

## Financing Strategies in an Incentive-Changing Market

The residential solar market is evolving quickly — and 2025 may redefine how systems get financed. With federal and state incentives shifting, third-party ownership models (leases and PPAs) are gaining traction again. Why? Because these structures often unlock full tax credits and domestic content bonuses even when homeowners can't.

### What's Driving the Shift

- **Incentive Optimization:** Under the IRA, the Investment Tax Credit (ITC) can be fully captured by the system owner — in leases or PPAs, that's your finance partner, not the homeowner.
- **Domestic Content Adders:** Bonus credits (up to +10%) are available for systems using qualified U.S.-made products.
- **Action Step:** Stay current on domestic content rules via SEIA, IRS, and Soligent's own equipment sourcing guides to ensure compliance and maximize project value.

### How to Position to Win More Deals

- **Educate early:** Walk homeowners through lease vs. loan vs. cash — build trust by clarifying choices upfront.
- **Show comparisons:** Side-by-side visuals of monthly cost, savings over time, and exit terms sell confidence.
- **Use tools:** Partner with lenders that offer auto-generated proposals for multiple ownership options.
- **Train your team:** Get fluent in lease terms, transferability, lien clearance, and objection handling (“I don't want a third party involved later”).
- **Expect complexity:** Lease deals require more coordination on credit, ownership, and legal steps — plan accordingly.

### The Bottom Line

Master financing models + incentive rules = more wins.

By aligning your strategy now, you'll be ready to capture tomorrow's demand and lead your market confidently into 2026 and beyond.

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**Maxeon Joins Soligent's Featured Manufacturer Microsite**

## Series — bringing premium solar technology and sustainability innovation into focus for installers nationwide.

The Maxeon hub — [soligent.net/maxeon](https://soligent.net/maxeon) — is a purpose-built destination that gives solar professionals instant access to everything they need to succeed with one of the world's most advanced solar manufacturers. From high-efficiency module specs to warranty details, installer tools, and training resources, this centralized microsite streamlines how installers research, plan, and quote with Maxeon.

No more hunting across multiple sources — installers can access product information, download datasheets, explore Maxeon's patented technology, and order directly through [Soligent Connect](#), all from one trusted digital home.

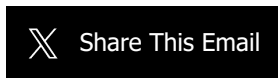
As part of [Soligent's](#) Featured Manufacturer Series, the Maxeon page reinforces our commitment to highlighting top-tier clean energy partners — giving installers access to superior technology and the tools they need to deliver lasting performance and value to customers.

Whether you're designing for premium residential systems or high-output commercial arrays, the [Maxeon hub](#) is your go-to resource for efficiency, durability, and sustainability, fully integrated with Soligent's nationwide distribution network.

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