

# BECOME A CLEAN ENERGY COUNCIL APPROVED SOLAR RETAILER



# WHY YOU SHOULD BECOME AN APPROVED SOLAR RETAILER

## NEW BUSINESS OPPORTUNITIES

The Clean Energy Council's list of Approved Solar Retailers is the first port of call for many customers looking to buy solar. The Clean Energy Council works closely with governments and buying groups to create exclusive tender opportunities for Approved Solar Retailers.

## STAND OUT FROM THE COMPETITION

As well as being listed on the website, Approved Solar Retailers can display the Approved Solar Retailer logo – a recognition of quality that distinguishes your company in the marketplace. Once you have been accepted as an Approved Solar Retailer, you will receive a package of marketing material to help you promote your business to consumers.

## GIVE YOUR CUSTOMERS CONFIDENCE

Being an Approved Solar Retailer gives customers the confidence that you supply quality products, comply with consumer protection laws and will back the operation of your systems well into the future. Customers can be safe in the knowledge that you have been through a rigorous screening process and are committed to ethical business practices.

## BOOST THE REPUTATION OF THE PV INDUSTRY

By becoming an Approved Solar Retailer, you will help to increase the level of trust in Australia's solar PV industry.

## TESTIMONIALS

“Since we signed on to the Code, traffic to our website has increased. The Clean Energy Council's Approved Solar Retailers website is our highest referral site every month. We love being an Approved Solar Retailer. We put that logo on all of our collateral and tell all of our customers about it.”

**Jenny Paradiso,**  
**Managing Director,**  
**Suntrix**

“It gives us exposure through the Clean Energy Council website and through some of the marketing and branding of the Approved Solar Retailer program, so it gets our name out there into the industry and to our customer base. We would like for the whole solar industry to strive for that standard, but at the moment, it allows us to prove to our customers that we go one step above what some of our competitors may do.”

**Eddie Springer,**  
**Project Manager,**  
**Springers Solar**

# THE SOLAR RETAILER CODE OF CONDUCT

**ALL APPROVED SOLAR RETAILERS AGREE TO ADHERE TO THE CLEAN ENERGY COUNCIL'S SOLAR RETAILER CODE OF CONDUCT, WHICH IS AUTHORISED BY THE AUSTRALIAN COMPETITION AND CONSUMER COMMISSION. SOME OF THE MAIN REQUIREMENTS OF THE CODE INCLUDE:**

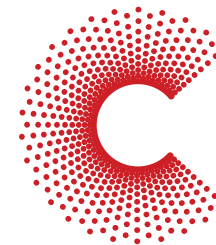
- ensuring that sales representatives act ethically at all times
- not engaging in any dishonest or misleading advertising or sales tactics
- upholding consumers' legal rights relating to cooling-off periods and refunds
- providing a minimum five-year warranty covering the operation and performance of the entire PV system
- providing consumers with all required documentation after the PV system is installed
- having a fair and transparent complaints process
- adhering to all existing legislation and regulations
- complying with all code administration, compliance arrangements and breach of code procedures, including payment of an annual fee.

## HOW TO APPLY

- 1** Visit [approvedsolarretailer.com.au](https://approvedsolarretailer.com.au)
- 2** Read the Solar Retailer Code of Conduct to ensure you meet the requirements
- 3** Apply online with the required documentation and pay the application fee

You can view the entire Approved Solar Retailer Code of Conduct at [approvedsolarretailer.com.au](https://approvedsolarretailer.com.au)

For more information on becoming a Clean Energy Council Approved Solar Retailer, please visit [approvedsolarretailer.com.au](https://approvedsolarretailer.com.au) or contact [codeofconduct@cleanenergycouncil.org.au](mailto:codeofconduct@cleanenergycouncil.org.au)



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**SOLAR**  
**RETAILER**

