



Empowering Customers To Make  
More Sustainable Energy Choices



**Effective**  
Home



# About Effective



## Who are **Effective Energy Group**?

**Helping UK homeowners to significantly reduce their energy bills through renewable, clean energy.**

We are a group of companies providing energy-related services to individuals and business. Together, we work to install renewable energy solutions, facilitate access to ECO funding for low-income households, support local and national contractors, and reduce the nation's carbon footprint. Since 2008 we have cared about improving the lives of many. At Effective Energy, our comprehensive service offering is rooted in our mission to assist residential homeowners in reducing their energy consumption, minimising losses, and lowering costs through either single or multi measure approach. Additionally, we support businesses in navigating the ever-growing regulatory landscape associated with the Net Zero agenda.



## Who are **Effective Home**?

**We make those small sustainable first steps easy - and bigger leaps just as effortless.**

From solar panels to home insulation, we have everything you need for a low energy bill. For over 15 years, we've been dedicated to providing reliable and advanced energy efficiency solutions at competitive prices. Our team of certified engineers will take care of every step of your installation process with expert care, from consultation and design to maintenance and support.





**Established: 2008**

- Government funding & compliance
- Working with Contractors

[effectiveenergysolutions.co.uk](http://effectiveenergysolutions.co.uk)



**Established: 2016**

- Solar, heating and insulation
- Available Finance
- Government funding

[effectivehome.co.uk](http://effectivehome.co.uk)



**Established: 2015**

- Newbuilds, Construction, Social Housing & Landlords
- Commercial and domestic solar, and insulation
- Scaffolding

[maxenergy.direct](http://maxenergy.direct)



**Established: 2011**

- Helping organisations across a range of sectors to reduce their energy costs and make the move to commercial solar PV

[aztecsolarenergy.co.uk](http://aztecsolarenergy.co.uk)

# What makes us different?

With over **15 years of expertise** and thousands of **successful installations**, Effective Home is a **trusted leader** in energy-generating and energy-saving solutions. Our experience means you can rely on us for **seamless, high-quality installations** that deliver **real results for your home**.

We're proud to have been recognised as **the Best Solar Installer in both 2023 and 2024**, alongside earning multiple **Which? Trusted Trader awards**. These accolades reflect our unwavering commitment to **excellence, customer satisfaction**, and delivering efficient renewable energy solutions.



We work tirelessly on building a brand you can **trust**. Continually improving our customer service and delivering the best possible experience at each step of our customer's solar installation journey. Which is why we have been recognised with some of the



When you choose Effective Home, you're not just investing in renewable energy – you're choosing award-winning service, proven expertise, and a partner dedicated to helping you save energy, reduce costs, and contribute to a greener future.







## Trusted by household brands

Effective Energy Group partners with some of the most trusted household brands across the nation, helping their customers adopt solar, heating, and insulation solutions. We take pride in the strong relationships we've built, as they reflect the high standards we uphold throughout every step of the customer journey.









# Trusted & accredited

Since 2008, Effective Energy Group has been at the **forefront of sustainable living**, delivering **innovative renewable energy solutions** that make a real difference. With a nationwide team of over **200 dedicated experts**, we've helped homeowners across the UK reduce their energy costs and environmental impact.

## Our track record speaks for itself:

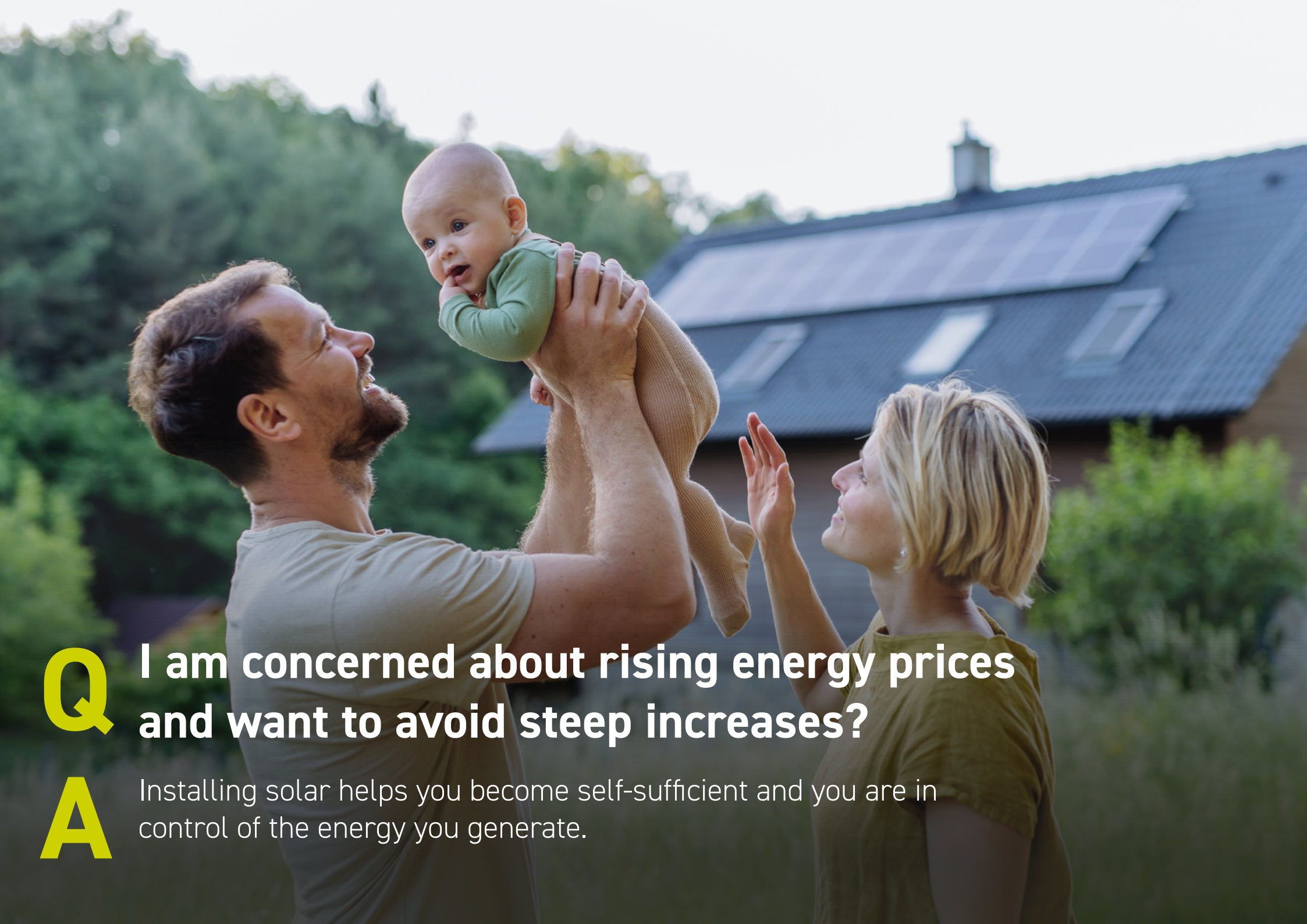
-  Over **£563 million** in lifetime energy bill savings delivered.
-  More than **8 million tonnes of CO2 saved** – and counting.
-  A **proven history of excellence** and **reliability** in every installation.
-  When you choose Effective Home, you're choosing a partner committed to creating a greener, more sustainable future for you and your family.

Let us help you take the **next step toward energy independence** and **long-term savings**.

We offer **nationwide coverage** and **flexible payment options, pay nothing up front**, including **0% VAT** on solar installations until March 2027.







