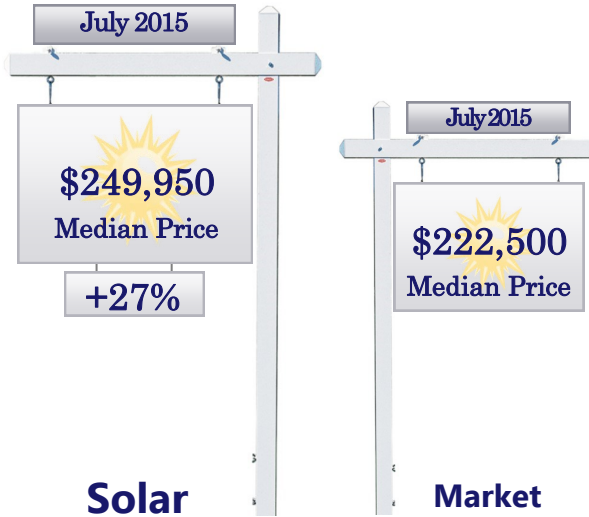


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Median Sales Price



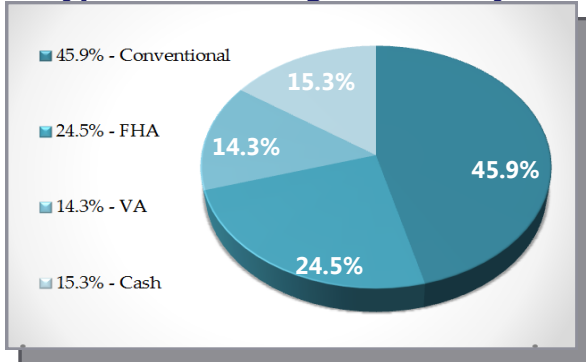
Information Provided By *the Solar Home Broker*:

Rob Madden
480-888-1234

Rob is Phoenix's first solar home broker that specializes in the sale of solar homes throughout the Phoenix metro area. For more information, questions or inquiries you can reach Rob at 480-888-1234 or go online to <http://SolarHomeBroker.com>

Phoenix solar sales data was compiled from a variety of sources including Arizona Regional MLS, County recorder and tax assessor data.

