

DIMMING THE BENEFITS OF RESIDENTIAL SOLAR IN TEXAS

How Harmful Market Practices Are Undermining the Potential of Residential Rooftop Solar



Texas Appleseed

Top Findings



2,040

complaints submitted by
Texans from 2018 to
June 2024, with a sharp
increase after 2021.

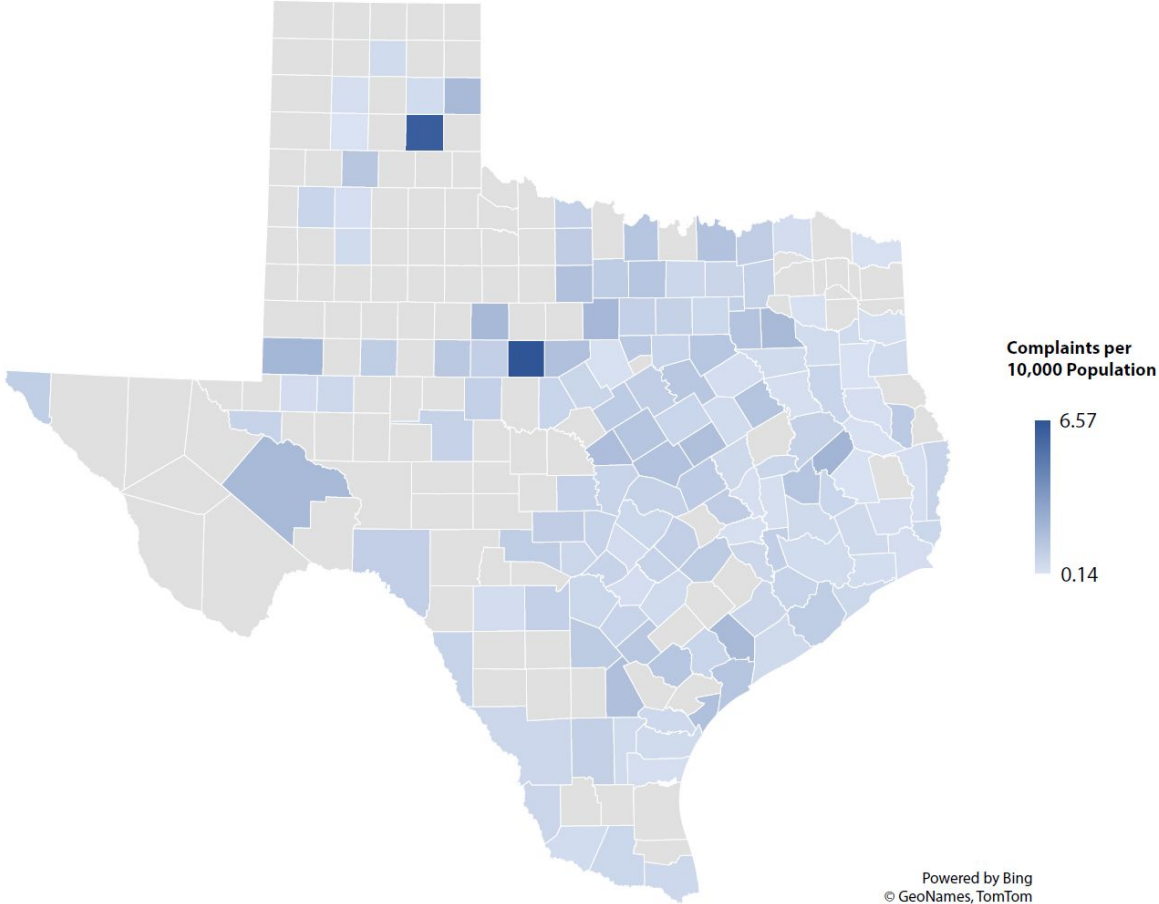


**Older Texans and
LEP Homeowners**

were particularly targeted by
frauds and scamps.

Solar Panel-Related Complaints Submitted to the Texas Attorney General Rate Per 10,000 County Population

January 1, 2018 to June 30, 2024*



*McMullen County is excluded from the map as an outlier. It has a rate of 33 complaints per 10,000 people. McMullen County has a population of 600, and there were two complaints submitted. County population data is from the 2022 1-Year American Community Survey. Complaints data is from a Texas Appleseed analysis of solar panel-related complaints accessed through open records requests submitted to the Texas Office of the Attorney General. The complaints cover a period from January 1, 2018 to June 30, 2024.

Key Problems:

1. Fraudulent sales tactics

- False statements about cost of system, “free through a government program”
- False promises about savings on bills
- Promising tax credit that don't pan out

2. Contract fraud

- Customers signing online for a credit check or more information end up unknowingly purchasing a system and with a 20-year loan

3. Problems with the system

- Failure to connect to utility
- Shoddy work

Potential Federal Solutions for Private Market Incentive Programs:



Establishing a cause of action if fraud is involved in the sale of solar panels with purported tax credit benefits



Creating accountability measures for sales and installers and voiding the transaction if standards not met



Strengthening door-to-door sales protections

QR CODE TO
ACCESS REPORT



CONTACT

Ann Baddour

Fair Financial Services Project
abaddour@texasappleseed.org

www.TexasAppleseed.org
www.texasfairlending.org

<https://public.tableau.com/app/profile/texasappleseed/viz/PaydayandAutoTitleLendinginTexas/CommunityImpact>

 @TexasAppleseed
 @txappleseed
 @TexasAppleseed
 @texas-appleseed