**Q** I am concerned about rising energy prices and want to avoid steep increases?

**A** Installing solar helps you become self-sufficient and you are in control of the energy you generate.

# Solar PV, the future for home energy use

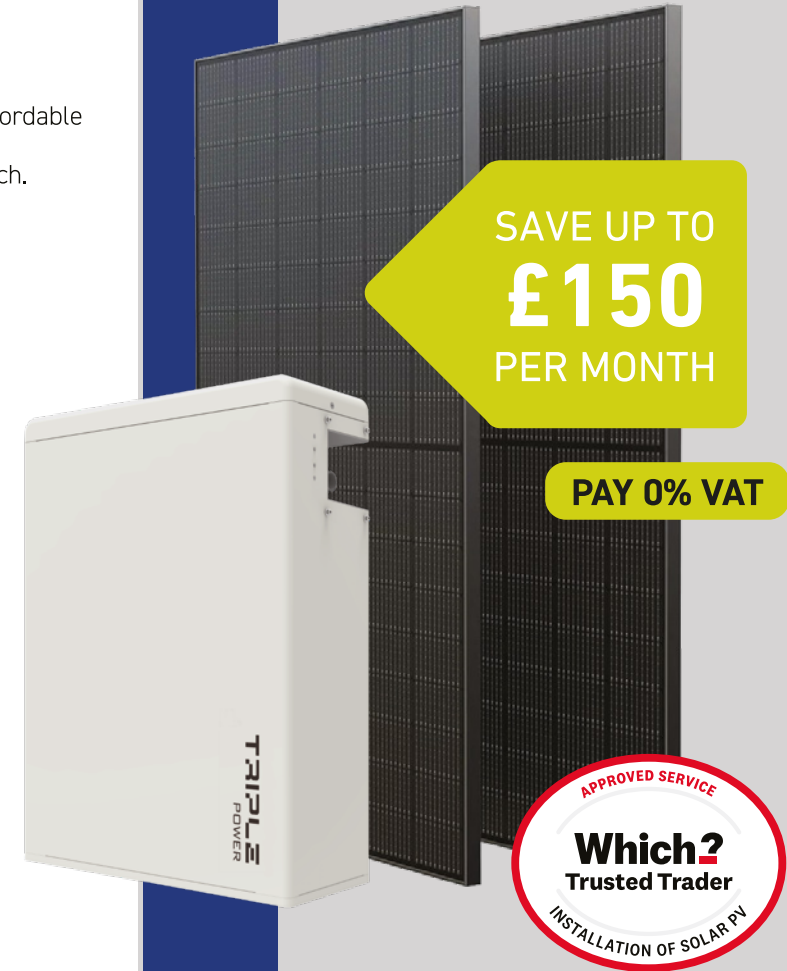
Solar power is no longer just the energy of the future—it's the energy of today. With solar panels becoming more affordable and easier to install, now is the perfect time to join the 1.3 million UK homeowners who have already made the switch. That's just 4% of UK housing, meaning there's a huge opportunity to get ahead of the curve.

## Why choose **solar**?

Investing in solar power is one of the smartest decisions you can make for your home and your wallet. By generating your own clean, renewable energy, you'll see a significant reduction in your electricity bills and protect yourself from rising energy costs. In fact, solar panels could even increase the value of your home, making it a future-proof investment. Beyond the financial benefits, solar power is a sustainable choice that helps reduce your carbon footprint and contributes to a greener planet. It's a small step for you but a giant leap for the environment.

## How much could you **save with solar**?

By generating solar electricity and using your own free energy – instead of power from the National Grid – you can make significant savings on your electricity bills. The Energy Saving Trust estimates that solar panel installations can knock up to 70% off your annual bill (depending on usage) with the Smart Export Guarantee SEG (based on fuel prices as of January 2024) depending on how much time you are at home during the day, and therefore using the solar electricity being produced.



- The Nation's #1 Solar Installer
- Personalised Home Surveys
- No Faceless Call Centres
- Take Control of Your Energy Future





# Benefits of installing Solar:

- Reduced energy bills:** Solar panels generate electricity from sunlight, which can significantly lower your monthly energy costs. In some cases, you can even eliminate your electricity bill entirely.
- Energy independence:** By generating your own electricity, you become less reliant on energy providers and less vulnerable to rising energy prices.
- Environmental benefits:** Solar energy is a clean, renewable source of power. Installing solar panels reduces your carbon footprint and helps combat climate change by lowering greenhouse gas emissions.
- Increased property** Homes with solar panels often have higher resale values. Buyers are attracted to the prospect of lower energy bills and a more sustainable home.
- Low maintenance:** Solar panels require minimal maintenance, with most systems lasting 25-30 years. Occasional cleaning and periodic checks are usually all that's needed.
- Energy storage options:** With advancements like solar batteries (e.g., Tesla Powerwall), you can store excess energy for use during cloudy days or at night, maximising your system's efficiency.
- Renewable energy goals:** By installing solar, you contribute to the broader adoption of renewable energy and reduce dependence on fossil fuels.
- Potential for earnings:** Some systems allow you to sell excess electricity back to the grid, creating an additional income stream.
- Energy Trends** As the world moves toward renewable energy, having solar panels positions your home to align with future energy standards and technologies.



## **Q** How efficient are solar panels??

**A** Solar panel efficiency is graded by the overall light energy that hits those solar panels and current market leading panels are between 21 – 24% efficient. Effective energy use only market leading Tier 1 panels and average efficiency for these is 22-24%.



# Maximise your savings with **solar batteries**

Take your solar energy system to the next level with solar batteries and unlock even greater savings on your electricity bills. By storing the energy your Solar PV system generates, you can maximise the use of your renewable power, reduce reliance on the grid, and even sell unused energy back to it. With the added benefit of 0% VAT on all home solar installations until March 2027, there's no better time to invest in your energy independence. Solar batteries don't just save you money—they empower you to:



## Benefits of installing a battery:

- Energy Storage:** Batteries allow you to store excess energy generated by your solar panels during the day, so you can use it at night or during cloudy periods when solar generation is low.
- Backup Power:** In case of a power outage, a battery system can provide backup electricity, ensuring your home stays powered during emergencies.
- Solar Efficiency:** Without a battery, unused solar energy is often sent back to the grid. A battery lets you keep and use that energy yourself, increasing the return on investment for your solar system.
- Energy Independence:** With a battery, you reduce your reliance on the grid, giving you greater control over your energy usage and costs.
- Lower Energy Bills:** By using stored energy during peak hours when electricity rates are higher, you can save money on your energy bills.
- Energy Management:** Many modern battery systems come with apps or integrations that let you monitor and control your energy usage in real-time, helping you optimise your home's energy efficiency.



Saving households  
**£900 per year**



The Nation's #1 Battery Installer



Personalised Home Surveys



No Faceless Call Centres



Take Control of Your Energy Future

# We are a Tesla Powerwall 3 premium certified installer



Adding industry leading products to our service offering such as Powerwall 3 enables us to offer our customers the best products out there in order to support their journey on becoming sustainable.

- **13.5kWh capacity - 54kWh**
- **Integrated solar inverter**
- **Power homes during outages**
- **Flood protection**
- **10 year warranty**

Once installed, Powerwall can be monitored and managed using the Tesla app to customise system behaviour to meet your energy goals. Combine Effective's cutting edge solar energy technologies and expertise, with the impressive battery capacity of Tesla Powerwall 3, to create and store your solar energy for exactly when you need it - day or night.

Monitor your energy use from the palm of your hand, making sure that you and your family can enjoy clean, renewable energy for as long as you need it.





## Our customers love us, read some of our success stories



Dan Coleman from Bristol shared his experience:

**“Effective Home surpassed my expectations with their solar installation service. From the initial consultation to the final installation, their team demonstrated professionalism, expertise, and efficiency.**

The seamless integration of solar panels into my home was impressive, and the diligent and informative installation team made the process even better. I wholeheartedly recommend Effective Home to anyone exploring solar energy solutions.”



### **Good job**

Immediate modification of projected system by Sahil. Looking forward to the installa...

Graham S, 3 days ago



### **Mickiela Whiting**

Mickiela Whiting, in Compliance is very efficient

Jacquie, 3 days ago



### **Excellent Customer Service**

I had a really good experience with the effective home team especially Sahil who real...

Emmanuel Amissah, 4 days ago

Rated **4.6 / 5** based on **2,756 reviews**. Showing our 4 & 5 star reviews.







# Solar finance options to help you manage the cost of investing in solar

You don't have to pay for new PV panels, smart batteries, or your full solar energy all in one go. We can lighten your load with affordable ways to pay, including flexible monthly payments and paying via credit or debit card.

- **Affordable repayment schedules**
- **No to low deposits**
- **Top-quality solar panels for less**
- **Shermin finance** is the broker, they use a panel of lenders, 1 primary and 1 secondary lender
- Rates range from **11.9% - 18.9%** subject to approval
- **Finance available** on a 5, 10 or 15 year agreement
- **Start making savings** on your energy bills prior to the first payment being made
- Over payments are accepted
- **Settle finance early** reducing the overall amount repayable



“Seamless experience”

Getting solar fitted on my home was seamless. I've now reduced my electricity bills and couldn't be happier.



