

The Jouisto Installer Opportunity Guide

Connecting homeowners researching energy upgrades with high-quality installers.

Smarter lead generation for the electrification era.

 Solar PV

 Battery Storage

 Heat Pumps

 HVAC Electrification

MARCH 2026 EDITION



Trusted Platform

Helping Australians electrify their homes with confidence.

The Electrification Opportunity

Australian homes are rapidly transitioning toward all-electric living. This shift is driving a massive wave of complex, high-value installations.

DEMAND IS SURGING FOR:

- ✓ Solar PV Systems
- ✓ Battery Storage
- ✓ Heat Pump Hot Water
- ✓ EV Charging Infrastructure
- ✓ Efficient HVAC Upgrades

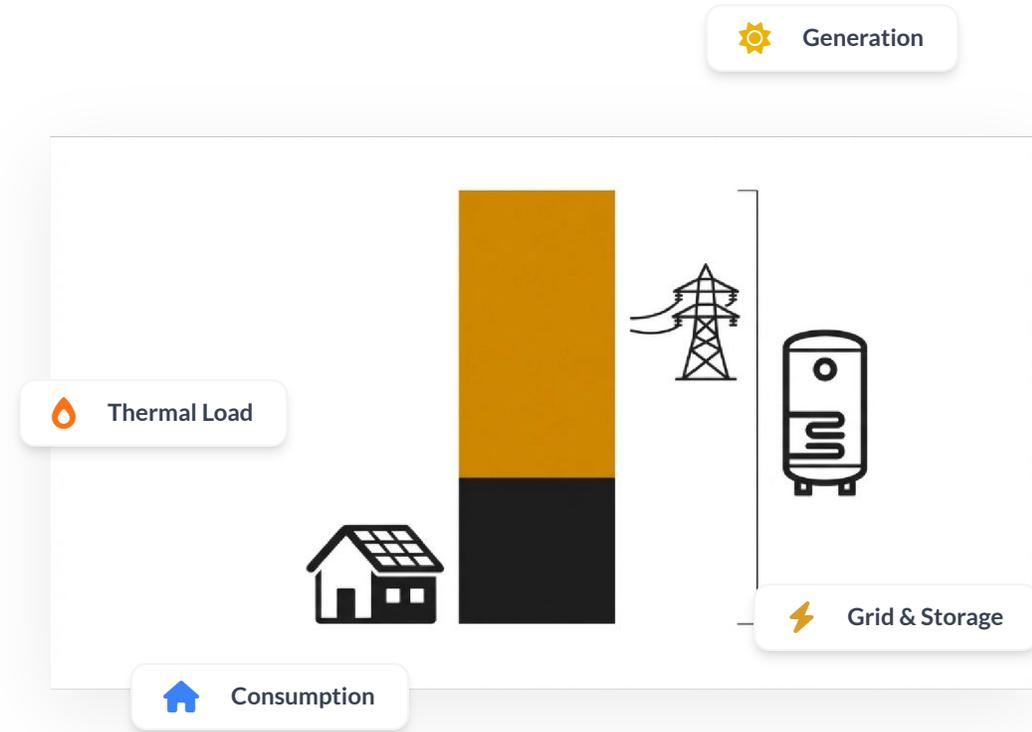


Average Household Investment

**\$10,000 –
\$50,000**

Per comprehensive upgrade project

THE CONNECTED HOME ECOSYSTEM



↗ Growing demand for qualified installers

— THE PROBLEM

WHY MANY LEADS **DON'T CONVERT**

Traditional lead generation is often a source of frustration for qualified installers.



JUST LOOKING

Leads are still in early research phases and not ready to buy.



UNREALISTIC EXPECTATIONS

Customers expecting prices that don't match market reality.



BRAND MISMATCHES

Requests for specific hardware brands you don't stock or install.



WASTED QUOTING TIME

Hours spent designing systems for mismatched prospects.

THE ROOT CAUSE

MOST LEAD GEN COMPANIES OPTIMIZE FOR:



CLICKS & FORM FILLS

Quantity over quality metrics

INSTALLERS ACTUALLY NEED:



SALES OUTCOMES

Qualified, ready-to-buy customers

This misalignment creates a gap between marketing and sales.

HELPING HOMEOWNERS MAKE INFORMED DECISIONS

Jousto was created to fix the pre-sales experience. Instead of rushing people into sales calls they aren't ready for, we prioritize education and clarity.



UNDERSTAND OPTIONS

Clear, unbiased explanations of solar, batteries, and heat pumps without technical jargon.



COMPARE PRODUCTS

Side-by-side specification comparisons to find the right hardware fit for their home.



EXPLORE PRICING

Transparent budget ranges so homeowners know what to expect before requesting a quote.



DEFINE GOALS

Helps users articulate their energy goals (e.g., independence vs. ROI) to installers.



THE OLD WAY
GENERIC CALL CENTERS



THE JOUSTO WAY

CONNECTING READY CUSTOMERS WITH RELEVANT INSTALLERS

THE JOUSTO CUSTOMER JOURNEY

From initial research to confirmed installation connection.

1



RESEARCH OPTIONS

Homeowner visits Jousto to research energy upgrade possibilities for their property.

2



"HELP ME CHOOSE"

Users engage with interactive tools to identify the right system types and sizes.

3



COMPARE PRODUCTS

Explores unbiased side-by-side comparisons of different brands and models.

4



SET PREFERENCES

Defines budget, timeline, and specific goals (e.g., ROI vs. independence).

5



REQUEST QUOTE

Submits a structured request for a quote, site inspection, or consultation.

6



INSTALLER MATCH

Jousto matches the qualified lead with relevant local installers like you.

THREE TYPES OF ENQUIRIES

Jousto categorizes opportunities based on intent, allowing you to match your sales approach to the customer's stage in the buying journey.



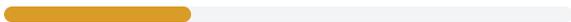
01

INSTANT QUOTE

Customers exploring ballpark pricing based on quick inputs. Best for teams who want volume and have automated nurture sequences.

READINESS

AWARENESS



02

ONLINE CONSULTATION

Customers booking a remote design session or strategy call. These prospects are actively vetting installers and refining their needs.

READINESS

CONSIDERATION



03

IN-HOME INSPECTION

Customers requesting a detailed on-site technical assessment. These are high-intent opportunities ready for a final formal quote.

READINESS

DECISION



Pro Tip: Installers can filter their preferences to receive only the enquiry types that match their current sales capacity.

Browse & Purchase Opportunities

Full transparency before you buy. Our marketplace gives you the detailed data you need to choose the right jobs for your business.

✓ **Detailed Property Profiles**

Roof type, phase type, and energy usage data included upfront.

✓ **System Preferences**

See requested brands, budget ranges, and upgrade goals.

✓ **Lead Freshness**

Real-time timestamps so you know exactly when the homeowner enquired.

The screenshot shows a web browser window with the URL `app.jousto.com/marketplace/leads`. The page is titled "Available Opportunities" and features filters for "VIC Metro" and "All Systems". It displays three job listings in a table format with columns for "OPPORTUNITY DETAILS", "PROPERTY & SYSTEM", and "ACTION".

OPPORTUNITY DETAILS	PROPERTY & SYSTEM	ACTION
<p>SOLAR PV + BATTERY</p> <p>6.6kW System + 10kWh Storage</p> <p>Brighton, VIC 3186</p> <p>Consult: In-Home</p>	<p>Detached, Tile Roof</p> <p>25kWh/day • 3-Phase</p> <p>Budget: \$15k - \$20k</p> <p>Prefers: REC, Fronius</p>	<p>12 MIN AGO</p> <p>\$65</p> <p>Purchase</p>
<p>HEAT PUMP HW</p> <p>Hot Water Upgrade</p> <p>Hampton, VIC 3188</p>	<p>Replacing Gas Storage • 4 People</p> <p>Budget: \$3k - \$5k</p>	<p>45 min ago</p> <p>\$35 Buy</p>
<p>HVAC</p> <p>Multi-Head Split System</p> <p>Sandringham, VIC 3191</p>	<p>4 Rooms • Double Storey</p> <p>Budget: \$8k+</p>	<p>2 hours ago</p> <p>\$45 Buy</p>

CHOOSE THE JOBS YOU WANT

Take control of your lead pipeline. Filter opportunities with precision to ensure every connection aligns with your business goals and technical expertise.



