success in all aspects for our clients is why lenders become decades-long partners.”

Val S.

Program Management, Financial Network, Inc.

**Schedule a Quick Lending Software  
Conversation at [financialnetworkinc.com](https://financialnetworkinc.com).**

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