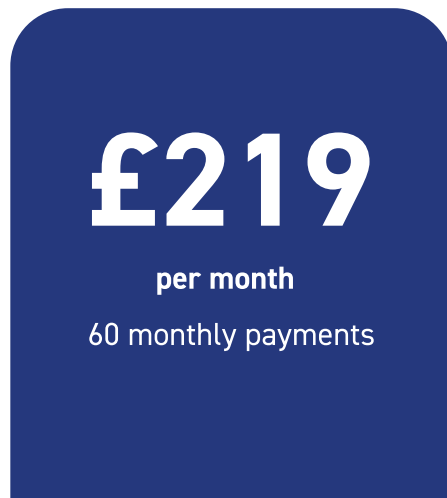
# Typical **finance** examples

5 year contract length. No deposit.

<b>£9,995</b> Purchase price	<b>£13,126.50</b> Total amount payable
<b>11.29%</b> Fixed rate	<b>£3,151.50</b> Total interest charged
<b>£9,995.00</b> Total amount credit	<b>11.90%</b> APR representative

If this doesn't suit you, we have a variety of other plans available. Get in touch today!

Monthly loan repayment

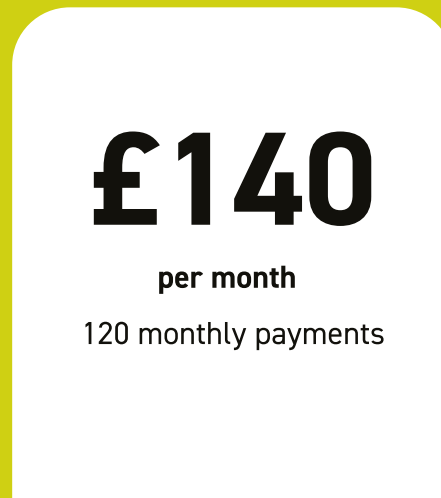


10 year contract length. No deposit.

<b>£9,995</b> Purchase price	<b>£16,720.35</b> Total amount payable
<b>11.29%</b> Fixed rate	<b>£6,725.35</b> Total interest charged
<b>£9,995.00</b> Total amount credit	<b>11.90%</b> APR representative

If this doesn't suit you, we have a variety of other plans available. Get in touch today!

Monthly loan repayment



15 year contract length. No deposit.

<b>£9,995</b> Purchase price	<b>£20,780.00</b> Total amount payable
<b>11.29%</b> Fixed rate	<b>£10,785.0</b> Total interest charged
<b>£9,995.00</b> Total amount credit	<b>11.90%</b> APR representative

If this doesn't suit you, we have a variety of other plans available. Get in touch today!

Monthly loan repayment





There's never been a better time to  
**harness the power of the sun.**

Generating your own energy and **reduce  
your energy bill** by up to 70% in some  
cases in as little as 2 weeks.



# What happens **next**?

1

You will have **21 days** to accept the quote. Once accepted a deposit will be taken to secure the work.

2

Once accepted our compliance team will now start to **process your order**

On average our processing times take around **3-5 weeks from "Order to install"**, however this may take longer for larger systems of 16 panel systems or more due to Network approval. If your system requires network approval, we will start these applications straight away, we complete these direct with the "Network operator" so you can **relax** knowing this is being taken care of.

3

You will enter the **onboarding customer journey**, this will include regular email updates, texts and calls preinstall to make sure everything runs smoothly at each step of the installation.

4




Our technical design team will review your design and **complete a full CAD design of your PV**. If your sale was completed remotely, in some instances, we may contact you to carry out a **remote technical survey** of your property, one of our compliance team will be in contact if this is

5

Once your solar order has moved through the compliance processes, you are now ready to be **booked for an installation**, we will require a **50% payment** when booking the install for your property (unless you have opted for the finance option). Your order will now be passed to our operations department.

