SOMAH

Solar on Multifamily Affordable Housing

Marketing Toolkit for Contractors

These materials will help you introduce and promote the SOMAH Program to your clients and prospects who own or manage multifamily affordable housing. We've included resources you can present directly to customers as well as in-house resources to guide you and your staff through the application and incentive claims process to system installation and interconnection.

1. **Property Owners Folder: Materials to provide to property owners**
   - Postcard (PDF)
     - A handout for in-person interactions in the field and to distribute at events or via email.
2. **Contractor Folder: In-house resources to help contractors**
   - Talking points
     - A training resource to help you and your staff cover the key points about solar and SOMAH with a prospect.
   - Social media copy
     - Brief items with program content you can post on your social media channels. Be sure to tag @calsomah and use the provided hashtags.
   - Website template
     - Information about your participation in the SOMAH Program for your website.
   - Slide deck
     - A PowerPoint presentation slide deck to share with prospective property owners and managers who want to know more about SOMAH and its many benefits.

Please email contact@calsomah.org for questions. We welcome any suggestions you may have regarding SOMAH marketing materials and resources.

Resources and Tools

Affordability Prescreen Service
Not sure if a property meets the affordability requirements for SOMAH? Submit an affordability prescreen request to determine if a property's regulatory agreement/deed restriction documentation meets SOMAH's affordability requirements before submitting an incentive application.

Application Guide
The application guide can be used to understand the process of submitting an application and completing each milestone on SOMAH's application portal, PowerClerk. Read the guide as you navigate through each milestone.

Eligible SOMAH Properties Map
Need help finding property leads? Use this map to help you identify properties located in your area that may qualify for the SOMAH Program. It displays data on potential properties, as well as properties with current SOMAH applications/installations.

Events and Webinars
SOMAH holds events and webinars throughout the year that may interest you and/or a property owner you are working with. We also encourage you to attend our quarterly Public Forums to learn about program updates and resources, as well as to ask questions and provide feedback to the SOMAH Program Administrator.

Incentive Estimator
SOMAH has an incentive estimator to calculate the total incentive a property can receive. Simply enter your total system kilowatt (kW) and tenant and common area allocations and provide the estimated incentive range to the property owner.

Online Bidding Tool
Property owners going through SOMAH may be looking for a contractor to connect with. Use the Online Bidding Tool to submit competitive bid proposals to applicants soliciting project bids in your area.

Resource Library
SOMAH has educational resources and content to help contractors navigate through the program successfully. Explore the resource library to find educational resources that can guide you through SOMAH requirements.

YouTube Contractor Videos
SOMAH has informational videos and tutorials to guide contractors through the eligibility and application processes. Check out our YouTube channel to watch videos that will help you better understand and complete SOMAH requirements.