Avoid Getting Scammed When Buying Aged Solar Leads

Description

The Leads Ware House

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Thereâ??s a lot of shady business in the aged solar lead industry (weâ??ve been in it for 15 years, we know). A lot can go wrong with so many greedy lead generators out there. Now, weâ??re going to show you what to look for when purchasing Aged Solar Leads in the wild west of lead generation.

Data Validation on aged solar leads â?? Does something stink?

So yesterday a client called me and told me about a vendor who screwed up filling in power bills in excel. So first, check those power bills and see if too many are similar (for example $200, $202, $203, etc.). Gee, everyone on this list has a 200 power bill!?

Compliance!

Next is TCPA compliance (the Telephone Consumer Protection Act.). Most solar companies arenâ??t aware of the laws around telemarketing. Your solar vendor is illegitimate if they donâ??t have â??TrustedForm â?• or â??Jornaya Lead IDâ?• on their aged solar leads. Sometimes older leads donâ??t necessarily have it, itâ??s only really become a required staple in the past couple of years.

What the are TrustedForm and Jornaya? These are technology companies that sit on lead generation websites and record the user going through the site entering the information, but why do you need that?

Because if you hit a honeypot, a greedy TCPA lawyer will start suing you for calls/texts and youâ??ll be caught with your pants down and itâ??s gonna hurt â?? $1000 for EVERY call/text! Granted you can usually settle these for a fraction, itâ??s a pain in the neck.

MONEY

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Next, money. Never go huge with a new vendor. Stay within $500-$2000 at most. Lots of people can talk, but canâ??t walk, run away, or deliver hot garbage that has been roasting in a landfill in Arizona for months. Aged solar leads from the leads warehouse have been known to work industry-wide.

Also, they should know their CPA (cost per acquisition) meaning it costs X amount per deal you close. Granted there are always some factors like the sales guy had too much espresso or sounds/looks like the guy from Tales from the Crypt.

What Is This Vendor Claiming In Their Ads?

Consumer messaging plays a big role in lead quality. Unfortunately, many solar lead generators only care about their ad profitability rather than giving the consumer an honest experience

Some Examples of What Not To Do with aged solar leads:

â??FREE PUPPY WITH YOUR PANELSâ?•

â??Free Roof with your Panelâ?•

â??Government program lets you go solar for free!â?•

â??The Government will pay you to go solar!â?•

Do They Have a Unique Approach or Are They Copying The Same Garbage?

Not to mention, marketers are infamous for copying ads, and everyoneâ??s seen that youtube ad: â??IF YOUR HOUSE HAS *THIS* (an electric meter) you could save hundreds on your power bill!â?•

Wait Wait, What About Aged Solar Leads?

Aged solar leads are a cost-effective way to scale your Solar company without breaking the bank. A company thatâ??s seasoned/in the space for many years (like us, humble brag), and trust me, weâ??ve been burned more than Will Smith after the slap heard around the world.

We already took the risk and got slapped/burned/acquired many gray hairs. Work with an established solar lead vendor like The Leads Warehouse.

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