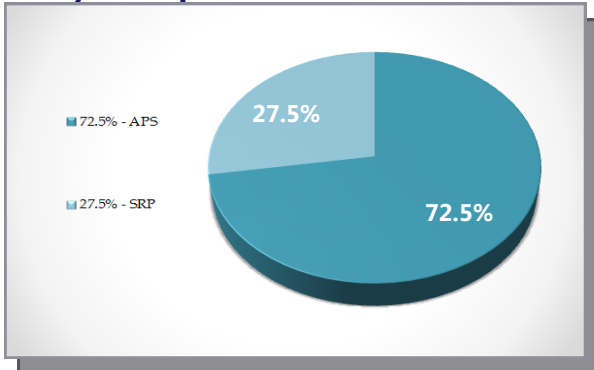
Types of Financing used to buy



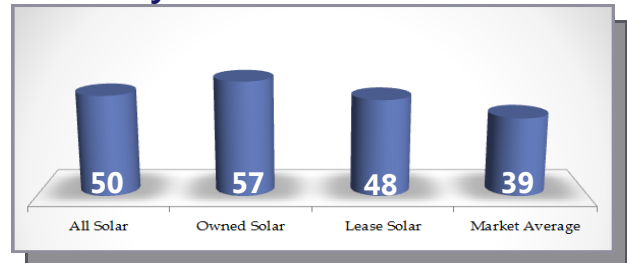
Median Solar Home of the month



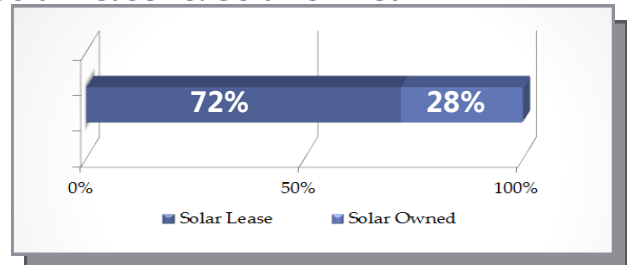
Utility Companies



Median Days To Sell



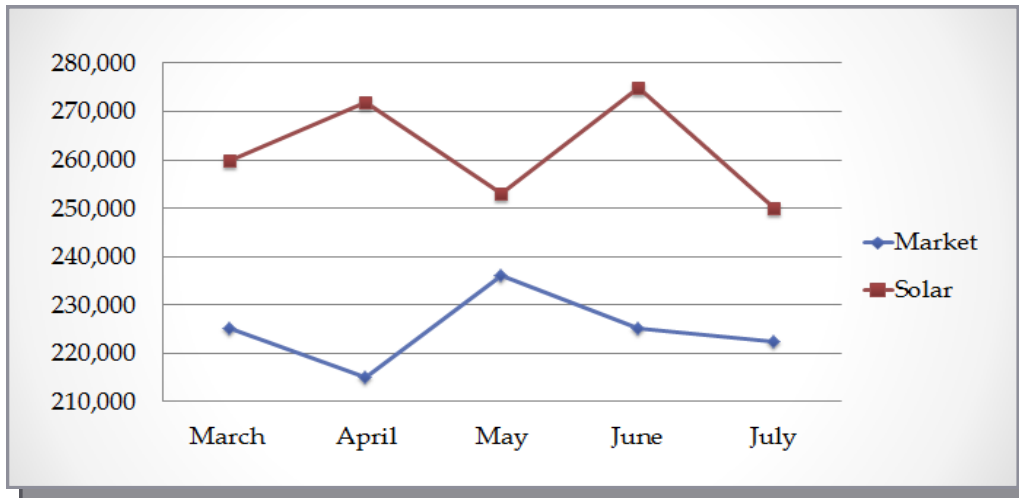
Solar Lease vs. Solar Owned



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Median Sales Price



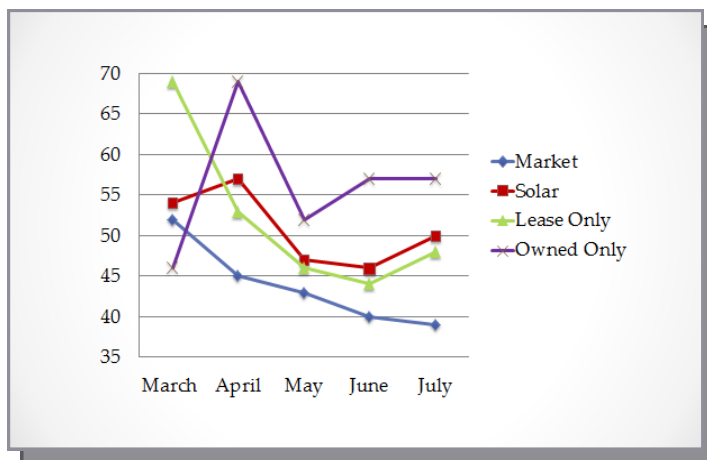
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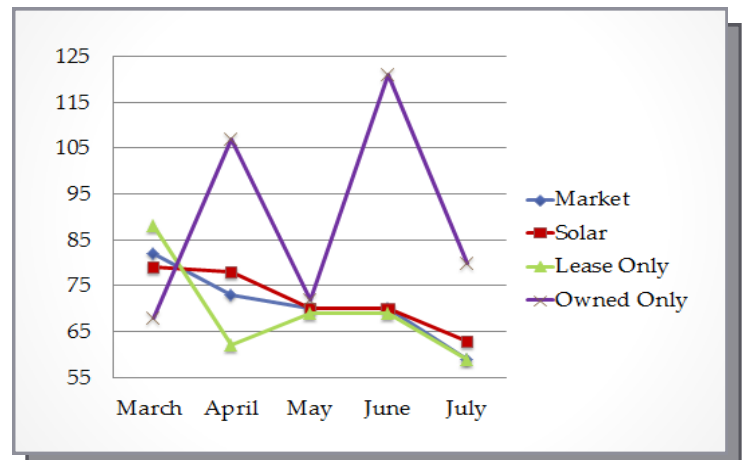
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Median Days on Market



