

uFire.

HOME & PROPERTY SERVICES

Your Neighbors Are Going Solar. Make Sure They Call You.

The #1 source of solar leads is a neighbor who already went solar. uFire turns satisfied homeowners into paid ambassadors who post their \$0 electric bills and your company name to thousands of local followers.

THE PROBLEM

Why Solar Installation Businesses Struggle to Grow

Google Ads Cost \$150–\$400 Per Lead

Solar lead costs have exploded. You're bidding against national installers with million-dollar budgets while ROI shrinks every quarter.

Trust Is Everything in a \$25K Sale

Nobody signs a \$20,000 solar contract from a cold ad. They call the company their neighbor used and loved — period.

One Install Creates 5 Neighbor Inquiries

When a new solar array goes up, five neighbors ask about it within a week. Without ambassadors, those conversations happen without your name.

THE SOLUTION

How **uFire** Works for Solar Installation

1

Recruit Homeowner Ambassadors

We enroll satisfied solar customers and local homeowners. They post about your install, energy savings, and the process — authentically and to their local networks.

2

Launch Neighborhood Campaigns

Target specific neighborhoods. Ambassadors post their monthly electric bill drops, install-day content, and live energy data screenshots to 500–10,000 local followers.

3

Pay Per Post, Not Per Lead

Flat rate per post. No inflated click costs. When neighbors see a real \$12 electric bill and ask who installed the panels, your name is already in the caption.

THE NUMBERS

The Math Behind the Campaign

\$25K

Average residential solar contract value

47%

Of solar buyers say neighbor referral influenced their decision

5x

Higher conversion from referral vs. paid ad leads

A single ambassador campaign costs \$800–\$2,000. If it generates just 2 installs at \$25,000 each, that's \$50,000 in revenue — a 25–60x return on campaign spend.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Solar Installation — powered by uFire.

ufire.ai/brands/solar-installation

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime