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Sears has BrightCurrent design a diverse product offering that provides a range of targeted solar solutions for its members.

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“We were able to adjust the product mix without affecting the campaign operations.” —John Bourne, CEO BrightCurrent

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Merchant Name:  
Sears

Type of Business:  
Retail

Campaign Since:  
April 2014

#### CHALLENGE:

Design a unique solar product mix that offers targeted yet diverse options for Sears members

#### SOLUTION:

BrightCurrent introduced a PACE financial product that allowed Sears members to get solar for no money out of pocket, without the credit hurdles of other \$0 Down Options.

#### CONTEXT:

After a three month pilot, BrightCurrent identified that customer qualification rates were lower than average. While a large number of customers showed interest in \$0 down financed systems, BrightCurrent determined that a proportionally high amount of potential customers were getting disqualified because of low credit scores. So, BrightCurrent leveraged its deep expertise and vendor relationships in home solar to propose a complimentary financing solution called PACE that would allow Sears members to get a financed home solar system without the high credit hurdles.

#### WHAT IS PACE?

Property Assessed Clean Energy (PACE) is an innovative way to finance energy efficiency and renewable energy upgrades to buildings. Interested property owners receive 100% financing, repaid as a property tax assessment for up to 20 years. PACE is new to solar, though it has been used nationwide for decades to access low-cost long-term capital to finance improvements to private property that meet a public purpose.

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