

# California Homeowners Face New Solar Challenges in 2025, According to Chase Home Services

*California solar is more complex in 2025. Chase Home Services helps homeowners save with expert guidance, incentives, and trusted local support.*

CALIFORNIA, CA, UNITED STATES, June 4, 2025 /EINPresswire.com/ -- California continues to rank among the nation's top solar markets. However, new regulations, rising costs, and growing industry complexity are making the path to solar adoption more challenging in 2025.

Industry experts report that many homeowners are encountering unexpected hurdles — from shifting utility policies to increased equipment costs. According to Chase Home Services, a California-based solar installer, education and transparency are becoming essential for consumers navigating this evolving market.



Christian, owner of Chase Home Services, with his children. Chase Home Services is helping California families navigate today's changing solar market

“

We help California homeowners navigate NEM 3.0 and today's solar challenges — so they can still save and invest in energy independence,”

*Christian Macias*

## Top 10 Challenges California Homeowners Are Facing With Solar in 2025

### 1 ☐☐ NEM 3.0 Has Changed the Game

Net Energy Metering (NEM) allows solar homeowners to send excess energy to the grid in exchange for utility bill credits. Under NEM 3.0, which took effect in 2023, credit values were reduced by approximately 75 percent. This shift has made on-site energy use and battery storage more important for maximizing savings.

"Understanding NEM 3.0 is critical to designing an effective solar system," said a spokesperson

for Chase Home Services.

## 2▯▯ Rising Installation Costs

Supply chain disruptions and increased demand have driven up the prices of solar panels, batteries, and labor. Careful planning is now required to optimize project costs and available incentives.

## 3▯▯ Battery Storage: Now Essential

Lower NEM credit rates and time-of-use pricing structures are making battery storage a key component of modern solar systems. Homeowners seeking to offset high evening utility rates are increasingly adopting batteries to store solar energy produced during the day.

## 4▯▯ Misinformation & Aggressive Sales Tactics

An influx of out-of-state call centers and third-party sales organizations has contributed to widespread misinformation, including “zero-cost solar” claims and unrealistic bill reduction promises. Consumers are advised to work with licensed, local installers who offer clear, verifiable proposals.

## 5▯▯ Permitting Delays & Utility Backlogs

Many local jurisdictions are experiencing delays in solar permitting and utility interconnection approvals, extending project timelines to several months in some regions.

## 6▯▯ New Utility Fees

Utilities across California are introducing grid access fees, minimum charges, and higher evening rates under NEM 3.0 — factors that can erode savings if not properly addressed in system design.

## 7▯▯ Solar Financing — Pitfalls to Avoid

Potential financing pitfalls include hidden dealer fees, escalating lease terms, balloon payments, and early payoff penalties. Transparent financing models are crucial to ensuring long-term affordability.

## 8▯▯ Tax Credits & Rebates

Federal and state incentives continue to play an important role in solar project economics. The

A promotional graphic for Chase Home Services' solar promotion. The top section is yellow with the text "SWITCH TO SOLAR & SAVE BIG!" in large orange letters, followed by "Limited Time Incentives Available" in smaller blue text. The Chase Homes logo is in the top right. Below this is a teal section with a list of nine benefits, each preceded by a green checkmark. The bottom right corner is orange with the text "Get Your Free Solar Quote Today!" and "Offers vary by location—check now!". The background of the graphic shows a blue sky with a sun and solar panels on a roof.

**SWITCH TO SOLAR & SAVE BIG!**

Limited Time Incentives Available

- ✓ Up to 1 Year Free Energy
- ✓ \$2,500 Cash Incentives (CA Zip Codes)
- ✓ \$0 Out-of-Pocket Install
- ✓ 30-40% Monthly Savings
- ✓ Install in 7-10 Days
- ✓ Complete in 6-8 Weeks
- ✓ 25-Year Bumper-to-Bumper Warranty
- ✓ Tier 1, American-Made Equipment
- ✓ Hassle-Free & Maintenance-Free

**Get Your Free Solar Quote Today!**

Offers vary by location—check now!

Chase Home Services' current solar promotion highlights key savings and incentives available to California homeowners in 2025

Federal Solar Investment Tax Credit (ITC) provides a 30 percent credit on system costs, while the California Self-Generation Incentive Program (SGIP) offers substantial rebates for battery storage.

Proper documentation and application are required to access these incentives, and many homeowners mistakenly assume credits are automatic.

### 9□□ System Monitoring

Reliable system monitoring is vital to track performance, battery usage, and overall savings. Poorly designed or unsupported apps can leave homeowners without insight into their system's effectiveness.

### □ Warranties & Long-Term Support

Clear warranty coverage for panels, inverters, and workmanship — along with locally based service and support — remain key concerns for homeowners, particularly in a market where many large national firms outsource maintenance.

### Chase Home Services' Approach to Addressing Market Challenges

Chase Home Services reports that it has adapted its services to support California homeowners facing these new market dynamics. According to the company, its current offerings include:

- A \$2,500 Home Energy Incentive to offset rising installation costs
- A \$100 Gift Card for attending a free educational consultation
- Industry-standard 25-year panel and inverter warranties
- 10-year workmanship warranty
- Comprehensive battery and tax credit guidance
- Full-service permitting and utility interconnection management
- A local, education-first approach, supported by in-house technicians

"As the market continues to evolve, transparency and education are more important than ever," the spokesperson added. "Homeowners need trusted partners who will help them navigate today's complex solar landscape with clarity and confidence."

### Industry Outlook

Despite these challenges, industry leaders indicate that solar adoption remains a strong investment for California homeowners seeking to lower utility bills and increase energy independence.

"Solar continues to offer significant benefits for those who plan carefully," the Chase Home Services spokesperson said. "An informed approach is key to maximizing savings while avoiding common pitfalls."

For More Information

For additional details or to schedule a free solar consultation, visit:

□ <https://chasehomesservices.com>

Or contact: 1-213-561-6612

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