

# The Rise and Rise of Solar Homes

There are over 1 million residential solar photovoltaic (PV) installations in the United States. By 2020, it is expected that the U.S. will have four million solar homes!

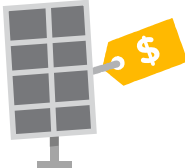
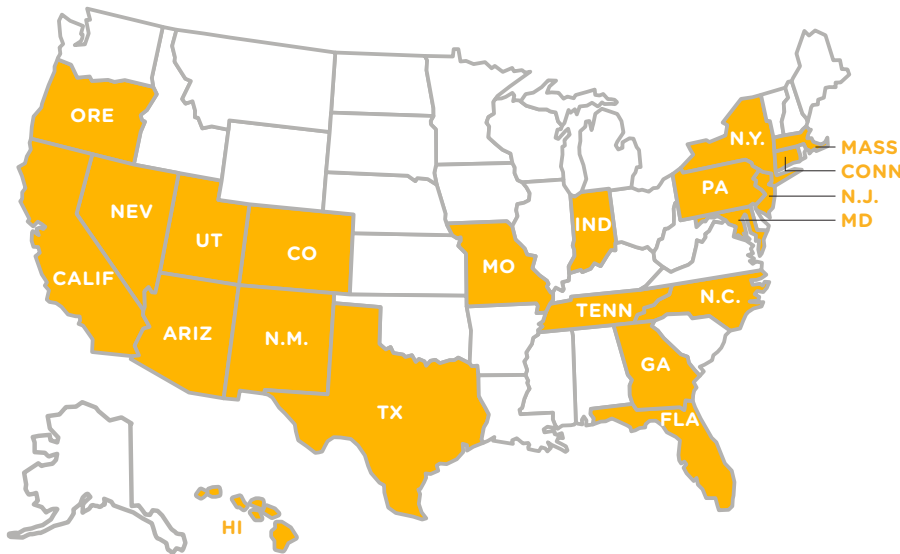
## A Growing Industry

This growth is happening in every state, including places not typically considered sunshine states, like Massachusetts and New Jersey. And, in some locations, 10 to 20 percent of homes in a given area are solar.


## Solar's Rapid Growth

Approximately every 90 seconds, a new customer in the U.S. goes solar! What is spurring the growth of residential solar installations?


### Top 20 States by Installed Solar Capacity



Falling cost of solar panels. By 60 percent or more over the next decade!



Savings on utility bills



Solar is a clean, renewable source of energy and adds to your home's value

**»FACT** Studies show that home buyers are willing to pay a premium of **\$15,000** for a home with a host-owned solar array!

## Get Solar Smart!

As this inventory grows, homebuyers and sellers will look to real estate professionals for help. Those who understand the basics of solar will have a market edge. With **"Selling the Sun: Establishing Value for Solar Homes,"** you'll learn how a solar home works, how to list, value, and sell it, and more!

To learn more and register: [ElevateEnergy.org/selling-the-sun](http://ElevateEnergy.org/selling-the-sun)



Online Price:  
**\$39**



Duration:  
**3 hours**



Continuing Education  
Coming **February 2018!**

**SOURCES:** Solar Energy Industries Association, Renewable Energy World, GreenTech Media and International Renewable Energy Agency, EnergySage, Lawrence Berkeley National Laboratory, American Council for an Energy-Efficient Economy

February 2018



**ELEVATE ENERGY**  
Smarter energy use for all

[ElevateEnergy.org](http://ElevateEnergy.org)  
773.269.4037  
[SolarValue@ElevateEnergy.org](mailto:SolarValue@ElevateEnergy.org)

Elevate Energy is a community of thinkers and doers who believe that everyone should have access to the resources that enable more efficient energy use.