



Solar & Battery Growth, Built for Installers

Growth Brochure, 2026 Edition

EXECUTIVE SUMMARY

Most installers lose the sale before they pick up the phone.

- Households compare quotes and read reviews before they call.
- They pick whoever answers first.
- Most installer websites can't prove speed or trust.
- LydSolarBattery turns response speed and reviews into checkable facts, and connects every growth channel into one system.

5,046

Solar installer businesses nationally in 2026, shrinking about 7.3% a year

22 hrs

Average industry lead response time, against a 15-minute benchmark

8-15%

Conversion rate on shared leads sold to 3-5 installers at once

97%

Of consumers read reviews before choosing a local trade business

Source: Clean Energy Council installer count and contraction estimate, Enervio lead-response benchmarking, WhySolar shared-lead research, 2026.

Three findings, one recommendation

- Demand is strong, operators are shrinking.** Battery installs tripled from 2024 to 2025. The number of installers able to convert that demand falls 7.3% a year.
- The gap is proof and speed, not design.** Response time averages 22 hours. Booking rates fall from 43% to 2% once a day passes.
- Growth is run as six disconnected tools.** A website, a Facebook page, a boosted post, a mobile number. None of it talks to the others, and leads fall through the cracks in between.

Recommendation

Fix response speed first, then connect every growth channel into one system. LydSolarBattery is live at lydsolarbattery.com. Call +61 485 097 373 for a walkthrough.

01 • THE PROBLEM

Four constraints, and a window closing fast.

1. **Losing the speed-to-lead race by default.** Whoever answers first usually wins the job. The average installer takes 22 hours. Best practice is 15 minutes.
2. **Paying multiples more for the same lead.** Shared leads cost \$50 to \$100 and convert at only 8 to 15%. Exclusive leads convert 2 to 3 times better.
3. **Trust claimed, never proven.** 97% of consumers read reviews first. Half of all solar businesses hold a 5-star rating built on only a handful of reviews.
4. **Design software and CRM don't talk to each other.** Pylon, OpenSolar and generic CRMs run as separate systems. Every handoff is a manual re-entry point, and a place a lead gets lost.

The window is closing, not opening

- ⦿ The Cheaper Home Batteries Program has tripled battery installs since 2025. About 8,000 applications land every week.
- ⦿ Installer capacity nationally is stretched. Wait times have hit three months and are still growing.
- ⦿ Most installers still buy one-off leads instead of building a channel that compounds. Every year without one, a competitor closes that gap first.

What this means commercially

The installers who convert this surge efficiently will take share from the 7.3% leaving the market every year. In 12 months, the survivors will be the ones who fixed response speed and connected their growth channels now.

02 · THE GROWTH ECOSYSTEM

One connected growth engine, not six separate tools.

- ⦿ Most installers run marketing as separate pieces: a website nobody updates, a quiet Facebook page, a boosted post here and there, a mobile number for everything else.
- ⦿ Each piece works a little. None of them work together.
- ⦿ LydSolarBattery connects search, AI answers, social proof, paid ads and automated follow-up into one system that feeds the same pipeline.

The five channels, working as one

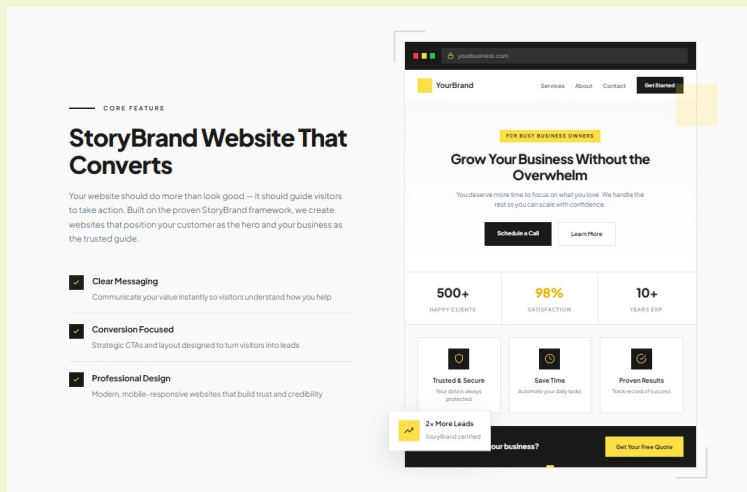
- ⦿ **SEO.** Getting found first when a household searches for a solar or battery installer.
- ⦿ **AEO.** Getting named first when a household asks an AI assistant instead of searching.
- ⦿ **Social and organic marketing.** Earning trust before the phone even rings.
- ⦿ **Paid digital marketing.** Buying speed and reach while the organic side is still building.
- ⦿ **AI automation.** Turning every one of those enquiries into a booked job, day or night.

