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Sunrun Unveils Certified Program to Further Develop Channel Partner Network

Partner Program Improves Experience and Success of Sunrun Partners

SAN FRANCISCO, Oct. 29, 2014 /PRNewswire/ --Sunrun, the largest dedicated residential solar company in the United States, today unveiled the Sunrun Partner Program, a way of providing its current and expanding network of partners with products and technology, unique resources and assistance to grow their business. The program builds upon Sunrun's long history of partnering with local installers of all sizes and enables the company to continue delivering valuable cost savings and a high quality customer experience to even more homeowners across the country.

"Our partners are core to our business and with them we are better able to reach consumers through diverse channels and geographies," said Matthew Woods, vice president of partners at Sunrun. "Our goal with the Sunrun Partner Program is to further build on the strategic relationships we have with our partners by providing them with resources and assistance to further their success. Our partners are the leading solar providers in the market and assist Sunrun in our mission to bring customized home solar and savings to more homeowners."

The Sunrun Partner Program provides differentiated levels of value based on various performance metrics. As certified partners, companies have access to Sunrun's end-to-end automated software project platform, Sunrun BrightPath™; sales and operations training; marketing support; and preferred pricing through equipment suppliers like AEE Solar and SnapNrack. Sunrun also provides aggressive payment terms to ensure partners are set up to scale their business effectively. Currently, more than 35 companies participate in the Sunrun Partner Program – from sales-only partners and traditional Engineering Procurement and Development (EPC) firms to integrated partners that both sell and install home solar.

"Being a part of the Sunrun Partner Program has provided me with the support I need for my marketing and sales teams to be successful in the field," said Brad Albert, owner of Rising Sun Solar. "The dedicated support staff is always there for me, and the marketing resources has been a huge time-saver. I have ownership over my own company, but I have the support of Sunrun's reputation and network when I need it."

"This program underscores Sunrun's commitment to our partner network. We continue to grow both our direct to consumer and partner businesses to lower costs and reach more homeowners," added Woods. "Our approach is inclusive to meet consumers' needs based on how they choose to move through the shopping experience. Sunrun educates and sells solar to consumers online, on the phone, through retail environments, in their home, and through our nationwide network of certified partners. By investing in industry leading partners, Sunrun continues to grow our own and our partners' businesses while meeting increasing consumer demand."

As the first company to introduce solar as a service to American homeowners, Sunrun has reinvented the way people buy electricity. Consumers have many options when deciding to go solar, and Sunrun's partner network ensures consumers can choose the best solution to fit their lifestyle.

To learn more about the Sunrun Partner Program or to inquire about membership in the program, visit Sunrun's partner interest page.

About Sunrun
Sunrun pioneered solar as a service, a way for homeowners to go solar without the high upfront cost, and is the largest dedicated residential solar company in the U.S. Sunrun provides end-to-end service for homeowners to choose cleaner, cheaper, solar energy and fix their electric costs for 20 years. The company designs, installs, finances, insures, monitors and maintains the solar panels on a homeowner's roof, while families pay just for the electricity at a lower rate than their current utility. Since Sunrun introduced solar as a service in 2007, it has become the preferred way for consumers to go solar in the nation's top solar markets. Sunrun has deployed more than $2 billion in solar systems and has raised more than $300 million in equity capital. For more information please visit: www.sunrun.com.

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