



## **Protect Virginia consumers from misleading solar sales: Support 2024 legislation**

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### **Problem:**

With a booming residential solar sales market in the Commonwealth, the barrier to entry for new businesses has lowered and has allowed bad actors to enter.

Virginia has numerous reputable solar installation companies providing a variety of options for consumers across market segments. However, over the past few years, some unscrupulous solar companies have harmed consumers and tarnished the broader market for reputable companies in Virginia. Unless the legislature takes action to protect consumers, bad acting companies will continue to mislead and take advantage of consumers.

Solar consumers need protection from the following tactics:

- False promises or claims about bill savings and incentives
- False promises or misleading claims about relationships with local governments and utilities companies.
- A basic recourse from predatory contracts
- A reasonable expectation of maintenance and completion of job, and recourse if a company files for bankruptcy while the customer is still making loan payments.

### **Solution:**

Well thought out safeguards are needed to protect consumers from bad acting solar companies. In 2023, Delegate Glass introduced HB 2355 to convene a solar stakeholder workgroup to propose solutions in advance of the 2024 legislative session. The bill failed, but there is support for SUN to connect with stakeholders in 2023 to develop a legislative proposal for 2024. SUN has met with multiple solar industry and consumer protection groups. SUN will strive to achieve the following in the legislative proposal:

- Common-sense protections for solar customers
- Consensus solutions that balance the interests of the solar industry and protect the growth of reputable installation companies
- A structure to address and resolve consumer complaints based on best practices from leading structures elsewhere.