



1300 000 000

Request a FREE quote!

DO NOT MISS THIS 1 IN FOREVER CHANCE!

RRP ~~\$5888~~ TOTAL COST BEFORE GOV REBATE \$5999

\$3899* OFFER EXPIRES 30TH APRIL 2020

PRICE BEAT GUARANTEE!

INTEREST FREE Finance Available Now | Payback period of 3 years

CHEAP SOLAR OFFER ACT NOW or forever regret



OVER 2000 5 STAR REVIEWS

With LATEST PANEL TECHNOLOGY

20x332Watt TIER 1 SUPER PANELS



- Smart inverter with wifi
- Price never to be repeated
- Diamond Customer Service
- Moniture Solutions



Best price guaranteed, ever, forever

WARNING

CHEAP SOLAR WILL LET YOU DOWN 100%

Can you spot what is wrong with this advertisement of cheap solar systems?

BOOM BUST SOLAR 1300 000 000 Request a FREE quote!

ONE OF AUSTRALIA'S BEST MOST TRUSTED SOLAR SPECIALIST

RRP ~~\$5888~~ TOTAL COST BEFORE GOV REBATE \$5999
\$3899* OFFER EXPIRES 30TH APRIL 2020

PRICE BEAT GUARANTEE!
INTEREST FREE Finance Available Now | Payback period of 3 years

QUALITY GUARANTEED
*** Forever and ever ***

15 YEARS WARRANTY **25 YEARS WARRANTY** **35 YEARS WARRANTY**

SUPER PREMIUM 6.6^{kW}
20x332Watt **TIER 1 SUPER PANELS**
With LATEST PANEL TECHNOLOGY

DO NOT MISS THIS 1 IN FOREVER CHANCE!

BILL CHOPPER ★★★★★ Best price guaranteed, *ever, forever, always.*

10 DAYS TO GO
ACT NOW or forever regret 😞

- Smart inverter with wifi
- Price never to be repeated
- Diamond Customer Service
- Monitoure Solutions

OVER 2000 **5 STAR** REVIEWS

Mariegold SENIOR SURF CHAMPIONS OFFICIAL SPONSOR

CLEAN ENERGY COUNCIL MEMBER

FAMOUS PERSON

Translating a Cheap Solar Advertisement

Australia offers the cheapest solar systems in the world. The reason is that the Australia Government channels some of the existing electricity charges into rebates for purchasers of solar systems.

BOOM BUST SOLAR
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OVER 2000 5 STAR REVIEWS
Smart inverter with wifi
Price never to be repeated
Diamond Customer Service
Monitor Solutions
Best price guaranteed, ever. forever. always.
FAMOUS PERSON
Mariegold OFFICIAL SPONSOR
CLEAN ENERGY COUNCIL MEMBER

Typical cheap solar advertisement – with many hidden traps – so let’s learn how to avoid them.

Depending on the size of the residential system the Government “rebate” will be between \$2500 and \$3500 for many average residential systems. Unfortunately some very cheap solar systems also use the cheapest and lower quality material, usually made in China, and add a lot of promises and long warranties to these systems to make you feel you get quality.

So when the price is very cheap and the promises and warranties look very promising it is easy to fall prey to these cheap solar companies. But you will end up with headaches and low savings.

The key problems are, due to the low price point, issues with poor quality products, mediocre installation work and non existent after-sales service.

Warranties are mostly useless and if trouble starts with many failing systems on many roofs, these companies simply liquidate and restart under a new brand and restructured ownership, leaving customer with useless gear on their roof, and costly removals or repairs. The Federal Government, while very aware of the issue has done little to address it. For example each director of a liquidated company should have a registration number, so an end customer can easily check how many liquidated companies they have already had. But this innovative consumer focus approach has hit bureaucratic hurdles.

Your house is your biggest asset - it deserves a quality installation and long lasting equipment. Here is the guide to reading a Cheap Solar Advertising and understand what it really means.

How to translate advertisements for cheap short-life solar:

The company runs a number of cheap solar companies, so when one gets sent into liquidation, the sister company keeps going and runs the same scam until they go bust. The owners of Boom Bust Solar also own Bim Ba Solar, Boom Boom Solar, Got Ya Solar and Dr Big Solar*.

They all run similar looking websites, so when you think you are dealing with competing companies, they all end up at the same source. So it does not matter if you book Boom Bust Solar or Boom Boom Solar – you will get the same poor practice installation crew and the same crap gear.

