

The following navigation elements were repeated across multiple website pages: Home, Products, Horizon, Wallace Energy, Become a Partner, Tech Support, Contact Us, Subscribe, Email sign-up, and company hours (Mon – Fri: 09:00 am – 05:00 pm, Sat: Closed, Sun: Closed).

Wallace Energy: Comprehensive Company Information

Mission and Company Overview

Mission:

Wallace Energy’s mission is to empower businesses, non-profits, and municipalities with green solutions that attract new clients, unlock revenue opportunities, and reduce costs through eco-friendly enhancements. Their mission also centers on helping clients reduce energy costs and their carbon footprint, while delivering exceptional customer service through a tailored approach for commercial solar and EV charging solutions.

Wallace Energy, originally founded on home comfort services, has evolved into a forward-thinking energy solutions provider. They are based in Key Largo, Florida, and specialize in comprehensive renewable energy offerings, including engineering, procurement, and construction services. The company employs in-house electrical engineers and proprietary software development for complete control and excellence in service delivery.

Core Offerings

1. EV Charging Stations

- **Turnkey Solutions:**
Full-service EV infrastructure deployments: site evaluation, installation, and management.
- **Hardware:**
Direct partnerships with U.S.-based manufacturers ensure affordability and reliable support.
- **Certified Charging Stations:**
Over 65,000 chargers globally deployed with a 97.65% success rate (2024). All stations are tested for performance, reliability, and serviceability.
- **AI Self-Repairing Algorithm:**
Automatically resolves up to 70% of equipment faults, reducing downtime and improving

profitability and driver satisfaction.

- **Revenue Generation:**

Owners can set usage fees (per kWh, per minute, or per session). Revenue depends on location, traffic, and pricing model.

- **Financing & Ownership:**

Wide range of financing options including no-money-down loans, land leases, and detailed financial analysis for maximizing benefits.

- **Operational Support:**

24/7 call center, remote diagnostics and repair, branded payment apps, real-time dashboard, proactive maintenance, and comprehensive warranty services.

- **Site Success:**

Attract EV drivers via charging apps (e.g., PlugShare, Google Maps), increase property value, and boost foot traffic for host businesses.

2. Commercial Solar

- **Customized Systems:**

Design, install, and maintain solar energy systems for commercial and industrial clients.

- **Funding:**

\$250 million in-house funding with access to an additional \$2.5 billion for large-scale projects; in-house grant writers facilitate access to grants and rebates for schools, farms, municipalities, nonprofits, and more.

- **Technology Options:**

Rooftop solar, carports, and energy storage solutions.

- **Benefits:**

Significant energy cost reductions, federal and state tax credits (30–40% of system cost), depreciation write-offs, and enhanced reliability and independence.

- **Target Facilities:**

Industrial, agricultural, government, education, churches, and hospitals.

3. Residential Solar (via Southern Skies Solar partner)

- **Consultation & Installation:**

No-obligation consultations, custom design, permitting, installation, and utility interconnection.

- **Flexible Payment:**

Options include lease, PPA, financing, or cash purchase, often zero up-front cost.

- **Incentives:**

Federal (30%) and state/local credits available; property value increases but property taxes do not.

- **Warranties:**

Up to 25 years on equipment, labor, and roof penetration.

4. Software Platform – Horizon

- **All-in-One EV Management:**

Hardware-agnostic and OCPP compatible platform for managing payment processing, charging network backend, reporting, energy optimization, driver support, and live analytics.

- **App and Dashboard:**

Branded experience with interactive power graphs, alerts, and driver support integration.

- **AI-Driven Self-Repair:**

Boosts uptime by automatically resolving most common issues.

- **Load Management:**

Smart algorithms optimize energy use, balance loads, and participate in demand-response.

- **Security & Compliance:**

Enterprise-grade data protection (ISO-certified, encrypted authentication), GDPR and federal/state reporting compliance.

- **Migration and Scalability:**

Supports smooth migration from other CPMS platforms, feature expansion, and customization.

Sales Process: Step-by-Step

1. Audience & Offer Definition

- Define ideal customer profiles: property managers (retail, hospitality, office, multifamily), municipal sites, fleets, healthcare, and education.
- Prepare simple offers such as free virtual site assessments and revenue model consultations.

2. Lead Generation & Capture

- Deploy Facebook Lead Ads (main channel), LinkedIn, or Google Search Ads for sales leads.
- Collect information: Name, company, role, phone, email, site details, parking spaces, area of interest, and consent for SMS/email.

3. AI Concierge & Calendar Management

- Automated AI agent contacts prospects swiftly (within 60 seconds) via SMS/email to book a virtual meeting, answer initial queries, and handle basic qualification.
- Calendar integration (GHL, Calendly) offers two specific time slots for efficient scheduling.

