

Contact Information:

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**Biography:**

I began my career in the solar industry in 2010. I worked for the 2 largest solar companies in my home state of South Australia, Solar Wholesalers and Goliath Solar. In 2016, I moved to the U.S. to become CEO of the [SolarReviews](#).

My firsthand experience in the solar industry paired with the relationships I have built through our nation-wide network of installers gives me a unique understanding of just about every aspect of the solar industry in North America.

Solar or Storage Experience:

After 3 years of daily responsibilities with Solar Wholesalers, which is now the largest solar installation company in South Australia, I started Goliath Solar, which became the second largest solar installer in South Australia under my leadership. In 2016 I transitioned to Denver to become the CEO of SolarReviews.com.

As CEO of SolarReviews.com, I manage daily operations as well as our sales team, working to connect prospective customers with the best installers for their needs. Solar Reviews also serves as the largest consumer reviews website for solar installers in the US with over 35,000 reviews and 2.5 million unique visitors annually. SolarReviews.com's core value proposition is consumer protection.

SolarReviews.com's sister site, Solar-Estimate.org, houses our consumer-facing solar calculator which uses AI and machine learning to estimate the most accurate cost of installation and long-term savings for customers based on a wide range of real-time data, and also generates leads which we sell to installers. We have differentiated ourselves in the solar lead market by investing more than anyone else in America in a call-to-action process. Our calculator is powered by government-audited software, Genability, to ensure the best possible precision accuracy for a free tool. We are currently in the process of hiring Ernst & Young to perform an audit of our calculator in order to prove that we are changing the game by providing the most on target cost and savings information available to prospective customers, as well as generating high-quality leads for installers.

My Priorities:

A prosperous solar industry with long-term stability starts with proper policy. I want to serve on the COSSA Board of Directors to ensure that the best possible policies are created and fought for right here in the state of Colorado. Additionally, I think it is important that there is representation from the customer acquisition side, in light of the inherent complexity of the industry along with recent privacy legislation. Due to my knowledge and experience, I am in a unique position to provide insight and policy recommendations for all of the above.

My Strengths:

My diverse range of career experience puts me in position to be able to advise on the best ways to navigate and create the proper policies regarding complicated issues such as consumer privacy. This would be highly valuable to the COSSA Board of Directors. We recognize that the solar lead industry can be a very evasive market, and since our founding, we have held ourselves to the highest standards when it comes to consumer protections and privacy. Two big issues in the lead industry are misleading ad copy and consumers being harassed by overcalling. SolarReviews takes pride in providing a different approach and works hard to avoid engaging in the abusive behavior that is still being carried out by a handful of other companies. The COSSA Board of Directors would benefit from someone like myself that understands consumer engagement, privacy, and best practices in the industry.