It run by the same team, from different call centres to give the impression of competition and choice.

Pressure sales Rule #1: Put a deadline on the seemingly too good to be true offer so customers have no time to research making hurried and regrettable decisions.

The FREE quote unfortunately will cost you – when you have to pull the system and patch the holes in your roof, all paid by you.

The advertisement for Boom Bust Solar is a rectangular banner with a blue top section and an orange bottom section. In the top left, there is a logo with a sun and an upward-pointing arrow, followed by the text 'BOOM BUST SOLAR'. To the right of the logo is a red button with a white telephone icon and the number '1300 000 000'. Further right is a yellow button with the text 'Request a FREE quote!'. The main body of the ad features the text 'RRP \$5888' with a strikethrough, followed by 'TOTAL COST BEFORE GOV REBATE \$5999'. Below this, the price '\$3899*' is displayed in large, bold, yellow font. To the right of the price is a gold seal with a blue ribbon that says 'QUALITY GUARANTEED' and 'Forever and ever***'. Below the seal, it says 'OFFER EXPIRES 30TH APRIL 2020'. At the bottom, there is a white banner with the text 'PRICE BEAT GUARANTEE!' and 'INTEREST FREE Finance Available Now' on the left, and 'Payback period of 3 years' on the right.

Please note – there is no such thing as interest free- the cost of finance is already in the product – therefore you can imagine how cheap the gear is.

The system will be dead by then.

How can such a low price be achieved, when quality equipment of a similar system is sold for much more?

- Poor quality Chinese panels
- Overseas labour on 457 visa, local worker desperate for cash are installing with little solar knowledge. Poor pay means no care given during install, often leading to broken tiles and future water issues in roof cavities.
- Appropriate electrical safety rules not followed creating future danger for your families
- Safety equipment such as harness and safety rails are not used
- Cheaper smaller cables than recommended used, leading to electricity loss
- Chinese Inverter of short life and low quality
- Roof top isolator without UV protection causing cracking and water entering in a few short years

* Names changed for legal reasons.

This claim, combined with the patriotic flag is here to give the customer the impression that they deal with a large secure company. The truth is that Boom Bust Solar is ready to go bankrupt in one year, when the cheap crap that they sell starts to fail.

They are not interested in supporting the warranty – because that would eat into the profits. They are now one of Australia’s biggest – because they manage to con a record numbers of hard working Australians. Soon when they are gone, they will be one of the biggest Australian solar losses.

Useless self promoting label. Absolutely untrue. Nothing trustworthy about these con artists.

You will get 6.6kW even if you need a smaller system.

The Tier 1 label despite the misleading name is not related to the quality of the panel. Tier 1 panels can be of very poor quality.



Absolutely useless warranties. You will never be able to claim it as both installer and manufacturer will have done a runner in a few years.

Nothing super and latest about these panels, bargain basement Chinese product. Do not risk it.

For this price, these panels are the bottom of the barrel – old technology versions, whatever the Boom Bust Solar claim.

Do not fall for cheesy headlines.

This solar system will “chop” your wallet when you have to buy another solar system in a few years.

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1 IN FOREVER CHANCE!**

10 DAYS TO GO
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BILL CHOPPER

- Smart inverter with wifi
- Price never to be repeated
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OVER **2000** **5 STAR** REVIEWS

These reviews are fake and one can pay for overseas companies in India or other countries to create them. The positive ones have limited value, but the negative ones can contain some true experience – see the following pages.

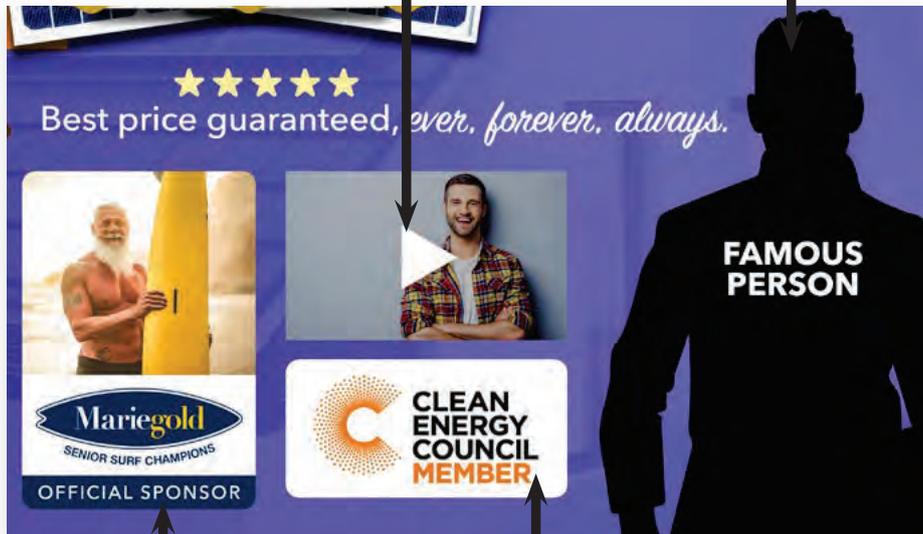
All inverters have wifi - nothing special.