6

One of the operations team will be in contact to arrange the following:

-  **Agree and book the installation date**, advising how long will be required depending on the system size.
-  Arrange for the **scaffolding** to be erected.
-  Arrange the **delivery** of your system equipment.



# The week of your **install**

7

Up to 5 days before the installation, the **scaffolding will arrive**.

8

On the day of install **all materials will arrive** that are needed for the installation.

9

On the day of installation, our team of expert installers will complete all work in a professional manner, they will talk you through what will happen on the day and complete your install. This will typically be **completed in 1 day**, however for larger systems this may take 2 days, this is advised at the point of booking. Your installer will arrive, **ready to make a start between 8-9am**.

10

Once completed our team will carry out the **commissioning testing** and ensure the system is working

11

Our team will then walk you through the system and **show you how to use the monitoring applications** on your smart device if you have one.

12

Congratulations. **Your system is now installed**, and you can start benefiting from the power of the Sun.

13

Our finance team will now be in contact for the **final payment**. Unless you have chosen a finance option.

14

Now the system is installed, our compliance team will now **complete the MCS Certificates** and final registration of your system. This process can take around **4 weeks** as we are completing several documents with 3rd parties.

15

You will **receive your handover pack within 10 working days** after your final payment has cleared.



# The handover pack

Your handover pack includes, where relevant:

## Proof of ownership

- Copy of current invoice

## Certification & commissioning data

- MCS certificate
- MCS compliance certificate
- Building regulations certificate of compliance
- Commissioning documents (PV Array test and roofer form)
- DNO notification form (G98 OR G99)
- System performance estimate (DEIC)

## Design information

- Schematic as supplied to distribution network operator

## Warranty Documentation

- Workmanship warranty
- Panel warranty
- Inverter warranty
- Generation meter warranty
- Battery warranty

## Manuals and datasheets

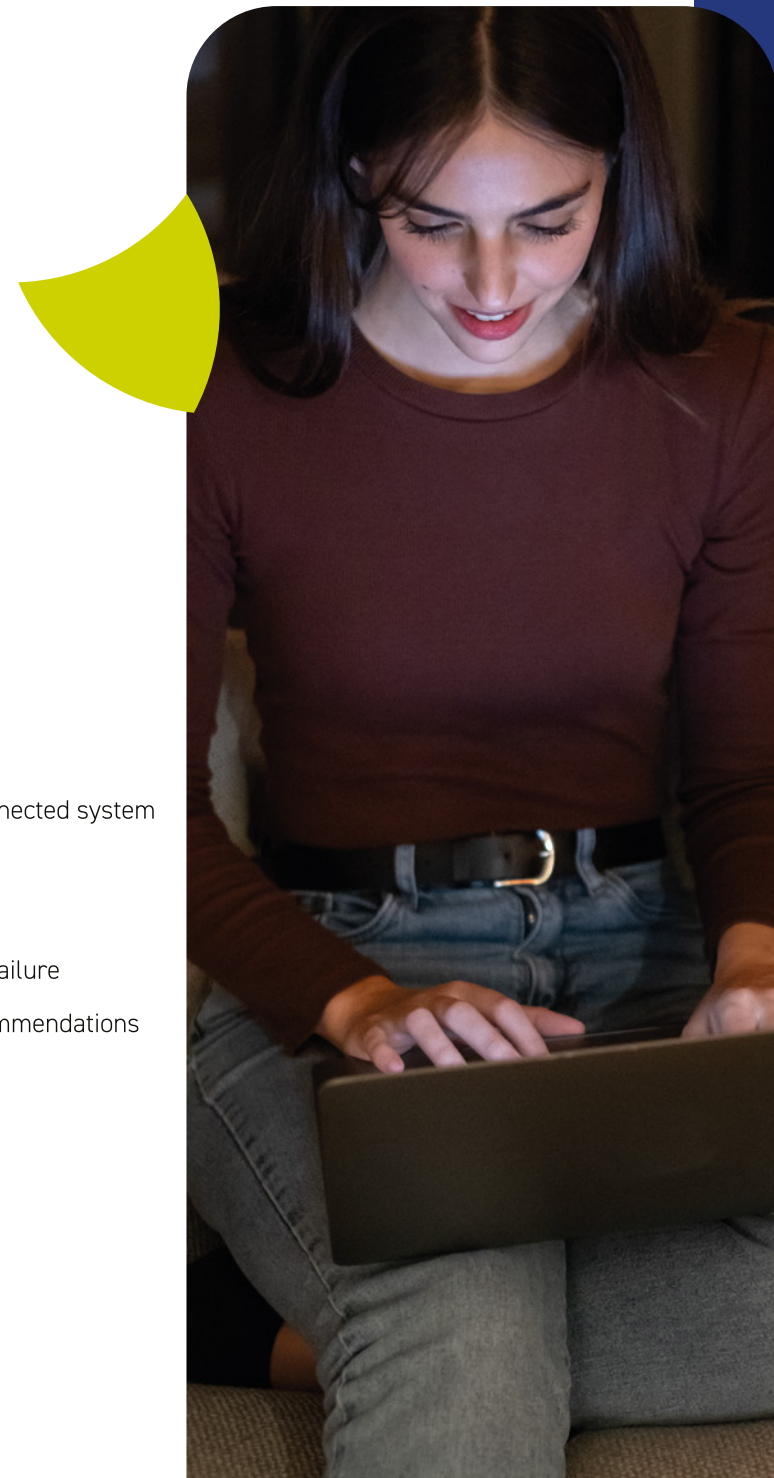
- PV panel datasheet
- PV inverter datasheet
- PV inverter manual

