

Solar Campaign Installer Selection Criteria and Due Diligence

Selection Criteria

The selection committee must make its decision based on the criteria listed in the Request for Proposals (RFP). The committee can use any criteria as long as they are stated clearly in the RFP. Prior to reviewing proposals, discuss which criteria carry more or less weight in the decision process.

Criteria	As described in the RFP
EXPERIENCE	“Relevant experience of the installer company and its staff”
QUALITY & VALUE	“Overall quality and value of the proposed services and equipment”
CAPACITY to IMPLEMENT CAMPAIGN	“The installer’s ability to collaborate with community volunteers and to deliver timely and high-quality customer service and installation”
PRICE	“Tiered pricing and cost adders proposed by the installer are clear and offer good value”
FIT and COMPATIBILITY	“Perceived fit and compatibility of the installer company with the volunteer team and community”
UNIQUE OFFERINGS	“Unique or creative offerings – e.g. unique technology, creative outreach ideas”
COMMUNITY COMMITMENT	“Commitment to the community and surrounding region outside of the campaign”

Requesting More Information or Clarification

If anything is unclear or incomplete, the Installer Liaison can request clarification via email and allow three business days for a response.

Key Due Diligence Points for Each Section of the Request for Proposals (RFP)

I. Contact Information

- Visit their website – does the information there line up? Is this a real company?

II. Company Profiles

- Do they provide enough information about their structure, history, and insurance?

III. Key Roles and Staff

- If the same individual is responsible for multiple roles, pay attention later on when the proposal addresses the installer’s capacity to handle a high volume of leads.
- If many individuals and/or subcontractors are listed, look for evidence that the team can work efficiently together and provide a simple interaction with the customer.

- Look for a profile later in the proposal for every individual and subcontractor listed. Are any profiles missing?

IV. Subcontractor Profile(s) (if applicable)

- Look this company up online – are they a real company?
- Do they provide enough information about their structure, history, and insurance?

V. Individual Profiles

- Certification is not required to perform solar installations.
- Look for NABCEP certification, a well-respected, voluntary certification. Relevant certifications include “PV Installation Professional” and “PV Technical Sales.” NABCEP also offers an Entry Level Exam. Check that individuals claiming NABCEP certification are listed online: nabcep.org/certified-installer-locator.

VI. Campaign Proposal

- Does the installer answer each question directly and completely?
- Are the responses clear and easy to understand?
- How much supporting detail is offered to back up the installer’s main points?
- What follow-up questions could be asked in an interview?

VII. Equipment, Warranties, and Pricing

- Lay all proposals side by side and compare their “Equipment, Warranties, and Pricing” sections line by line. Where are they similar? Where are they different? Make note of any significant inconsistencies.
- Try pricing a few installation scenarios using each proposal.

VIII. Authorized Signature(s)

- Is a signature present from an appropriate company leader?