The Chinese made inverter used in this system will fail quickly and your system will stop for good.

Artificial deadline to make customer jump on the bargain. Buyer beware.

Fake customer, paid for the comments.

This famous person or persons have no clue about solar. They use their name to make money. They are there to make sure your guard is down and trust level is up. Do not fall for it.



Sponsoring a meaningful community purpose, even with a small amount has been designed to increase customer trust for this company.

Unfortunately they do not deserve your trust. Be careful, it is a con, these operators are not trustworthy. As soon as they go bust the sponsorship stops.

Another trust creating attempt. This membership is compulsory to sell and install solar and claim the rebate. Nothing special.

Typical Reviews of Customers Using Cheap Solar*

These are summaries of real customer reviews of cheap gear and poor service solar companies.
The lesson – do not do it.



Rob
45 years old



So much time wasted, so frustrated

I have had my own business for 8 years and understand the importance of customer service. Unfortunately the local arm of (Name Removed) are absolutely dreadful at it. Paid my deposit in December and put a request in for a refund late Feb, as nothing was happening.

Constantly misrepresented installation dates and never updating me on progress and for the customer to have to chase up ALL the time is totally unacceptable.

Went with finance option and received notification that payments were to begin. Contacted finance company and advised that I had not received the product and to stop payments. When I mentioned who it was with, they were not surprised.

Received a quote to install then to be told after installation inspection that it was going to cost an additional \$1400. Umm No. Then during the refund debate they tried to charge me \$150 in Admin fees and \$200 in installation inspection fees as it's apparently the normal thing to do. Normal is not legal or right. Full Refund!

I checked the Solar Accreditation site and they are not on it. Please do some good research before committing to (Name Removed). I checked reviews but unfortunately for me, negative reviews seem to disappear, which is totally misleading customers.



Do not risk poor quality

* Reviews based on real customer experiences, but full names not given to protect identity.



Sam
52 years old



Please Don't Use This Company

This company is the biggest joke and idiots I have ever dealt with! Paid my deposit and it went downhill from there. Installers supposed to arrive at 7 turned up at 8.50am no call and no apology from the company at all and then the installers did not know how to install the inverter in my garage and head office told them to just cut holes wherever they had to but they were not to leave without installing it even though they had no idea. I am also not sure now of the quality of the equipment. I wish I would have done my research. Please do not use (Name Removed). You will be very sorry if you do!!!!



Poor quality inverter - 2 years old



Jane
40 years old



Terrible Custom Care, Scammers DO NOT USE

There are plenty of other solar companies out there. **DO NOT USE THIS ONE.** I was awaiting the panels to be installed for 2 months (it took 3 months to get to this point) to then receive a phone call stating that I would need to pay an extra \$1500 to proceed as they had not installed the panels on a tiled roof before.

I have been reading through other comments below and it seems that this is something they do. It's a cheap price in the advertisement to con the customer into using their company, and then they sting you.

I tried to contact custom care a multitude of times, to which I had no response and no return phone call.

I finally got a hold of the "sales manager" who said if I do not want to pay the extra then I could take my business elsewhere. Just do not use these guys, not worth the time and hassle. I am now 6 months in from starting with these guys and I have no solar and back to square one.



Bill

63 years old



Look around don't sign when the pressure sales start

(Name Removed) is a great company if you want nothing but trouble and heartache.

We are dealing with (Name Removed) for a replacement of a faulty system previously purchased through another company 6 years ago.

(Name Removed) told us that replacing it with the original specs would not change our Solar rebate which would be correct if the wrong system wasn't installed.

So it's been 5 month now since the trouble started I am still waiting for a WiFi adaptor, we lost our \$0.52 a kilowatt. I have had no return phone calls or emails in the past 2 months even though i have tried on many occasions to phone (Name Removed) to sort the issues out.

