

# Sol Choice Residential Solar Solutions

JEFF AMANNA

BY GEORGE GROTHEER

**“I love creating deals that are a huge win for the client.”**

With Jeff Amanna at the helm of Sol Choice, it's not only the company getting that win – it's the client being prioritized to get the best possible outcome. While he says that is a rarity among many solar companies, Sol Choice is proving to be a standout exception to the rule.

“I just enjoy working with people and helping them win, so I foster a lot of strong partnerships in and out of the industry to make sure we can offer the very best solutions to our clients.” Amanna says. “We can win together – that's something that drives me.”

Amanna has long been driven to find success through partnerships in the solar industry. He chose to get into the business in the first place because he had moved into a home that had extremely high electric bills, and immediately benefited from going solar.

“When I started to explore it, I looked at it from a business standpoint. Having been in business development my whole life, it intrigued me to see that there were options for people to be able to go solar and drastically reduce their energy expenses without having to come out of pocket to do so if they weren't in a position to. It really can be an amazing financial vehicle for homeowners.”

Amanna wanted to offer value to homeowners and be disruptive in the high-pressure sales space of the solar industry. By chance, he met a major national solar dealer who offered a brokerage concept – a case-by-case customized model Amanna could offer to his clients, setting him apart from the big companies.

Those big companies, Amanna says, dominate the industry with sales representatives who are constantly pressured by their managers to close every



Jeff Amanna, founder of Sol Choice, is committed to building partnerships that put people first, redefining how solar energy solutions are delivered. (Photo by Chris Devlin Photography)

single deal as quickly as possible to reach certain quotas. Amanna says what causes misconceptions about solar energy is the lack of education being provided to clientele by reps – people are often pushed down a specific path without being given enough information to make an informed decision. Solar sales, Amanna says, can often be deceptive, either intentionally or unintentionally, due to a lack of training, knowledge, or resources on behalf of the representatives. His team at Sol Choice is working to counteract that problem. “Solar is really an amazing thing for many people, but only those whose conditions (sun hours, sun exposure, roof, etc.) qualify to benefit from it.”

“For me, I’m the business owner,” Amanna points out. “My business is highly dependent on referrals and doing a good job to make sure that my reputation and brand stay strong in the marketplace.”

Amanna says some people sign up for solar under the belief that one hundred percent of their home’s energy will be covered, but electric



Family first – Jeff Amanna, with his wife and three kids, embraces the power of doing life together. With a flexible schedule as his own boss, he stays active in local athletics, their church, and the community, building strong relationships both at home and in business.

bills still come in the mail. This upsets customers because of a lack of transparency and due diligence from the company designing and selling the system. Amanna likes having options that work best for the client, with the goal in every interaction to eliminate the ever-increasing electric bill, and stresses that he has those options because of his vast offering. He can provide his clients with more choices for their home energy setup because he is not stuck, like many solar consultants, with one particular financier or manufacturer.

The big companies? Not so much.

“At the end of the day, many reps are just trying to get a deal signed,” Amanna says. “They have no consequences to pay if that homeowner is upset a year later because they got the wrong deal, because chances are they are not going to be at that company a year later.” He says Sol Choice’s process focuses on the front-end



analysis, making sure his team and the client have a mutual understanding of the whole picture. If the client is going to finance, purchase, or lease their solar energy, Amanna says, they can figure out what makes the most sense for the homeowner’s specific situation.

Overall, the industry is looked upon favorably in our state – especially with utility companies like Eversource and United Illuminating pushing for higher rates. Prospective home buyers can save thousands of dollars a year by leasing or purchasing solar. Amanna says that is not the only benefit to the client.

“If you own the system, it adds real value to your home because (in addition to the reduction of energy costs) it is an asset attached to your home,” he says. “If you lease a system, it can add tremendous value in that your home comes with a much lower overall cost of ownership over time.”

“In many cases, even with a power purchase agreement or lease, we can reduce the overall cost of energy by 30–50% with no upfront cost to the homeowner. In CT, many homeowners lease solar, and it has become a lot more streamlined in transferring ownership

in the event of the sale of the home, with options to buy out at FMV or easily transfer ownership.”

Of course, each case and each client are different. Amanna treats every opportunity with the same level of care he would expect as a homeowner, after deciding to enter the field to make others’ lives easier in the first place.

“I just enjoy working with people and fostering mutually beneficial relationships, so I invest a lot of time networking and partnering with other like-minded business owners,” Amanna says. “I enjoy that because it feels good to set somebody up in a good situation.”

The idea of doing things together is key to Amanna’s work life and personal life. He and his wife are raising three kids in Connecticut, and Amanna loves being his own boss so he can work his own flexible schedule. The family is very involved with local athletics and their church, always trying to be active in their community to foster more great relationships, personally and professionally.

“We can win together – that’s something that drives me.”