Solar Simplified Takes Over Subscriber Operations for a Growing Number of Underperforming Projects Across NY, NJ, and IL

Solar Simplified is absorbing projects whose previous managers fell short on enrollment and retention, restoring subscriber levels and revenue for owners.

CHICAGO, IL, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Solar Simplified, a national community solar aggregator, has taken over subscriber operations for a growing number of community solar projects and portfolios across New Jersey, New York, and Illinois, in many cases from owners who believed their projects were performing until they looked closer. In each case the projects were built and are producing power. What was underperforming was the subscriber side: enrollment below target, churn the owner kept paying to replace, and revenue that fell short of what the project could generate. Solar Simplified steps in, keeps the existing subscribers, fills the open capacity, and brings the project to full performance.

Subscriber underperformance is common, and it costs asset owners in ways that are not always obvious. Many subscriber managers charge high acquisition and management fees, run high churn, and then charge again to replace the subscribers they lose. That churn can be masked by constant backfilling, with the owner paying acquisition fees twice over while net subscriber quality quietly erodes. Others let bill credits pile up unused: a project can show full subscription on paper while a material share of the credits it generates sit unredeemed on host or subscriber accounts, producing nothing for the owner.

Either way, the owner absorbs the shortfall, and neither problem surfaces in a standard performance report from the manager causing it. Wood Mackenzie has noted that community solar developers almost always rely on a specialized third-party subscriber management partner rather than carry this work in-house. The open question for owners is whether that partner is actually performing.

Solar Simplified is increasingly the partner owners turn to when it is not. The company manages the full subscriber lifecycle, from acquisition and eligibility verification through customer service, billing, and collections, and keeps projects fully subscribed and fully monetized. It is active across twelve states and fills capacity quickly: on its Troupsburg, New York project, a 7 MW DC array, it reached full subscription within the first six weeks of open enrollment.

Where the standard model in the industry charges owners upfront acquisition fees and leaves the performance risk with them, Solar Simplified does the opposite. It charges no upfront fees, replaces churned subscribers at no additional cost, and ties its own economics to the project's monetization rather than its enrollment headcount, so its pricing aligns with the owner's interests and eliminates the performance risk for the owner.

"We are taking over a growing number of these projects, and we take them on fast," said Aviv Shalgi, Co-Founder and CEO of Solar Simplified. "When a project underperforms, it is almost always the subscriber side, not the asset. We keep the existing subscribers, fill the open capacity, and we do not stop at backfilling. We analyze and monetize any project banks, host or subscriber, to bring the project to full monetization mode as quickly as possible. Our model is built so the owner comes out ahead, and we expect to do a great deal more of this across New Jersey, New York, Illinois, and beyond."

One recent example is the Ellerslie Farm community solar project in New York's Central Hudson territory, where Solar Simplified took over subscriber operations from the project's previous provider. Solar Simplified now handles acquisition, management, billing, and collections for the project, and recovered credits that were set to expire before they could be monetized.

"With our previous provider, we began having difficulty getting paid and eventually discovered that our subscribers were also being mismanaged," said Michael DeCola, owner of Ellerslie Farm Community Solar. "The Solar Simplified team helped rescue expiring credits and right the ship. Revenue is not only reliable, but the community solar project is optimized and more profitable as a result."

Owners who are being told their project is performing should verify that independently. A project that is fully subscribed is not necessarily fully monetized, and the difference is real revenue. Project owners, developers, and independent power producers can reach Solar Simplified at developers.solarsimplified.com/community-solar-management or (888) 420-9831. Owners can request a free review with the Solar Simplified team.

About Solar Simplified
Over the past six years, Solar Simplified has grown its community solar base to 250+ MW of operating assets and 500+ MW under construction. We differentiate ourselves by removing the traditional barriers to entry for IPPs, offering no upfront acquisition or setup fees and providing free churn replacement for the life of the project. By managing the entire acquisition, billing and retention process internally, we have achieved industry-low churn rates and maintain a flawless regulatory record, ensuring long-term revenue certainty for our partners.

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