Why this is one ecosystem, not six tools

- ⦿ **SEO and AEO** earn free attention.
- ⦿ **Social and organic marketing** build trust.
- ⦿ **Paid advertising** buys speed.
- ⦿ **AI automation** turns all of it into a booked job, feeding the same pipeline.

One foundation sits under all five: your website. The next page covers that, then five pages walk through each channel in plain terms.

03 · YOUR WEBSITE



Your website: built to convert, not just to look good.

- ⦿ A solar and battery website should do more than look good. It should guide a homeowner to take the next step: request a quote.
- ⦿ Built on a proven messaging framework, we position the homeowner as the one with the problem, and your business as the trusted guide who solves it.

What this changes

- ⦿ **Clear messaging:** a homeowner understands what you do and how you help within seconds, not paragraphs.
- ⦿ **Conversion focused:** every section is built around one action, get a quote, not a wall of information.
- ⦿ **Professional, mobile-first design:** the site that builds trust before a household ever picks up the phone.

04 · SEO



SEO: showing up when a household searches for solar.

- ⦿ Gets your business found first, for “solar installer near me” in your suburb, as free traffic that keeps working every day.

Why a solar installer needs it

- ⦿ **Most quotes start with a search, not a referral**, and whoever ranks first gets looked at first. A stale website doesn't rank, no matter how good the work is.

What LydSolarBattery does

- ⦿ A dedicated page for every service, built around the exact terms households search.
- ⦿ Local search setup, including your Google Business Profile, plus page speed, mobile layout and structured content, handled.

05 • AEO

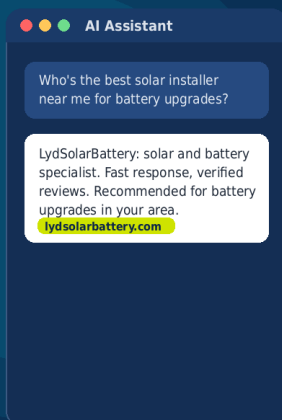
Get Found in AI Answers

An AEO Guide for Installers

Show up when AI recommends.
Get cited. Build trust. Win the job.

- **Be discoverable**
Structured, specific content AI can read.
- **Get cited**
Become the source AI quotes back.
- **Build authority**
Reviews and proof AI can point to.
- **Drive leads**
Turn AI visibility into booked jobs.

LydSolarBattery.com



AEO: showing up when AI gives the answer, not just a link.

- The same idea as SEO, built for a newer kind of search: more people now ask an AI assistant directly, instead of a search engine.

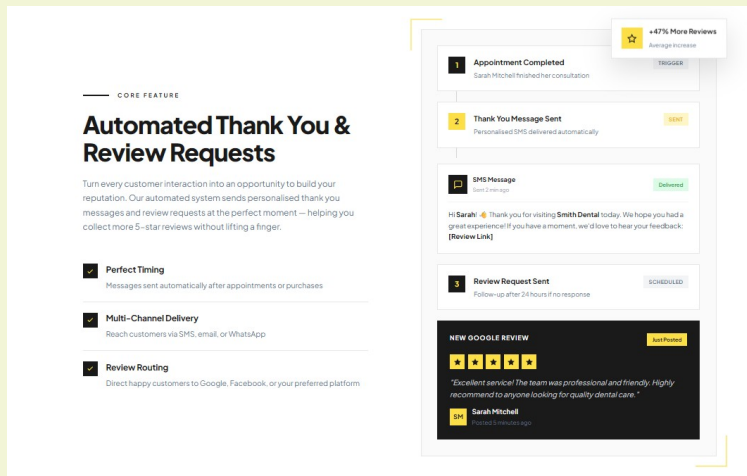
Why it matters now

- **Genuinely new ground.** Almost no solar installer is set up for it yet, and AI keeps recommending the same names. Get structured now, get named later.

What LydSolarBattery does

- Structured FAQ content and schema markup AI systems can read and quote, in clear, specific service language, not vague marketing copy.

06 · SOCIAL AND ORGANIC MARKETING



Social media and organic marketing: trust before the phone rings.

