



BOSTON SOLAR
EMPOWERING NEW ENGLAND

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SOLAR BUYER'S GUIDE

Everything to know before going solar in Massachusetts, from the **leading solar team** across the state and beyond.

7,500+
INSTALLS COMPLETE

2011
FOUNDED IN MA

100%
IN-HOUSE TEAMS

YOUR POWER BILL ISN'T LOCKED IN.

Massachusetts has some of the highest residential electricity rates in the country. The average homeowner here pays over **30 cents per kilowatt-hour**, and that number has climbed every year for a decade. Solar not only cuts that bill, but it replaces it with something better: a fixed cost you control for the next 25 years.

TYPICAL FIRST-YEAR SAVINGS

\$150–250

Most Boston Solar customers cut their monthly electric bill by \$150 to \$250 in year one, starting from the first full billing cycle after activation.

LIFETIME SAVINGS (25 YEARS)

\$90K+

Over the life of the system, Massachusetts homeowners typically save \$60,000 to \$90,000 on electricity. As utility rates climb, that number grows every year the system runs.

AVERAGE PAYBACK PERIOD

8–10 Yrs

After 8 to 10 years, the system has paid for itself. From that point forward, the power your panels produce is free. That's 17 or more years with no electric bills.

HOME VALUE INCREASE

4.1%

Solar adds an average of 4.1% to Massachusetts home values. Under state law, that added value is fully exempt from property tax.

When your panels are producing, the electricity is yours. Run the AC all summer. Charge your car overnight for nothing. Know what power will cost next year and the year after that.

The savings bring people to solar. The freedom keeps them there.

Not every roof is ready for solar today, and that's okay! Work through this checklist before signing anything. A good installer covers all of it with you, for free, before you commit.

01 • ENERGY USE

HOW MUCH ARE YOU SPENDING?

Pull your electric bills from the last 12 months and total them up. The more you're paying, the faster solar pays off. Homeowners spending \$200 a month or more typically see the strongest return.

02 • EFFICIENCY

CAN YOU LOWER CONSUMPTION FIRST?

LED lighting, a smart thermostat, or better insulation can cut energy needs before panels go up. Fewer kilowatts needed means fewer panels, which means a lower cost and a faster payback.

03 • ROOF CONDITION

DOES THE ROOF NEED WORK?

Solar panels last 25+ years. If your roof won't make it another 10, replace it first. Removing panels for a mid-life re-roof adds real cost that wasn't in your original numbers. We assess this at no charge.

04 • SHADING

WHAT'S BLOCKING YOUR SUN?

Trees, chimneys, and dormers that cast shadows on your roof cut output. Some can be trimmed, others need design adjustments. We map your roof's sun exposure precisely before the system is sized.

05 • BACKUP POWER

DO YOU WANT TO STAY POWERED DURING OUTAGES?

Panels alone shut off when the grid goes down. A battery keeps your home running through outages. If that matters to you, it's better to build it into the design from the start than add it later.

06 • YOUR INSTALLER

WHO'S ACTUALLY ON YOUR ROOF?

Ask every installer whether crews are in-house or subcontracted. Verify licenses at [mass.gov](https://www.mass.gov/licenses). Read Google and BBB reviews. This is a 25-year relationship with your home. Choose a company that'll still be there in year 20.

ONE MORE THING

THE SOONER YOU START, THE BETTER YOUR INCENTIVE RATE

Massachusetts' SMART program pays per kilowatt-hour produced, but rates step down as capacity blocks fill up. Earlier enrollees lock in higher rates. From signed contract to live system takes 60 to 90 days. There's no pressure here, but waiting isn't free.

STACK EVERY MA INCENTIVE.

Although the 30% federal tax credit is gone, Massachusetts has strong state-level solar programs that still stack. Here's what a typical homeowner qualifies for in 2026.



SMART PROGRAM

\$0.03–\$0.10/kWh

The Solar Massachusetts Renewable Target program pays you a per-kilowatt-hour rate for everything your system produces, on top of the utility costs you're no longer paying. Payments run for 10 years. Your rate is set by your utility and the capacity block you enroll in. Enroll earlier and you'll lock in a higher rate.



PROPERTY TAX EXEMPTION

100%

Solar adds real, measurable equity to your home. Massachusetts law exempts that added value from your property tax assessment entirely. You get the home equity boost with no corresponding tax increase, and the exemption is automatic for residential installations.



NET METERING

Full Credit

When your system generates more power than you're using, your utility (Eversource or National Grid) credits your account at the retail rate. Those credits carry forward month to month, so summer surplus offsets the higher bills you'd otherwise see in winter.



SALES TAX + STATE CREDIT

6.25% + \$1K

All solar panels, inverters, and mounting hardware are exempt from Massachusetts' 6.25% sales tax. You can also claim the MA Residential Solar Tax Credit on your state return: 15% of the net system cost, up to \$1,000. Both apply automatically to qualified residential installs.



SOLAR POWERS. BATTERIES STAY ON.