Average Days on Market



SOLAR HOME TIP OF THE MONTH:

When selling a solar home, do not overlook the importance of curb appeal. Curb appeal is attractiveness of the exterior of a home, as viewed from the street. It is essentially the first impression that your home will have upon potential home buyers and it sets the tone for how they will view the remainder of the property. There are many things that can increase the curb appeal of a piece of property. A new paint job, landscaping and siding can go a long way towards accomplishing this. Though not as easily measured as something like square footage, curb appeal plays an important role in how quickly a home sells and has a direct correlation to how much or how little a potential buyer offers in their purchase contract.

For more information on selling a home with solar, visit <http://www.SolarHomeBroker.com>

Phoenix Solar Real Estate – July 2015 Sales Statistics

Solar Leases Maintain Pace with Remainder of Resale Market

The number of solar home sales in Maricopa County (Phoenix, Scottsdale, Surprise, etc...) was down slightly in July 2015 when compared to June 2015, according to recent data from the Arizona Regional Multiple Listing Service (ARMLS) from July 1, 2015 to July 31, 2015.

While Phoenix solar homes only accounted for 1.82 percent of the total single family home sales in Maricopa (same as the previous month), there were a verified 98 solar homes that sold in the county in July (see notes below). Homes with a solar leases (whether monthly lease payments or prepaid monthly solar leases) accounted for 71 of the 98 sales (72%, up slightly from last month) while homes with solar owned electric systems accounted for the balance of 27 solar home sales in July 2015.

The median price for a solar home was \$249,950, down 9.1 percent from June but over 27 percent higher than the median price for a single family home in Maricopa County for July 2015. The median price for a leased solar system home was \$240,000 while homes with solar owned systems was \$310,000. The median price for a single family residence home in Maricopa County in March was \$222,500 (down from June).

The average days on the market for a home in Maricopa County was 59 days in July 2015. **Homes with solar leases matched pace with the average resale, also taking an average of 59 days to sell.** Solar in general took an average of 63 days to sell since homes with owned solar systems averaged 80 days for the month of July.

72.5 percent of the total solar home sales in Maricopa County were in APS territory (up almost 10 percent from last month) while the remaining 27.5 percent of the solar homes were within SRP territory. This represents the first strong shift of solar sales into APS territory since most months only about two-thirds of solar sales have been in APS territory, not three-quarters of the total solar sales. SRP solar homes sold in 50 days versus solar homes selling in 51 days in APS territory. The median price for a solar home in APS territory was \$248,700 while the median price in SRP areas was up to \$259,500.

Mortgages helped finance 85 percent of all solar sales in the Phoenix area in July (a fairly consistent number each month). Conventional financing (Fannie Mae and Freddie Mac mortgages) accounted for 45.9 percent of the total solar home sales in the Phoenix area while FHA and VA financing total 24.5 percent and 14.3 percent respectively. Cash home buyers purchased 15.3 percent of the total Phoenix solar homes for sale in June. Sellers contributed towards buyer's closing costs just over a quarter of all sales in July (28.6 percent).

The typical solar home sold in the Phoenix area in July was a 3 bedroom, 2 bath home with 2,044 square feet on a 8,089 square foot lot. The solar home was built in 2003 and had a 6.055 kW solar array on the roof.

Statistically sales should have peaked for the year and expect to see a decrease in sales activity next month. Overall inventory of homes for sale and hovering just above the 19,000 home mark. It is not uncommon to see the see-saw effect of solar homes selling faster and slower than the regular resale market as a variety of factors often influence a seller's ability to sell a solar home such as actual electrical savings, competency of the Realtor to assist in the marketing and transfer of solar, the curb appeal of the home, and the pricing of the solar home. Many agents are still struggling with these aspects since they lack experience and education about solar and its impact on a home.

Considering selling a home with solar? Want to know how much additional value solar adds to your home? Give the Solar Home Broker a call at 480-888-1234!

