



Why Solar Rooftops Have a Bright Future

By: ABC Supply Pro Council

Reasons to consider diversifying into this growing category

Homeowners who want to live more sustainably aren't just buying LED lightbulbs or installing energy-efficient windows. They're also adding renewable energy (RE) sources like solar roofing to their homes and businesses.

The solar roofing industry has a bright future. Instead of just keeping an eye on this category, now may be the time for contractors to start offering solar roofing installation to their customers. Here's what you should know before jumping in.

Solar roofing is growing rapidly.

The solar roofing market is [expected to grow](#) to nearly \$1 billion by 2025, and it's estimated that [15% of U.S. homes](#) will have a photovoltaic system (a system that turns light into energy) by 2030. With its [solar roofing mandates](#), California has led the charge to adopt solar roofing, but interest in renewable energy is spreading around the country. That's why we've begun expanding the number of ABC Supply locations that carry the complete solar roofing system, including panels, tiles, shingles, racking, inverters and storage. You can contact your [local branch](#) to learn more about the RE products available in your area.

Solar rooftops can be profitable for your business — and could save your customers money.

Now could be the time to get into renewable energy and create a whole new revenue stream for your business.

Even if your customers aren't initially considering solar rooftops, there are benefits you may want to point out. In addition to being environmentally friendly, solar roofing generates enough electricity to save them hundreds of dollars annually. Solar panels can pay for themselves in the long run. The average [payback period](#) is six to 10 years. That period could shrink even more with [net metering](#), where unused solar power is stored on the utility grid and credited back to the customer. A home's solar rooftop can also help [offset the cost of charging](#) the homeowner's electric vehicle.

Plus, Congress recently passed a federal tax credit for solar photovoltaic systems. Until 2032, both [homeowners](#) and [business owners](#) could receive a tax credit for 30% of the installation cost by filing [this form](#) with their federal tax return. More information on how the tax credit works can be found in [this FAQ](#) from the Internal Revenue Service. (Home and business owners should seek professional tax advice to ensure eligibility for it.)

ABC Supply can help you get started.

We're keeping tabs on the solar roofing industry so that we can help you take advantage of opportunities that exist in your market. ABC Supply locations that offer solar roofing can provide information and even

training on how to install solar roofing. You can also find training opportunities through the Department of Energy's [Solar Training Network](#).

ABC Supply makes offering solar roofing easier by stocking everything you need for installation, including the racking, inverters and batteries, as well as access to tools, such as [Solo](#), that can help you sell solar rooftops to your customers. We also load everything right onto the roof* you're working on, helping you reduce your labor time – saving you time and money – and minimize safety risks.

“ABC Supply has the RE resources and materials contractors need to be successful in this growing category. In addition, we may be able help you understand what opportunities exist in your market,” says John Vondra, national merchandising manager for solar at ABC Supply. “We want you to be confident when deciding whether offering solar roofing to your customers is the right move for you.”

To learn more about what renewable energy products are available in your area, reach out to your [local ABC Supply](#).

*Rooftop deliveries not available in all markets.

About the ABC Supply Pro Council

The ABC Supply Pro Council consists of experienced associates from across the U.S. Its aim is to provide contractors nationwide with industry advice and insights to help them seize opportunities and overcome challenges they face as they manage successful businesses. Contractors can visit ABC Supply's News & Events for additional tips and resources from the Pro Council.