



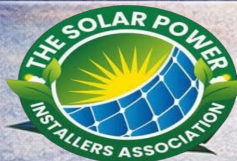
**SCAM**

# WHY CLIENTS THINK **SOLAR** IS A **SCAM**

*And How Professional Installers Can Prevent It*

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PROFESSIONAL STANDARDS SERIES  
WHY CLIENTS THINK SOLAR IS A SCAM

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A Professional Industry Guide

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Professional Standards Series

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# Why clients think solar is a scam and how installers can avoid it.

That's a very important topic—especially in markets like Trinidad & Tobago where solar is growing fast but trust can be fragile. Here's a clear breakdown you can use for training, marketing, or even a workshop:

## Why Clients Think Solar Is a Scam

### 1. Unrealistic Promises

- “Zero electricity bill guaranteed!”
- “System will pay for itself in 2 years!”
- Oversized performance claims without site assessment  
When expectations aren't met, clients feel misled.

### 2. Poor Quality Installations

- Undersized cables
- No proper breakers or surge protection
- Incorrect battery configuration
- No labeling or documentation  
When systems fail early, clients assume the whole industry is dishonest.

### 3. No After-Sales Support

- Installer disappears after payment
- Warranty not honored
- No maintenance plan This is one of the biggest trust killers.

### 4. Cheap Equipment Sold as “Premium”

- Generic inverters rebranded
- Used lithium batteries sold as new
- Fake warranties Clients may not understand technical details but they recognize when performance drops.

### 5. Lack of Education

Many clients don't understand:

- Load management
- Battery limitations
- Weather impact
- Maintenance requirements

When they expect grid-level power from a small system, disappointment follow

### 6. High Upfront Cost

Solar is a large investment. Without financing options or clear ROI breakdown, clients fear:

- Being overcharged
- Being pressured
- Being trapped

## How Installers Can Avoid the “Scam” Perception

### 1. Do Proper Load Analysis

- Measure actual consumption
- Explain realistic system capacity
- Show run-time calculations

Transparency builds confidence.

### 2. Provide Written Proposals

Include:

- Equipment brand & model
- Warranty terms
- Installation timeline
- Payment structure
- Estimated savings (realistic, not exaggerated)

Professional documentation = credibility.

### 3. Educate Before Selling

Explain:

- Difference between kW and kWh
- Battery depth of discharge
- Why AC units drain systems
- What happens on cloudy days

An informed client is a confident client.

### 4. Offer After-Sales Support

- 1-year workmanship warranty
- Maintenance packages
- Annual inspection plan
- Clear contact numbers

Even just answering calls consistently builds trust.

### 5. Use Quality Components

- Proper DC breakers
- Surge protection
- Correct cable sizing
- Neat labeling

A clean install communicates professionalism instantly.

### 6. Show Proof of Work

- Before-and-after photos
- Client testimonials
- Site visits to previous installations

Social proof removes fear.

## 7. Be Honest About Limitations

Say things like:

- “This system will reduce your bill by 60–70%, not eliminate it.”
- “You cannot run 3 AC units on this size system.”
- “Batteries will need replacement in X years.”

Honesty may lose one sale, but it builds long-term reputation.

### Key Principle

Solar is not a scam.

Poor communication and poor workmanship create the scam perception.

The installer’s integrity determines the industry’s reputation.

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