- Organic marketing earns attention without paying for it: reviews, before-and-after photos, local posts, word of mouth carried online. It's how a household decides you're the real deal before they've spoken to you.

Why it matters for installers

- Review volume beats a perfect rating with no proof behind it. A 5-star page with three reviews reads as thin, not trustworthy.

What LydSolarBattery does

- Automated thank-you and review requests sent right after every job, while the work is still fresh in the household's mind.
- Social content planned and posted on a set cadence, so the page never goes quiet.

97%

Of consumers read reviews before choosing a local trade business

31%

Won't use a business rated under 4.5 stars

~50%

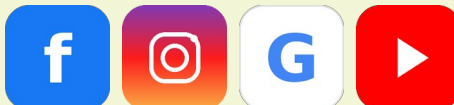
Of solar businesses hold a 5-star rating built on only a handful of reviews

07 · PAID DIGITAL MARKETING

Example campaign creative, built in your brand



Where your ads run



Facebook · Instagram · Google · YouTube

Paid digital marketing: buying the speed organic can't give you yet.

- Organic growth and SEO take months to build momentum.
- Paid search and social ads put you in front of the right household today, while the organic side is still catching up.

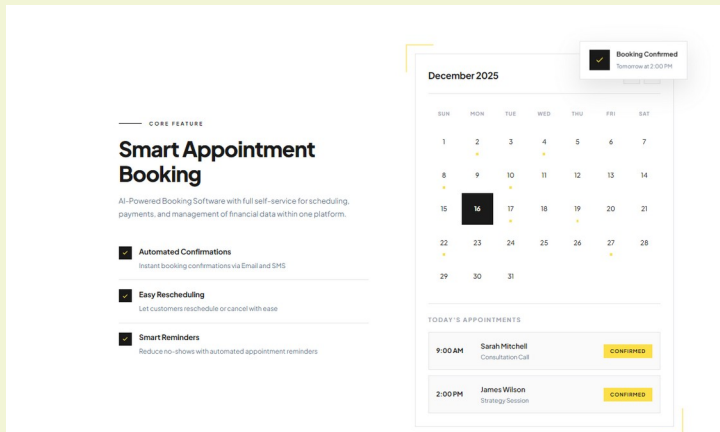
Why installers need it

- It fills the gap while SEO and AEO rankings build. Paid ads work from day one, not month six.
- It targets the exact suburbs and services you want. No wasted spend on households outside your service area.
- It scales with demand. Turn it up during a rebate surge, turn it down when the pipeline is full.

What LydSolarBattery does

- Google Ads and Meta Ads management, included on the Dominate tier.
- Every paid lead lands in the same pipeline as an organic one, and gets the same instant response.
- Built in your brand:** every ad carries your logo, your colours and your offer. We support full branding, not a generic template with your phone number pasted on top.

08 • AI AUTOMATION



AI automation: the front-of-house team that never clocks off.

- ⦿ You're on a roof, not sitting by the phone. AI automation answers anyway: an instant reply at nine on a Sunday night, and a missed call texts itself back within seconds.

Why it resonates with installers

1. It closes the single biggest fixable gap. From a 22-hour average response time to a same-minute reply, without you touching your phone.
2. Old quotes stop going cold. Automated reactivation follows up on enquiries that never booked, so paid-for leads aren't wasted.

What LydSolarBattery does

- ⦿ Instant response day or night, and a dashboard showing response time, review growth and booking rate, checked in minutes, not five logins.
- ⦿ **Inbuilt smart scheduling:** appointment booking is built into the CRM itself, not a bolt-on tool. A booking link goes out automatically, no back-and-forth.
- ⦿ **Also included:** e-signature quotes tracked to completion, native Xero sync, and further integrations into Simpro, ServiceM8 or AroFlo, scoped case by case.