When the grid goes down, most solar systems shut off with it - that's by design. Panels alone aren't built for outages, but a battery changes that.



POWER THROUGH ANY OUTAGE

Your battery kicks in the moment the grid fails. Lights, refrigerator, medical equipment, internet — whatever you wire in keeps running. No generator, no gas, no noise.



SKIP THE PEAK-RATE HOURS

Time-of-use pricing means electricity costs more in the evenings, the same hours most households use the most. Running on stored solar during those hours cuts around the peak rate entirely, every day.

FranklinWH

aPower 2 Lithium Battery



STORE WHAT YOU PRODUCE

Panels generate most of their power midday when most homes aren't using much. A battery captures that energy so you can draw on it during the 5 to 9pm window, when utility rates are at their peak.

Compatible systems: We install Tesla Powerwall, Franklin WH, and Enphase IQ. Your battery is sized to match your home's usage and your system's output during the engineering phase.

[ASK ABOUT STORAGE →](#)

OPTIONS FOR EVERY BUDGET

There are three ways to go solar. Each is built for a different financial situation. Here's how each one works and who it makes the most sense for.

MOST SAVINGS

CASH PURCHASE

BEST TOTAL RETURN

Pay for the system upfront and own it outright. No monthly payment, no interest, no lender. You keep 100% of every incentive, every credit, and every dollar the system saves. For homeowners who have the cash, it's the highest-return option.

BEST FOR

Homeowners with available capital who want maximum lifetime ROI and plan to stay in the home long-term.

SOLAR LOAN

OWN IT FOR \$0 DOWN

Finance your system with no money down and own it from day one. Your monthly loan payment is typically lower than your current electric bill. Most customers are cash-positive from their first billing cycle. You keep all state incentives and savings. We work with several solar-specific lenders to find the right rate for your situation.

BEST FOR

Homeowners who want to own their system and keep all long-term benefits without a large upfront cost.

SOLAR SUBSCRIPTION

ZERO UP-FRONT COST

We own and maintain the system. You buy the power it produces at a fixed rate below what you're paying now. Your bill goes down, your rate stays predictable, and you don't carry any equipment responsibility. Also called a Power Purchase Agreement (PPA). Savings are real, though lower than ownership options.

BEST FOR

Homeowners who want lower electricity costs without ownership responsibility, or those who don't qualify for state tax credits.

10 Yr

Production Guarantee
at 90% minimum output

Up to 30 Yr

Panel & Equipment Warranty
industry-best coverage

\$0

We Pay the Difference
if production falls short

Most Boston Solar projects go from signed contract to live system in 60 to 90 days. Here's what the process looks like from start to finish.

1 FREE CONSULTATION & CONTRACT

We review your bills, map your roof's solar potential, and walk you through every option: pricing, financing, incentives, before you sign anything. There's no pressure, and no obligation. You'll leave knowing exactly what your system will cost and what it'll save you.

2 CUSTOM DESIGN & ENGINEERING

Our engineers build a custom PV layout for your specific roof geometry, shading profile, and energy goals. Every design is done in-house from scratch.

3 PERMITS & MATERIALS

Your dedicated Customer Experience Coordinator pulls all permits: building department, town hall, Interconnection Service Agreement, etc. They coordinate material delivery too. You won't chase any paperwork.

4 SOLAR PANEL INSTALLATION

Our in-house crew handles the full installation. Most residential installs are done in one to three days. Your coordinator schedules everything and keeps you updated throughout.

5 INSPECTION, COMMISSIONING & GO-LIVE

We attend all building inspections, your utility replaces your meter, and we receive Permission to Operate. Then we activate your system and show you real-time monitoring so you can see what your panels produce from day one.

THEN YOU REEL IN THE SAVINGS.

25+ years of clean energy, at a lower monthly cost, and a home worth more than before you started.





7,500 HOMES. ZERO SHORTCUTS.

Boston Solar has been installing solar across Massachusetts and New Hampshire since 2011. Every system is designed, installed, and serviced by our own team. Fourteen years in, with 7,500 systems running across the state, we're still here. That's the only promise that matters for a 25-year investment.



IN-HOUSE TEAM

The team that designs your system is the same team that installs it. Every crew member is a Boston Solar employee, trained, insured, and accountable to us.



MASS. BASED

We don't operate in 30 states. We know all MA utility regulations, local permitting timelines, and SMART program rules in depth.



ONE COORDINATOR

Every customer gets a single point of contact who owns the project from design to activation. One name, one number.



You may have seen our work at Fenway. Boston Solar designed and installed the rooftop solar system at MGM Music Hall at Fenway Park. The system produced over 158,000 kWh of electricity in its first year. From single-family homes across the state to that roof, it's the same crew and the same standards on every job.

Refer a neighbor, earn up to \$525. Once your system is live, share Boston Solar with friends, family, or anyone on your street still paying full utility rates. For every qualified referral who installs, you earn up to \$525. There's no cap on referrals.

GET YOUR FREE ESTIMATE

No pressure. No obligation. Just your savings, explained clearly.

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