4. Automated Reminders

- Confirmation emails/SMS with booking and preparation instructions.
- Reminder messages 24 hours and 2 hours before meetings with necessary material requests (utility bill, site photos).
- Automated rescheduling for no-shows.

5. Discovery Call (20–30 minutes)

- Agenda: clarify business goals, conduct quick virtual site review via Google Maps/Street View, discuss general pricing, collect necessary site and electrical data.
- Checklist includes site specifics, charging needs, and requests for utility bills, panel photos, and site images.

6. Proposal Development & Review

- Preliminary engineering (diagrams, hardware/software options).
- Financials: capex, incentives, operating costs, ROI, utilization forecast, and final pricing.
- A proposal call walks through the design, hardware/software, pricing, incentives, and timeline.
- Decisions on ownership model, charger count/power, software package, and closing steps.

7. Implementation

- Kickoff: timeline, contacts, and checklist for paperwork and permits.
- Permitting & utility coordination is initiated on Day 1.
- Installation and commissioning: hardware install, network setup, testing, and hands-on training.

8. Post-Installation: Go-Live & Support

- Go-live package: pricing setup, mapping/listings, marketing, site signage, and support contact info.
- Regular follow-ups: 30/90-day performance checks, pricing adjustments, promotional support.
- Expansion offers: discounts for adding more ports with pre-installed conduit, annual reviews for firmware/features.

KPIs and Best Practices

- **Lead to Meeting Booked:** ≥35% for FB Lead Ads (with fast SMS).
- **Show Rate:** ≥70% (reminders help).
- **Discovery to Proposal:** ≥80%.
- **Proposal to Close:** 25–40% depending on segment/incentives.

- **Time to Proposal:** ≤5 business days.
 - **CAC & Payback:** Tracked by channel.
 - **Compliance:** Express consent for SMS/email, appointment-driven communication, record-keeping in GHL.
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Frequently Asked Sales Questions

General

1. What is an EV charging station?

Equipment that supplies electric energy to recharge vehicles, similar to a gas pump for electric cars.

2. What types of EV chargers are available?

- Level 1: Standard outlet, slow charging (2–5 miles/hr).
- Level 2: 240V, common for homes/businesses (10–60 miles/hr).
- Level 3/DC Fast Charging: Commercial, very fast (80% charge in 20–40 minutes).

3. How do drivers pay?

Through apps, RFID, contactless credit/debit; businesses can also offer free charging.

Costs & ROI

4. Installation cost:

Level 2: \$5,000–\$12,000 (equipment + installation).

DC Fast Charger: \$30,000–\$100,000+, site prep dependent.

5. Who pays for installation?

Property owner/operator; incentives can offset 30–70% of the cost.

6. Can I profit from owning a charger?

Yes, with user fees and increased site visits.

7. Typical ROI:

3–7 years for high-traffic locations with incentives/utilization.

8. Ongoing costs:

Electricity, network fees, maintenance, and possible demand charges.

Power & Infrastructure

9. Does my property have enough electrical capacity?

Site assessment required, upgrades may be needed.

10. Not enough power?

Solutions: utility upgrades, battery storage, load management software.

11. How fast will cars charge?

Level 2: ~25 miles/hour, DC Fast: ~200 miles/30 minutes.

12. Can I integrate solar/battery?

Yes, for energy cost reduction and peak demand management.

Location & Users

13. Where are chargers most successful?

Shopping centers, restaurants, hotels, gas stations, office parks, multi-family apartments.

14. How to attract drivers?

Connect to major charging networks and mapping apps.

15. Access controls?

Can be limited to customers/employees or restricted via codes.

Operation & Maintenance

16. Maintenance needs?

Minimal; software updates and periodic checks.

17. What if a charger breaks?

24/7 support, warranties, and remote repair.

18. Staff training required?

Usually not; designed to be user-friendly.

Business & Marketing

19. User pricing options:

Flat session, per kWh, or per hour/minute.

20. Offer free charging?

Yes—as a customer incentive.

21. Monitoring usage/revenue:

Through management software with real-time reporting.

22. Does EV infrastructure increase property value?

Yes, especially for commercial/multifamily sites.

Incentives & Regulations

23. Incentives and rebates:

US federal tax credit covers 30% (up to \$100,000), with many state and local options.

24. Permit requirements:

Yes, electrical permit and sometimes zoning/ADA compliance.

25. Accessibility standards:

Must comply with ADA guidelines.

Future Proofing

26. Will chargers work with future EVs?

Most use standard connectors (J1772, CCS/CHAdeMO). Adapters available for Tesla.

