



Bringing renewable technology  
down to **earth!**



## **SOLAR DIRECT – KEY ASSETS**

### **An established company in the industry, and a leading company in Florida**

Both by reputation and size, Solar Direct has established itself as a knowledge base for any and all kinds of residential and commercial solar thermal and solar photovoltaic jobs.

Over the next few years, the Florida state government plans to increase the incentives and mandates for the solar industry.

### **Two principals with over 50 years combined experience in solar industry sales, installations, engineering, and Ecommerce retail sales.**

There is no problem that the two principals have not solved in a solar installation. Virtually every set of plans submitted for review for solar installations by external engineering companies benefit from

### **High website traffic to a captive audience of buyers, generating an average of over 3,000 visitors per day.**

Any exceptional web presence requires a highly skilled IT person. Solar Direct finely tunes its online marketing activities to maximize conversions to sales and price per click. Further investment will lead to even more potent results.

### **Exceptional sales staff knowledgeable in selling residential and commercial Solar Thermal and Solar Photovoltaic systems across the United States**

Solar Direct's experienced staff. Sales staff has honed its approach to sales of green products and solar installations to an art form. The sales staff is in Missouri, Texas and different parts of Florida. This sales staff could expand to build a more national network to handle the increasing volume of leads.

### **Superior workforce of installers of residential and commercial solar thermal and solar photovoltaic systems.**

Experienced installers work more efficiently, and are able to train others in what will inevitably become a growth industry in Florida.

### **Existing computer infrastructure ready for expansion at relatively low cost**

Solar Direct's database contains information on all leads coming in via telephone or internet. The database is in the midst of a major overhaul to enhance sales. For example, under the new system, any change in Louisiana law on solar incentives would trigger a search of past leads from Louisiana to be contacted as potential prospects for sale. There are countless more opportunities with the further investment in the management of the database.