## Your PV system

- How solar PV system works
- Components of rooftop grid connected system

## Shutdown procedure

- What to do in case of a system failure
- Maintenance and cleaning recommendations
- Shading issues







# Frequently asked questions



Q

## Do solar panels work when it is over cast?

The UV ray light that the solar panels convert to energy is not directly from sunshine, however when the sun is out the UV rays are stronger so the production is much higher but solar panels will still produce in murky conditions.

Q

## How do solar panels work?

UV rays and light that hits the solar panels is converted into useable energy by way of inverter connected to the property's consumer unit. Solar panels work in cloudy conditions it is the light that hits solar panels not sunshine.

Q

## How does solar battery storage work?

Energy that is not consumed by the property is transferred into the property for the property to use at a later date, as the property demands it. Batteries have different depths of discharge and different efficiency rates; however, it is in the customers interest to store any energy they are not using for use in the evenings and overnight to maximise their savings.

Q

## How long do solar panels and batteries last?

Solar panels have a performance guarantee for 25 years, after 25 years use their performance will typically still be at 80% of install capacity. Battery warranties are typically between 5 – 10 years currently and these are improving as technologies are improving all the time.



# Frequently asked **questions**

## Q

### **Will I need planning permission for residential solar panels?**

No. No red tape, no hassle – most solar PV systems don't need any special permission from your local authority to be fitted onto your home. The only exception to this is if you live in a listed building or live in a designated Conservation Area or World Heritage site. Even then, you can still have solar panels installed – they just need to fit onto a roof that isn't visible from a road.

## Q

### **How long will solar panels last?**

Solar panels have an average lifespan of around 20-30 years, and some solar panel manufacturers even provide 25-year warranties as standard. Most will also allow you to extend their warranties for a small fee, so confident are manufacturers in their technology. Some modern panels could last for closer to 40 years in the right conditions and with the proper care and attention.

## Q

### **Is my roof suitable for solar panels?**

The ideal roof will be south-facing and have a pitch of 30 to 35 degrees.

East or west-facing roofs can still prove useful, but north-facing roofs are completely unsuitable because they won't get enough daylight hours throughout the day. The pitch is also less important. 30 to 35 degrees is optimal, but solar panels will work just fine at 15 to 50 degrees if necessary.

The main factor affecting your roof's suitability then, is its condition. You may need to pay for repair work to a damaged roof if you're set on installing solar panels because a complete system can add a significant load to your roof.

Our team of experts will be able to guide you further when they complete a survey on your property.







## Key contacts

### Effective Home

0333 003 0703

[enquiries@effectivehome.co.uk](mailto:enquiries@effectivehome.co.uk)

### Complaints

0130 227 9680

[customercare@effectivehome.co.uk](mailto:customercare@effectivehome.co.uk)





[effectivehome.co.uk](http://effectivehome.co.uk)

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