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THE VERDICT IS IN: RESIDENTIAL SOLAR CUSTOMERS ECSTATIC ABOUT GOING SOLAR!

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According to a study by BrightCurrent, 91% of solar customers interviewed would recommend solar to their friends.

The research study is based on interviews with more than 200 solar customers who had installed solar within the last five years through over 30 different installation companies. The findings are in line with earlier studies by researchers at Yale and NYU that demonstrate that solar consumers are quick to recommend solar to their friends and neighbors.

Driven by the growth of solar financing options and reductions in solar energy equipment prices, the residential solar industry grew dramatically over the last three years, doubling in 2011 and growing by an additional 60% in 2012. This growth has been aided by lower prices and increased access to financing, plus a growing base of happy customers.

According to the study, those happy solar customers are the engine behind residential solar's dramatic growth.

"This effect of one's neighbors experiencing solar will undoubtedly be a major factor in the continued growth of the residential solar industry," commented Kenneth Gillingham of Yale University's School of Forestry and Environmental Studies.

The study noted that the challenge for solar is not the cost or the technology, but consumer awareness. Consumers continue to be very misinformed about the affordability and ease of switching to solar. As solar companies **struggle to lower customer acquisition costs**, they are relying more and more on this base of happy solar customers to spread the word.

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