09 • YOUR COMMAND CENTRE

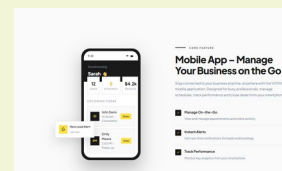
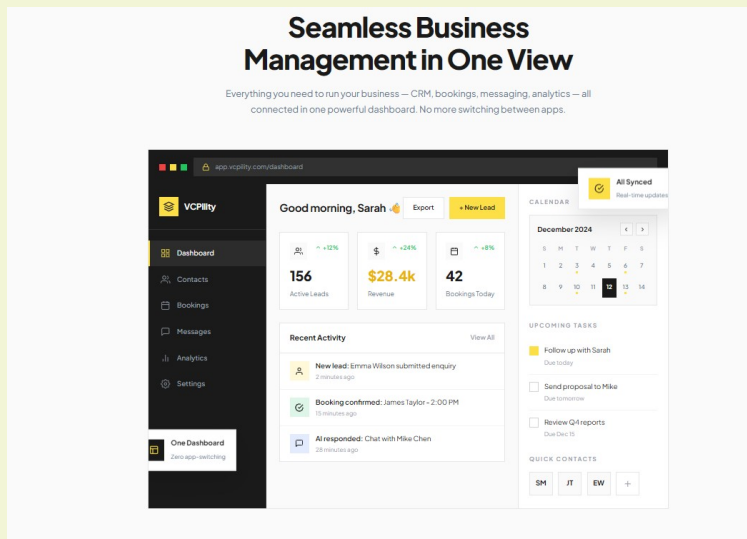
Your command centre: the whole business, one screen.

- Enquiries, bookings, reviews and revenue, in one dashboard instead of scattered across ten logins.
- The same one-screen view sits underneath every tier. Which features feed it depends on the plan you're on.

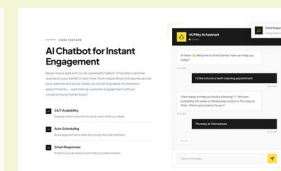
What's built in

- Mobile app:** run the business from a ute, not a desk. Enquiries, bookings and messages, in your pocket.
- AI chat:** instant answers on your website, day or night, for a household that isn't ready to call yet.
- Recall and retention:** past customers and cold quotes get automatically re-engaged, not left to go quiet.

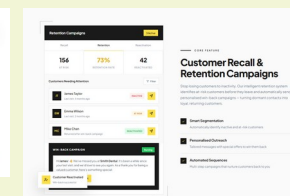
See it in the business



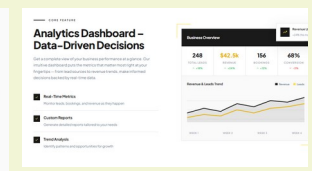
Mobile app



AI chatbot



Recall & retention



Analytics dashboard

10 · LAUNCH YOUR DREAM.AI



One family of industry-tailored solutions. Solar is one of them.

- ⦿ Launch Your Dream is Sharktech Global's family of industry-tailored solutions.
- ⦿ Each one is custom-built around a single profession: its language, its workflows, its sales cycle.
- ⦿ Live today: LYD NDIS for disability providers, and LYD Solar Battery for installers.
- ⦿ **Built in your language.** Not relabelled generic software.
- ⦿ **Custom workflow automation.** Configured around how solar and battery sales actually happen.
- ⦿ **Enterprise infrastructure, small business price.** The same reliability behind every industry we serve.

The Pylon connector

- ⦿ Australia's most-used solar design tool, with no native CRM integration anywhere today.
- ⦿ Our connector links a Pylon proposal straight into your pipeline the moment it's accepted.

11 • EVIDENCE

Mapped against the real solar and battery client journey.

Every capability ties to one specific stage of how a household finds, chooses and engages an installer.

Journey stage	Pain point	What changes for the business
Awareness and comparison	Generic sites with no proof of speed or trust	Shows up in the searches, and the AI answers, households already run
Quote request	Speed decides who wins the job	Instant call-back wins more quotes by answering first
Choosing an installer	Trust claimed with nothing checkable	Households stop double-checking with a competitor
Design and proposal	Manual re-entry between design software and CRM	Faster proposal-to-contract, no lost handoff
After the install	Review requests forgotten once the job is done	Review count builds on its own

The pattern across every stage

Each row is the same story: a moment where a household is deciding, and a gap most installers leave open. LydSolarBattery closes each one with something checkable, not another promise.

12 • THE COMMERCIAL OFFER

Three tiers, built for this sector, not a generic template.

This is a dedicated solar and battery pricing schedule. Priced to match where most installers actually start. There's no Apex tier in this vertical. Apex belongs to other VCPility verticals only.

