

THE NOVA SCOTIA SOLAR BUYER'S CHECKLIST

DON'T GET SCREWED.

A **simple checklist** to help you avoid the most common (and expensive) mistakes homeowners make when going solar.

\$25k+

AVERAGE SYSTEM
COST

25+ yr

LIFE OF THE SYSTEM

15 min

TO CHECK BEFORE
YOU SIGN

PUBLISHED BY
SOLAR ASCENT
SOLARASCENT.CA

01 THE COMPANY

- They have **real Google reviews** — 50+ ideally.
- Their claimed install count **matches their reputation**.
- They can provide **2-3 homeowners** you can call.
- They have a **proven track record in Nova Scotia**.
- They are **easy to reach and responsive**.

Red flag If you can't verify them easily, don't trust them.

02 THE SALES PROCESS

- You were **not pressured** to sign on the spot.
- Pricing did **not change dramatically** during the conversation.
- They **encouraged you to get multiple quotes**.
- Everything was **explained clearly and transparently**.

Red flag If it feels rushed or pushy — that's the point.

03 THE PROPOSAL

- Production estimates were **clearly explained**.
- Assumptions (**shading, usage, degradation**) were shared.
- The **system size matches your energy usage**.
- The numbers don't look **"too good to be true"**.

Red flag If the numbers look amazing, dig deeper.

04 · QUICK PRODUCTION CHECK

IS THIS QUOTE REALISTIC FOR NS?

Every proposal should survive one minute of math.

THE FORMULA

Annual kWh ÷ System size (kW)

= KWH PER KW PER YEAR

900–1,150

Realistic. What most Nova Scotia systems actually produce.

1,150–1,250

Ask questions. Possible on a perfect south roof — worth confirming the assumptions.

1,250 +

Red flag. Almost no NS roof does this. The estimate is probably inflated.

Inflated production numbers make payback periods look shorter than they are. It's the single most common way solar quotes mislead homeowners.

05 PRICING

- Pricing is **clearly tied to system size and equipment**.
- You've **compared at least 2-3 quotes**.
- No sudden discounts or **"today-only" deals**.
- You understand **exactly what you're paying for**.

Red flag If the price moves easily, it was inflated to begin with.

06 FINANCING & RISK

- You are **not financially committed** before the install has started.
- You know what happens if the project is **delayed or falls through**.
- You fully understand the **interest rate and total cost**.
- There are **no hidden dealer fees**.

Red flag If you don't understand the financing — or your risk — you don't understand the deal.

07 PAYMENTS

- The deposit is **reasonable** — not excessive upfront.
- Payments are tied to **real project milestones**.
- You're **not paying for equipment** before it's delivered or accounted for.

Red flag Payment should follow progress — not promises.

08 INCENTIVES & REBATES

- You've **independently verified** any rebates.
- You understand which programs are **actually active**.
- The deal doesn't rely on "**limited-time incentives**".

Red flag If the deal only works because of a rebate, double-check the rebate.

09 INSTALLATION & SUPPORT

- You know **who is installing the system**.
- The company uses their **own crew or trusted installers**.
- You understand **what happens if something goes wrong**.
- They will be around **long-term for support**.

Red flag Solar is a 25-year asset. Support matters.

10 LOCAL PRESENCE

- The company is **established in Nova Scotia**.
- You can **see real installs in your area**.
- They have a **local reputation to protect**.

Red flag If they disappear, you're the one left dealing with it.



QUICK REALITY CHECK

If you checked off **most of these**, you're in good shape.

If you didn't? **Pause**. Solar is a great investment. Rushing into it with the wrong company isn't.

PRO TIP — WHAT THE BEST SOLAR CUSTOMERS DO

THEY SLOW DOWN. THEY ASK BETTER QUESTIONS. THEY COMPARE PROPERLY.

That alone puts you ahead of most homeowners. If you've been through this checklist and something still feels off — or you just want a second set of eyes on a quote — we're happy to take a look.

WHAT A GOOD SOLAR COMPANY LOOKS LIKE

- Transparent pricing, tied to system size and equipment.
- No pressure sales. No "today-only" deals.
- Real references you can actually call.
- Proven local installs you can visit or see.
- Long-term support — warrantied by them, not a call centre.

WHAT A FREE SECOND OPINION GETS YOU

- A production-math sanity check on your quote.
- Honest feedback on pricing and financing terms.
- A read on the company and the risk profile.
- Perspective from **thousands of proposals reviewed** and **500+ systems online** across Nova Scotia.
- No sales pitch. No follow-up pressure.

WANT A SECOND OPINION?

WE'LL REVIEW YOUR QUOTE. FREE.

Send us what you've got. We'll give you a quick, no-pressure read — usually within one business day.

EMAIL sales@solarascent.ca

PHONE (782) 482-1800

WEB solarascent.ca