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Selling Into the Sun - Solar Research Report

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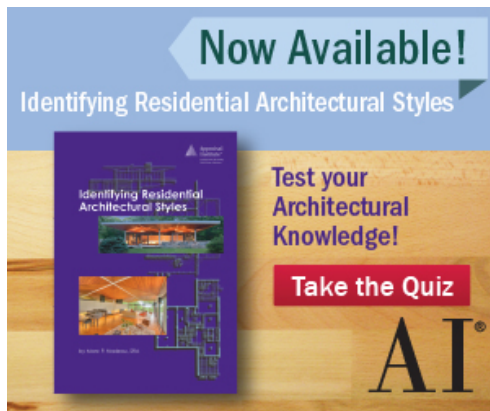
Selling Into the Sun - Solar Research Report**Date:** May 15, 2015**Duration:** 2 hours

In this webinar, the authors of the new report, "Selling Into The Sun: Price Premium Analysis of a Multi-State Dataset of Solar Homes" will discuss the methodologies, data, results, and conclusions.

The study found that home buyers consistently have been willing to pay more for homes with host-owned solar photovoltaic (PV) systems - averaging about \$4 per watt of PV installed - across various states, housing and PV markets, and home types. This equates to a premium of about \$15,000 for a typical 3.6kW sized solar system.

The multi-institutional research team of scientists from Department of Energy National Laboratories, universities, and appraisers analyzed almost 22,000 sales of homes, almost 4,000 of which contained PV energy systems in eight states from 1999 to 2013—producing the most authoritative estimates to date of price premiums for U.S. homes with PV.

SPEAKERS

Sandra K. Adomatis, SRA, LEED Green Associate, Appraiser, CEO, Adomatis Appraisal Service**Ben Hoen**, Researcher, Lawrence Berkeley National Laboratory**Thomas O. Jackson, Ph.D., AICP, MAI, CRE, FRICS**, Appraiser, Professor, Real Property Analytics, Inc., Texas A&M University

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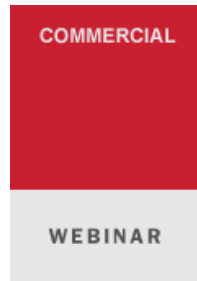
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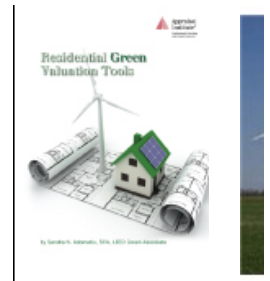
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