



Solar Sales Outlook for 2027: What Changing Demand Means for Solar Lead Buyers

Description

By James Schulze

This article discusses the sales outlook for the residential solar market in 2027 and what solar installers should be considering when purchasing solar leads. It also compares aged solar leads and real-time solar leads, highlighting their strengths and costs.

The residential solar market has been through some big changes over the past few years. Starting with the 2025 One Big Beautiful Bill Act, federal tax credits have changed. Solar financing has become more expensive due to higher interest rates. Lastly, many homeowners are taking longer to decide whether solar panels make sense for their homes. As we head into 2027, solar companies face a market that looks different from the one they knew just a few years ago.

But the need for solar power has not gone away. In fact, consumer demand remains strong. Consumer demand has held up for several reasons. Electricity costs are increasing, and many families are looking for ways to control their energy costs (read our [blog](#), “Why Long-Term Electricity Demand Still Favors The Solar Industry”). Battery storage, rising utility rates, and concerns about power outages are also keeping solar in the conversation. For solar installers, the challenge is finding these interested homeowners and turning them into customers without spending too much on marketing.

At The Leads Warehouse, we see 2027 as a year when buying the right solar leads will be more important than ever. Solar companies will need to pay closer attention to lead costs, follow-up, and sales results. Whether they buy aged solar leads or real-time solar leads, the goal should be the same: **finding homeowners who are interested in solar and turning those opportunities into profitable installations.**

What will the residential solar market look like in 2027?

The solar market is entering a period of change. The federal residential solar tax credit for homeowners ended after 2025, removing a major reason many families chose to install solar panels (read our [blog](#), [How Solar Is Being Sold In 2026](#) [PPAs](#), Zero-Money-Down And No-Payment Offers After The OBBBA²). Higher interest rates and changing state rules have also made it harder for some homeowners to justify the cost of a new system.

Industry forecasts from the Solar Energy Industries Association ([SEIA](#)) and Wood Mackenzie predicted a difficult year for residential solar in 2026, but projected that **growth will return in 2027 and beyond**. It is moving in the right direction. But that does not mean every solar company will see sales increases. Some markets may recover faster than others, especially in areas where electricity costs are high, and homeowners can save money by producing their own power.

For solar companies, this means understanding local demand will become more important. A homeowner in California may have very different reasons for buying solar than someone in Texas or Florida. Solar lead providers that offer geographic targeting can help installers focus their marketing dollars on the markets where they have the best chance of making a sale.

The companies that succeed in 2027 will need to do more than wait for the market to improve. They will need to find interested homeowners, follow-up with them, and keep their solar customer acquisition cost under control.

Why buying the best solar leads is even more important in 2027

When solar demand is strong, companies can sometimes afford to waste money on marketing. A sales team may still close enough deals to make up for poor follow-up or expensive leads. When demand slows, those problems become much harder to ignore.

This is why solar companies looking to buy solar leads should focus on more than the price of each lead. The best solar leads are the ones that fit the company's sales process and produce customers at a cost the business can afford. A company with a large outbound calling team may do very well with aged solar leads, while a smaller installer may prefer fresh solar leads that can be contacted right away.

Solar lead conversion rates are also important. A low solar cost per lead means very little if the sales team cannot turn those leads into appointments and installations. Companies need to measure how many leads they purchase, how many homeowners they reach, how many appointments they set, and how many sales they close.

Good solar lead generation is not just about filling a CRM with names and phone numbers. It is about giving the sales team enough qualified solar sales prospects to keep installers busy and the business growing.

Best aged solar leads for 2027 [an opportunity many installers overlook](#)

One of the biggest opportunities for solar companies in 2027 may be homeowners who asked about solar in the past but never purchased a system. These consumers may have requested a quote several months ago or even more than a year ago. Just because they did not buy solar at that time does not mean they have lost interest. A homeowner who decided against solar because of financing costs may

be willing to look again if the numbers improve. Another may have wanted to wait until electricity rates increased or a home repair was completed. The need to lower a monthly power bill can remain long after the first solar inquiry was submitted.

This is why the best aged solar leads can be an attractive option for companies with an outbound sales team. Aged solar leads generally cost much less than real-time inquiries, allowing companies to purchase more solar leads with the same marketing budget. That larger pool of homeowners creates more opportunities for calling, solar appointment setting, and future follow-up.

When looking to buy aged solar leads, installers should consider lead age, geographic targeting, homeowner information, and the original source of the inquiry. Aged solar leads for solar installers work best when the company has a clear calling plan and understands that an older inquiry needs a different sales approach than a fresh one.

At The Leads Warehouse, we offer aged solar leads across different age ranges and markets. For solar companies that can work larger lead files and follow up over time, aged leads can provide an affordable way to build a steady sales pipeline.

