



INSTALLER CASE STUDY
TERRY MOAG, INSTALLER
THE RADIANT STORE
MALTA, NY



A SOLAR HOT WATER PIONEER'S BUSINESS HEATS UP.



The Radiant Store performs a number of solar hot water installations each year.

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In New York State's Capital Region, Terry Moag and The Radiant Store are synonymous with high-quality solar hot water (solar thermal) installations. A former HVAC professional, he became enamored with the technology after working with colleagues in Germany—a country that boasts a thriving solar hot water industry—and was determined to make it a viable alternative for New York State homeowners. Today, his company remains one of the few devoted exclusively to solar installations.

Moag's determination has certainly paid off. “I created the infrastructure in '05,” he recalls. “I established exclusive agreements with some manufacturers and made it my mission [to succeed].” Five years later, NYSERDA launched its Solar Hot Water Program—an initiative that provides financial incentives to help offset the cost of installations. Moag readily admits these program incentives—along with state and federal tax credits—help keep him busy. “My volume has increased four times since NYSERDA started the incentive,” Moag explains. Consequently, his installation work also benefits NYSERDA, whose long-term goal is to help reduce our dependence on fossil fuels.

Businesses like The Radiant Store are recognizing the benefits of becoming NYSERDA-eligible installers, as the program is steadily growing.

THINK YOU'RE READY TO GET INTO HOT WATER?

To learn more call 1-866-NYSERDA or visit solarhotwater.nyserdera.ny.gov

In fact, interest is growing so quickly that Moag advises program newcomers to be properly staffed and prepared for the influx of new business. “For an installer, it’s all about having qualified staff, investing in people and getting people trained.” And it appears the investment



The Radiant Store performs more residential installations than any other NYSERDA-eligible installer.

is worth it: “We perform a number of installations a year, and each one is unique.”

In 2012, The Radiant Store, located in Troy, NY, received the NYSERDA Solar Thermal Program “2011 Outstanding Achievement” award for performing more installations

through the program—and displacing more kilowatt-hours—than any other installer in New York State. Since the program’s inception in December 2010, The Radiant Store has installed 50 systems, displacing an impressive 264,001 kWh of electricity.

For his part, Moag appreciates NYSERDA’s focus on quality installs: “NYSERDA sets a high standard with respect to the quality of the installation. That inspires us [as an eligible installer] to do our best work, and this gives great customer results.”

For more information on becoming a solar hot water system eligible installer, visit www.nyserderda.ny.gov/Programs/Renewables/Solar-Technologies.aspx

NYSERDA, a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise, and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce their reliance on fossil fuels. NYSERDA professionals work to protect our environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York since 1975.