



## CompareMySolar Press Kit

### Quick Facts (Jan-Oct 2011)

- 55.000 unique **visits**, over 250.000 pageviews
- 15.000 different UK **postcodes** entered by visitors
- 100+ MCS accredited **solar installers** in network
- 1.000+ solar panel **quotes** requested

### CompareMySolar

CompareMySolar is the UK's only price comparison website for solar panels. Compare solar prices for your home, and filter by panel brand and system size. Search our network of 100+ installers and refine calculations for your own roof. Invite up to three installers for a free and non-obligatory site visit, and get our personal phone advice about going solar.

We provide solar installers with a tool to differentiate themselves in the market though their level of experience, warranty, prices and quality of materials. All MCS accredited installers can join our network. We get paid a referral fee by installers that have joined us. This does not result in higher system prices, as we make their customer acquisition process more efficient. We lower installers marketing costs and increase their conversion rates through site visits with consumers that proactively choose them.

Our website has launched in January 2011 in the United Kingdom, the Netherlands and Belgium. Currently we have over 100 solar installers that work with us, and this number is growing rapidly.

### Customer advantages

- Compare up-to-date solar panel **prices** from local installers
- Gain insight into **experience and warranty** of solar installers
- Invite one to three solar installers for a **free site visit** in your home
- Personalize results through the **solar potential** of your own roof
- Receive our personal **phone advice** about going solar



### The CompareMySolar team

Stefan Ruiter - Managing Director NL / BE



Motivated and creative international who strongly believes in renewable energy and sustainability. Worked since 2008 with Joho company, a platform for international collaboration and education. Holds a bachelor in Industrial Design from Twente University, the Netherlands. Bachelor assignment with a Cambodian solar-energy company about the usage of solar in rural populations and the packaging design of a solar-lamp (2008). As a freelancer he worked in the area of graphical- and webdesign. As a technical freelancer he worked for a large national events organisation.

Gertjan van der Goot - Managing Director UK



Hard-working and analytical entrepreneur with a strong drive to make renewable energy markets understandable and easily accessible for everybody. Worked with the Monitor Group as a strategy consultant in London since 2007. Worked on various projects to gain the business expertise in several industries. Specific experience in the countries of the European market and working in project teams. Holds a master in Industrial Engineering and Management from Twente University. Previously started a company for making websites for small and medium businesses with a focus on design and coding.

### CompareMySolar Press Contact Details

Gertjan van der Goot  
CompareMySolar - Company Director UK  
Email: [info@comparemysolar.co.uk](mailto:info@comparemysolar.co.uk)  
Phone: 079 12552 849 / 0800 6123 303