27. Can I add more chargers later?

Yes; advisable to run extra conduit for easy expansion.

28. Key industry trends:

Explosive EV adoption, government mandates, solar integration, smart grid, wireless charging, and V2G.

Unique Selling Points

- **Financial Strength:**

\$250M in-house funding, \$2.5B accessible for projects.

- **Reliability:**

Industry-leading 97.65% successful charge rate.

- **AI-Powered Maintenance:**

Self-repairing reduce downtime by up to 70%.

- **Turnkey, Scalable, and Flexible Solutions:**

Local or partner installation, full support, and options for businesses of all types.

- **Comprehensive Software Platform:**

Revenue transparency, flexible administration, app integration, detailed analytics, and compliance.

Industry Positioning & Other Companies

Major U.S. Charging Networks

- **ChargePoint:**
Extensive AC/DC network and cloud-based station management.
- **EVgo:**
Fast DC network, over 1,000 locations, automaker partnerships.
- **Electrify America:**
Largest open DC network in the U.S., investments in renewable integration.
- **Blink Charging:**
90,000+ global chargers, cloud platform.
- **EV Connect:**
60,000 stations, API and grid-connected solutions.
- **Volta Charging:**
Free Level 2 charging, ad-supported, now part of Shell.
- **Tesla Superchargers:**
Largest fast-charging network, over 20,000 ports.

Global and Innovative Providers

- **Wallbox (Spain):**
Smart, designer chargers, bidirectional tech.
- **EVBox (Netherlands):**
AC/DC solutions with management platform.
- **BP Pulse (UK/Europe):**
Rapid and ultra-fast networks, European expansion.
- **Schneider Electric:**
Integrated with energy management systems.
- **ABB:**
High-power DC, focus on fleets/public transit.
- **GRIDSERVE (UK):**
Sun-to-Wheel, integrates solar and charging.
- **Allego (Europe):**
35,000+ points, renewable energy, seamless tech.
- **EO Charging (UK):**
Fleet/infrastructure specialist, used by major logistics.
- **Spark Alliance (Europe):**
Consortium managing 11,000+ points in 25 countries.

Horizon Software – Key Features

Source: <https://wallace-energy.com/horizon>

- Backend charge point, tariff, and user management.
 - In-depth reporting and analytics for revenue and energy use.
 - Payments and business operations dashboards.
 - User management for driver and B2B clients.
 - Roaming, compliance, and remote maintenance.
 - Mobile app for home/public charging (iOS/Android), connects with map apps for navigation, enhances user satisfaction.
 - Hardware-agnostic, OCPP compatible for broad compatibility.
 - VIP features: subscriber prioritization, membership discounts, dedicated support.
 - Energy management, smart scheduling, employee reimbursement options.
 - Data security: ISO-certified, encrypted, GDPR compliant.
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Commercial Solar Solutions

Source: <https://wallace-energy.com/commercial-solar-1>

Wallace Energy's commercial and industrial solar solutions deliver:

- Full-service design, install, and maintenance.
 - Massive funding availability and grant-writing support.
 - Rooftop, carport, and energy storage offerings.
 - Tax incentives and rapid depreciation/write-off benefits.
 - Energy savings, improved reliability, and positive environmental impact.
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Residential Solar Solutions

Source: <https://wallace-energy.com/residential-solar-1>

- Full-service: consultation, custom design, permitting, install.
 - No upfront cost options and multiple payment/financing models.
 - Significant incentives and property value uplift.
 - Peace-of-mind with 25-year warranty on core components.
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Reseller and Partner Program

- Expand your offering as a partner—earn monthly residuals per charge.
 - Training included for sales, software, and hardware.
 - Quarterly update sessions for ongoing knowledge.
 - Marketing material and optional white-label branding.
 - Complete data transparency for partners.
 - Sales support and joint closing assistance.
 - In-person and online contact options provided.
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Business Benefits of EV Charging

Introduction and Market Data

- EV adoption is accelerating: 18.7% of new vehicles in 2024 are electric, projected to hit 50% by 2030 and 75% by 2035.
 - Infrastructure lag (far more gas stations than public chargers) presents a major business opportunity.
 - Up to \$273 billion per year in redirected fuel spending to EV charging station owners over the next two decades.
 - Adding stations increases revenue, customer base, and portrays the business as innovative and eco-friendly.
 - Strong data insights from management software allow better, more profitable decisions.
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Summary of Website Page Navigation Elements

Throughout all sourced website pages, the following navigation elements appeared repeatedly:

Home | Products | Horizon | Wallace Energy | Become a Partner | Tech Support | Contact Us | Subscribe | Email sign-up | Company Hours.

These navigation elements, company address, and related boilerplate have been summarized above and are not repeated on every page.

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