Best real-time solar leads – speed can make the difference

Real-time solar leads offer a different way to reach homeowners. Instead of contacting someone who requested information months ago, the installer receives the inquiry shortly after the homeowner fills out a form asking about solar panels, installation costs, or potential savings.

The main advantage is **timing**. A homeowner who just requested a solar quote may be ready to speak with someone, compare options, or schedule a consultation. But that interest can fade quickly, especially if several solar companies are trying to reach the same consumer. This is why solar companies buying fresh solar leads need to have agents available to respond right away. Paying more for a real-time solar lead and then waiting several hours to call can waste the primary advantage of buying that lead in the first place.

Buyers should also understand the difference between shared and exclusive solar leads. Shared leads may be sold to several installers, while exclusive solar leads are generally sold to only one buyer. Exclusive leads often cost more, but the buyer may face less direct competition for that homeowner.

The best real-time solar leads are not simply the newest leads available. They are leads that reach the right sales team quickly, with the right consumer information and consent records, so the company can begin the sales process without delay.

How much does a solar lead cost in 2027?

One of the most common questions solar installers ask is, “How much does a solar lead cost?” There is no single answer because solar lead prices depend on several factors including lead age, location, exclusivity, and the type of consumer inquiry.

Aged solar leads usually cost much less than real-time solar leads. Aged solar leads are typically priced from about **\$0.10 to \$10** per lead, while real-time lead pricing often ranges from **\$40 to more than \$100** per lead. Lead buyers can expect to pay at the higher end of the real-time lead price range for

exclusive solar leads because the buyer is not competing with as many other companies for the same homeowner. But the lowest solar lead price does not always produce the lowest cost per sale.

Consider two solar companies with the same marketing budget. One buys a large file of low-cost aged solar leads and uses its calling team to set appointments. The other buys fewer, higher-priced real-time solar leads and contacts homeowners as soon as their inquiries arrive. Both companies may generate sales, but their costs and results will depend on how well their teams work those leads.

The important number is solar **customer acquisition cost, or CPA**. This includes the cost of the leads and sales work needed to turn those leads into a paying customer. A company paying less for leads may still have a higher CPA if it takes too many calls and appointments to close a sale.

Solar companies comparing solar leads for sale should look beyond CPL and measure the full cost of getting a completed installation. That is how buyers can decide which lead types offer the best return for their business.

Why follow-up and remarketing will be critical in 2027

Not every homeowner who asks about solar is ready to buy that day. Some want to compare prices, some need to discuss the decision with family, and others are waiting for a better financial situation. These homeowners may still become customers later, even if they do not purchase during the first sales conversation.

That makes follow-up an important part of solar lead generation. Companies that keep accurate CRM records, track previous conversations, and contact interested homeowners again when appropriate may get more value from the leads they have already purchased. All outreach should follow application consent and marketing rules.

This is especially important for aged solar leads. A company that purchases a large file of older inquiries has the chance to work those records over time rather than treating every unsuccessful first call as a lost opportunity. As electricity rates, financing options, and household needs change, some homeowners may become interested in solar again. For solar installers trying to control marketing costs in 2027, getting more value from existing lead files may be just as important as finding new prospects.

Building a better solar lead buying strategy for 2027

The solar companies best prepared for 2027 will be the ones that understand their own sales operations. A company with a strong outbound team may find that aged solar leads offer the best value. An installer focused on immediate consultations may get better results from real-time solar leads. Larger organizations may benefit from using both lead types to keep a steady flow of new and older prospects.

The Leads Warehouse provides aged solar leads and real-time solar leads to solar installers and sales organizations across the U.S. We help buyers find leads based on age, location, and purchase volume so they can build a marketing plan that fits their sales team and budget.

The residential solar market may look different in 2027, but homeowners will continue looking for ways to lower electricity costs and take greater control of their energy use. Solar companies that buy the right leads, follow up consistently, and measure their cost per sale will be in a better position to turn that demand into new business. The opportunity in 2027 is not simply to buy more sales leads. It is to make better use of every solar lead purchased. Are you ready to talk about how you can grow your solar sales pipeline?

About the author

James Schulze is the President and CEO of The Leads Warehouse, a marketing data company with over 20 years of experience in bringing lead generation solutions to companies selling into the home, automotive, financial, insurance, health and life, and legal sectors. He works directly with clients to optimize conversion strategies and ROI across multiple verticals.

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If you are serious about improving your [solar](#) leads strategy, a strong mix of leads is important. Our team works with solar installers to maximize their ROI on solar sales leads. Call **1-800-884-8371** or visit [The Leads Warehouse](#) to get started.

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