Don't risk it read other people's reviews and you will see that I'm not the only one with similar issues on this cheap solar company. Obviously if it is so cheap, there is no surprise the service is lousy, as soon as they got you on the hook.



Phuong

45 years old



Beware of this cheap solar player

A LOT of hidden terms and conditions with prices added to the advertised price of \$2399. Not upfront at all. Would give a negative star if possible. Prompt to answer calls when signing on, but extremely slow to respond or not answering phone calls at all when dealing with complaints regarding hidden charges. Do not even know if I will get my deposit back after finding out about additional charges. BUYER BEWARE!!!!



**Why risk your house.
Keep your family safe.**



Mark

70 years old



Deceitful company

Beware dealing with (Name Removed) they will only give you minimal information on the system you are buying to ensure a quick sale. After my panels and inverter were installed after months of delays I found that my system although produces power it does not provide the necessary information via the app for me to utilise the system to its maximum potential.

After contacting (Name Removed) I was told that I should have done more research before coming to them and that for the system to work better I needed to have spent an additional \$1000 on an accessory.

I knew nothing about these technical matters, something they were quite clever at in avoiding to tell me. My fault I guess as I have never had any experience with solar before and they are supposed to be the professionals with all the knowledge. Avoid (Name Removed) at all costs !!



Cheap inverters, poor experience



Deanna

68 years old



Terrible customer service. No show

Purchase a 6.6 kw system in December, to be installed in January. 2 times no show of installers, no call from the company. Called them asking for what/why, no explain. Asked for new day for installation, no call back Again. This have now happened 2 times. Terrible customers service. Do not use the company – I will try to cancel my order. I am sure it will take time. Should have done the research. I am learning.



Long warranties mean nothing when the product fails

Cheap Solar Companies

Some specific samples of cheap solar companies that went bust and left hundreds of thousands of customer stuck with crap on their roofs are True Value Solar and Euro Solar. They were the biggest in their time. See their advertising from past years and the reality:

Sample Advertising

TRUE VALUE SOLAR Over 120,000 customers Australia wide

TRUE VALUE SOLAR Australia's Largest Solar Company

Last Chance Deals
MORE DETAILS HERE

1 5 4 7 7 3 1
Panels installed and counting

✓ **OVER 1 MILLION PANELS INSTALLED NATIONWIDE**

✓ **AUSTRALIA'S LOWEST SOLAR PRICES GUARANTEED!**

Based on deemed solar certificate creators 2014 calendar year to August

5kW INVERTER

\$3799

The Reality Today

truevaluesolar.com.au

The image shows a screenshot of the True Value Solar website. The background is a blue and yellow gradient with a silhouette of a person. A large, red, distressed stamp with the text "GONE BUST" is overlaid on the right side. In the top left corner, the True Value Solar logo is visible, featuring a stylized American flag and the text "TRUE VALUE SOLAR" and "TRUE POWER TO YOU". The top navigation bar includes links for "WHY SOLAR", "PRODUCTS", and "SUPPLY". A large, semi-transparent watermark reading "CLAIMY" is visible across the center of the page. The main text on the page reads: "The shareholder of True Value Solar is currently considering to discontinue the Australian business within the context of a voluntary shutdown. We apologise to our staff and to the many customers we have served over the past 10 years that may be affected by the prospect of this strategic decision. Although efforts have been made to support local business operations in recent years, the economic conditions and the persistently competitive nature of the solar market within Australia have made this step unavoidable. The intention is to commence close down procedures of the business and to handle all formalities in the most positive manner possible."

The Advertising - Euro Solar

EURO SOLAR
Taking care of the next Generation

HURRY ENDS TODAY OR WHILE STOCKS LAST

1300 EUROSOLAR
(1300 387 676)

ULTIMATE Upgrade PACKAGE

- 2 BONUS PANELS UPGRADE!
- PREMIUM PANEL UPGRADE!
- FREE INVERTER UPGRADE!

ALL FOR NO EXTRA COST!

GUARANTEED LOWEST \$4451 FULLY INSTALLED!

