

BlueSky Hawai'i Responds to Industry Concerns With Expert-Only, No-Sales-Rep Solar Model

BlueSky Hawai'i introduced a commission-free model that links customers with experts to avoid high-pressure solar sales.

NEW YORK, NY, UNITED STATES, November 27, 2025 /EINPresswire.com/ -- As Hawai'i's solar industry continues to face criticism over aggressive sales pitches and confusing pricing structures, one local company is taking an unusual step. BlueSky Hawai'i has removed traditional sales roles entirely, replacing them with a system where customers speak only with qualified solar professionals from start to finish.

According to the company, this change was made in response to growing community feedback about how commission-based sales can lead to pressure, overselling, or misunderstandings, especially for first-time solar users.

From the first conversation to the final installation, the same in-house energy experts guide each project, aiming to improve accuracy, reduce confusion, and build trust with homeowners throughout Hawai'i's unique energy conditions.

"We've seen families feel unsure about what they were being sold, and we felt something needed to change," said Josh Mason, Founder & Owner of BlueSky Hawai'i. "Our goal is simple: real information, clear choices, and respectful service. This expert-only approach is meant to make solar easier for local people who want to understand their options without pressure."

BlueSky Hawai'i's new model focuses on transparency and professional guidance. The company highlights:

- Direct, expert-led consultations — conversations handled only by trained solar specialists
- Local financing partnerships to help customers start with zero upfront cost
- Solar + battery systems built for outages, which remain a concern in many parts of the island
- Equipment and designs suited for Hawai'i's heat, humidity, and coastal winds

- Clear breakdowns of expected savings, using local utility data for accuracy

The company says this shift is meant to address the issues customers ask about most:

- predictable pricing
- confidence in the system being installed
- trustworthy, local guidance
- peace of mind during the process

BlueSky's location in [Keaʻau](#) allows the team to directly support nearby communities, including Kurtistown, Hawaiian Paradise Park, and the greater Puna District, where outages, weather conditions, and changing utility rates continue to influence energy decisions.

Why Customers Choose BlueSky Over Big Mainland Companies

The company says many customers are turning to local providers for reasons such as:

- Local ownership and local jobs that support the island's economy
- System designs based on Hawai'i's climate, instead of mainland assumptions
- Accountability and long-term presence, since the team lives in the same communities

One customer remarked:

"A really easy company to deal with. They quickly answered all my questions before, during and after installation. Enphase has also been very helpful with support. Love the Enphase app, which gives you all the information and tools you need to optimize the total system." Hans de Jongh

About BlueSky Hawai'i

BlueSky Hawai'i is a locally owned [solar company in Big Island, Hawaii](#), offering solar panel installations, battery storage solutions, and commercial energy systems designed specifically for Hawai'i's conditions. With its expert-only, commission-free approach, the company aims to set a new standard for clarity, honesty, and community-focused clean energy in the islands.

For more information about solar services, please visit

<https://blueskyhawaii.com/>

Location: 16-711 Milo St Unit B, Keaau, HI 96749, United States

Media Relation

BlueSky Energy

+1 808-439-6339

inquiry@blueskyhawaii.com

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