

## Solar Energy South Africa

# Taobao photovoltaic panel false advertising



## Overview

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### Are solar ads misleading?

Solar ads that reference a new solar stimulus program are misleading, experts say. The ad leads to what appears to be a lead generator owned or operated by the company Bright Solar Marketing, which did not respond to a request for comment. Another ad that ran in March featured text that said "NEW \$1,000 solar stimulus package just announced!!".

### Are solar ads feign legitimacy?

To feign legitimacy, other ads use state seals, pages that appear as if they're formal associations or societies, or a ".org" URLs, which tend to be associated with nonprofits. According to Lopes, bad solar ads could be especially harmful for older adults in the wake of the pandemic.

### Are salespeople flouting the solar tax credit?

Going in with a strong understanding of some key solar topics can help you spot when a salesperson is flouting those guidelines. Salespeople are likely to tout the federal solar tax credit. When you install solar panels (and certain other related technology) you receive a portion of the cost back on your taxes.

### Are rooftop solar companies converting to digital sales?

"We're seeing a lot of success in the conversion to digital sales," Lynn Jurich, the CEO of the rooftop solar company Sunrun, told investors in the company's quarterly earnings call earlier this month. "Advertising is cheap right now. So the stronger, better-capitalized companies are able to spend there and actually generate the leads."

### Are there any solar scams in Oklahoma?

An alumna of the University of Pennsylvania, Roxanne is now an Oklahoma homeowner, DIY enthusiast, and the proud parent of a playful pug. Solar

scams can cost you thousands of dollars. You can avoid these nefarious solar cons with this helpful guide to what to look out for.

Are solar ads published by a lead generator?

On Facebook, many solar ads are published by a lead generator, not the installer itself. Lead generators — which aren't unique to the solar industry — are typically websites designed to draw in prospective customers and then gather and sell their information, such as their telephone numbers and average utility bill costs.

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### Solar Panel

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### 15 Red Flags to Identify Solar Panel Companies To Avoid

In this blog, we'll learn about solar scams and what solar panel companies to avoid. Scams by Solar Panel Companies to Avoid. Before learning what solar panel companies to avoid solar scams, you'll need to get an ...

### 325+ Catchy Solar Energy Slogans And Taglines

Solar Panel Slogans. How can you come up with a memorable tagline for solar energy? It's not as simple as it appears. It's challenging to come up with a slogan that is both memorable and

compelling. There are various ...



### Ebay solar panel sizes; how to avoid getting ripped ...

Check the solar panel dimensions. This false advertising purely relates to panel sizes, and claiming that a panel is rated to a higher wattage than what it actually is. I'll give you an example: The panel I'm chasing is 200W, ...

### 3W 5V Solar Panel Charger Photovoltaic Cells Phone Power-Taobao ...

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### Why Those Ads for 'Free Solar Panels' Are Too Good ...

Let's be clear: The ads for "free" solar panels are false advertising. Although not a scam per se, these ads are misleading and should be treated with the utmost skepticism. the homeowner pays the installer ...

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