5KW WIFI INVERTER

18 260W PREMIUM TIER 1 PANELS

10 YEAR WARRANTY

P.6 N Pty Ltd T/A EuroSolar licenced in QLD: 74095. VIC Licence No: 22163. TAS Licence No: 1300870

HOME POWER PLANT PACKAGE

EURO SOLAR
Taking care of the next Generation

BIGGEST EVER! 6KW PACKAGE

1 NEW PREMIUM UPGRADE

1300 EUROSOLAR
1300 387 676

\$4191

EXPIRES FRIDAY

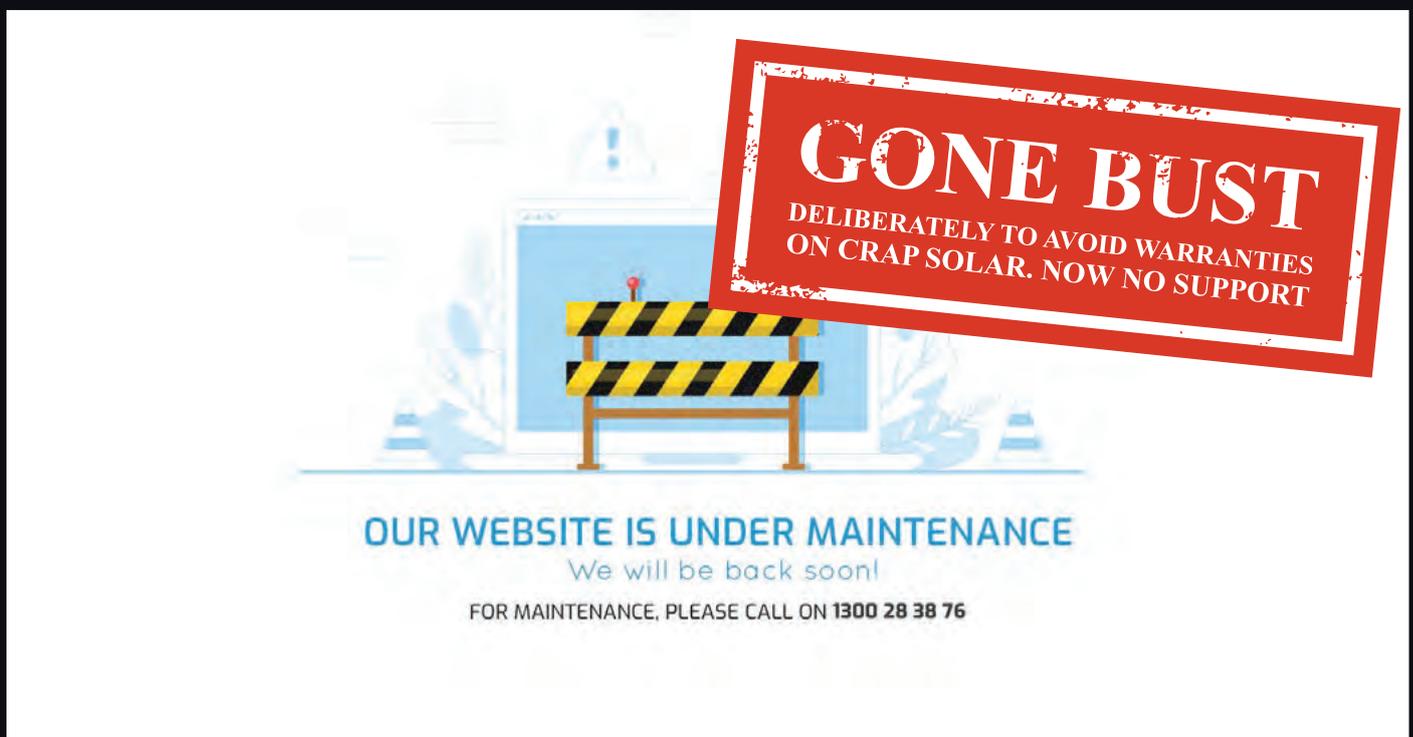
OFFER MUST END FRIDAY!

BIGGEST HOME SYSTEM

- 22 275W PREMIUM PANELS
- 5KW WIFI INVERTER
- 25 YEAR WARRANTY
- 10% PRICE REDUCTION

EuroSolar Pty Ltd Licensed in QLD (82951) VIC (27858) TAS (1550011)
Subject to eligibility for the Government Solar Credit scheme and assignment of STCs to EuroSolar. Metro areas only, regional installation surcharge may apply.
Price beat must be for identical system and specifications with valid written quote. See eurosolar.com.au for full terms & conditions.

The Reality Today



A number of sister companies of Euro Solar run by family members of the original directors are still operating with new names and brands with the same method in Australia today. Be careful with cheap solar.



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