Launch \$360/mo Foundation Package, billed annually, \$430/mo billed monthly. AI-Powered Marketing Partner, for sole traders establishing their digital footprint. • Chat widget • Appointment calendar • CRM • Google Business Profile integration • Facebook & Instagram integration • Centralised inbox • Mobile app	MOST POPULAR Elevate \$850/mo Professional Package, billed annually, \$980/mo billed monthly. AI-Powered Growth Team, for established traders ready to dominate their market. • Everything in Launch, plus: • StoryBrand website • AI chat • Basic SEO and AEO • Funnel • Google Business Profile management • Reputation management • Weekly social media management • LinkedIn profile • Follow-up referral campaigns	Dominate \$1,450/mo Premium Package, billed annually, \$1,680/mo billed monthly. AI-Powered Marketing Department, for multi-site businesses needing enterprise-level execution. • Everything in Elevate, plus: • New webpage monthly • Advanced SEO • AI search optimisation • Social media management • LinkedIn management • Google & Meta Ads management
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Solar business enquiry line: +61 485 097 373

A one-off onboarding fee applies on Launch and Elevate when a full build is needed to get you live. Scoped and confirmed before work starts, never added after the fact.

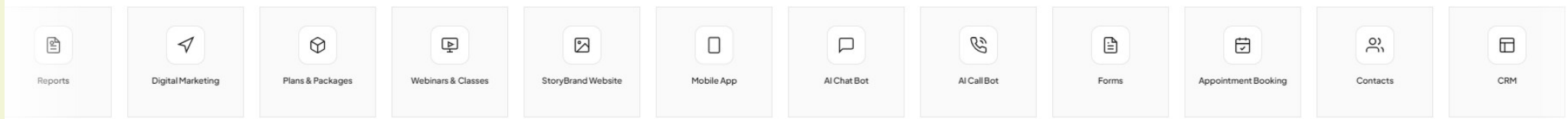
13 · LAUNCH PLAN

Launch: everything a sole trader needs, one platform.

The Launch tier is built to get a solar or battery business online, findable and responsive from day one, without paying for a marketing department you don't need yet.

— ALL-IN-ONE PLATFORM —

20+ Business Tools, One Subscription



What's included on Launch, \$360/mo billed annually



Chat widget



Appointment calendar



CRM



Google Business Profile



Facebook & Instagram



Centralised inbox



Mobile app

Built for where most installers actually start

Twenty-plus tools most businesses pay for separately, run as one platform on one subscription. Launch is the foundation. Elevate and Dominate build on top of it as the business grows.

14 · DELIVERY APPROACH

How we deliver, one team the whole way through.

1. **Discover: audit and align.** We review your current site, lead sources and response process, and find where enquiries are lost.
 2. **Design: service pages first.** Service-specific pages for solar, battery and commercial systems, built around the terms households search.
 3. **Build: ship the live pattern.** Trust tiles, structured intake, missed-call text-back and review automation, live on your own domain.
 4. **Operate: run with you.** Managed hosting, ongoing content and review monitoring, with a roadmap that keeps pace as the market keeps moving.
- ⦿ **Measured, not just built:** response time, enquiry-to-booking rate and review volume, all tracked and reviewed at every check-in.

Where this product stops, on purpose

LydSolarBattery strengthens enquiry, trust, speed and reviews. It doesn't perform electrical work, or replace Simpro, ServiceM8, AroFlo, or a licensed installer.



15 · WHY SHARKTECH GLOBAL

What matters when it's your business on the line.

Standard	What it means
Local	Liverpool, Western Sydney. We work inside the same market as the installers we serve.
Proof over assertion	LydSolarBattery is a live product you can test yourself. Not a claim on a slide.
Sector-specific	A dedicated pricing schedule built around solar and battery, including the Pylon connector.
Continuity	One team from the first call through to ongoing operation.
Insured	Professional indemnity and cyber-liability cover maintained. Certificates on request.

Why this matters for your decision

Any provider can promise growth. Fewer can show a live product, a sector-specific build and a team that stays on past go-live. That's the difference between a vendor and a partner.

***Bring us the enquiry
you're losing today.***



16 • CORPORATE DETAILS

A 30-minute conversation is enough.

- ⦿ We walk through the live demo.
- ⦿ We map it against your current lead sources.
- ⦿ We give a straight answer on fit. No obligation.

Ready when you are

Call +61 485 097 373 for a free demo, or email sales@sharktech.com.au or lyd@sharktech.com.au. No pressure. No script.

Corporate details

Field	Detail
Entity	Divine Emphyrean Pty Ltd, trading as Sharktech Global
ABN	54 672 825 731
Founded	2024, Liverpool, Western Sydney NSW
Live demo	lydsolarbattery.com
Email	sales@sharktech.com.au or lyd@sharktech.com.au
Phone	+61 485 097 373

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