PRECISE GEOGRAPHY

Define your service radius down to specific postcodes or travel distance.



HARDWARE SPECIFICS

Filter by preferred inverter brands, battery types, or panel manufacturers.



BUDGET ALIGNMENT

Match with customers whose budget expectations fit your pricing model.

INSTALLER PREFERENCES

ACTIVE

PRODUCT CATEGORIES

- Solar PV
- Battery Storage
- Heat Pumps
- HVAC / AC

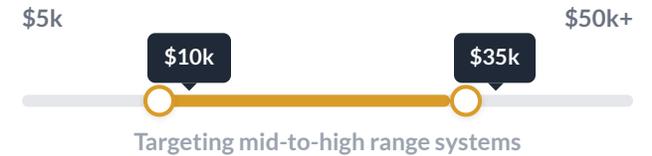
CONSULTATION TYPES

Instant Quote

In-Home Visit

Online Consult

SYSTEM SIZE / BUDGET



PREFERRED BRANDS

Fronius

REC

Tesla

Sungrow

Enphase

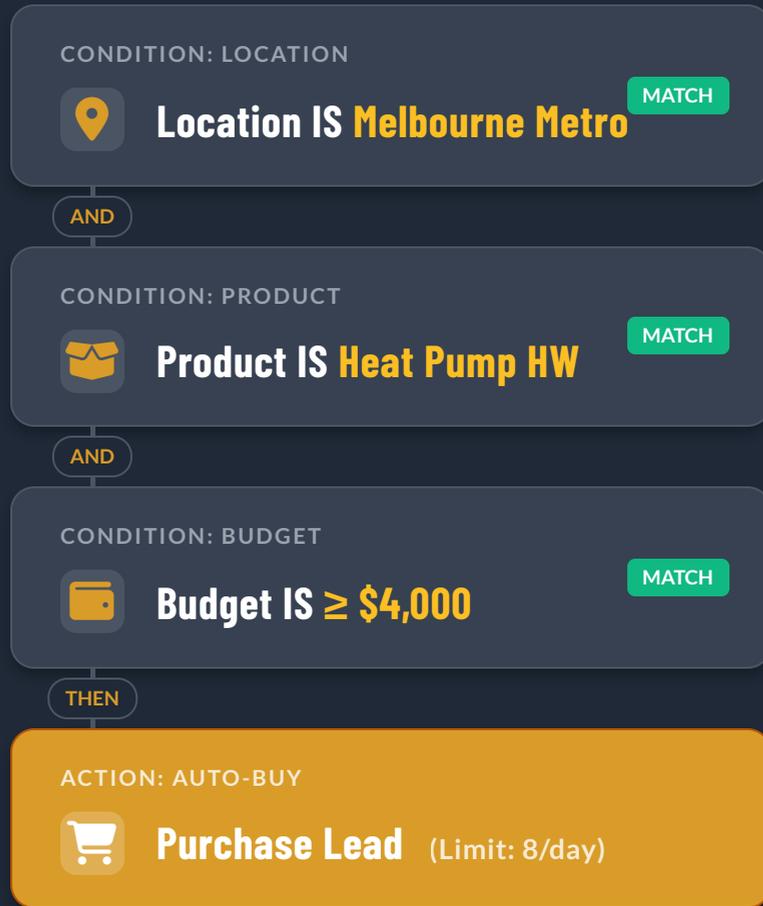
GoodWe

BYD

LG

SAVE PREFERENCES

Automate Your Lead Pipeline



Why Automate:



SYSTEM ALERT
Lead Auto-Purchased!



Win Instantly

Secure high-value opportunities the millisecond they are qualified, beating competitors to the call.



Reduce Admin

Stop manually refreshing lead feeds. Set your criteria once and let the system work 24/7.



Scale Predictably

Control your daily spend and lead volume with caps and limits to match your installation capacity.

Connect to Your Sales System

Eliminate manual data entry. Jousto seamlessly delivers qualified leads directly into your existing workflow via native integrations, webhooks, or Zapier.



Speed-to-Lead

Trigger instant SMS or email responses the moment a lead arrives.



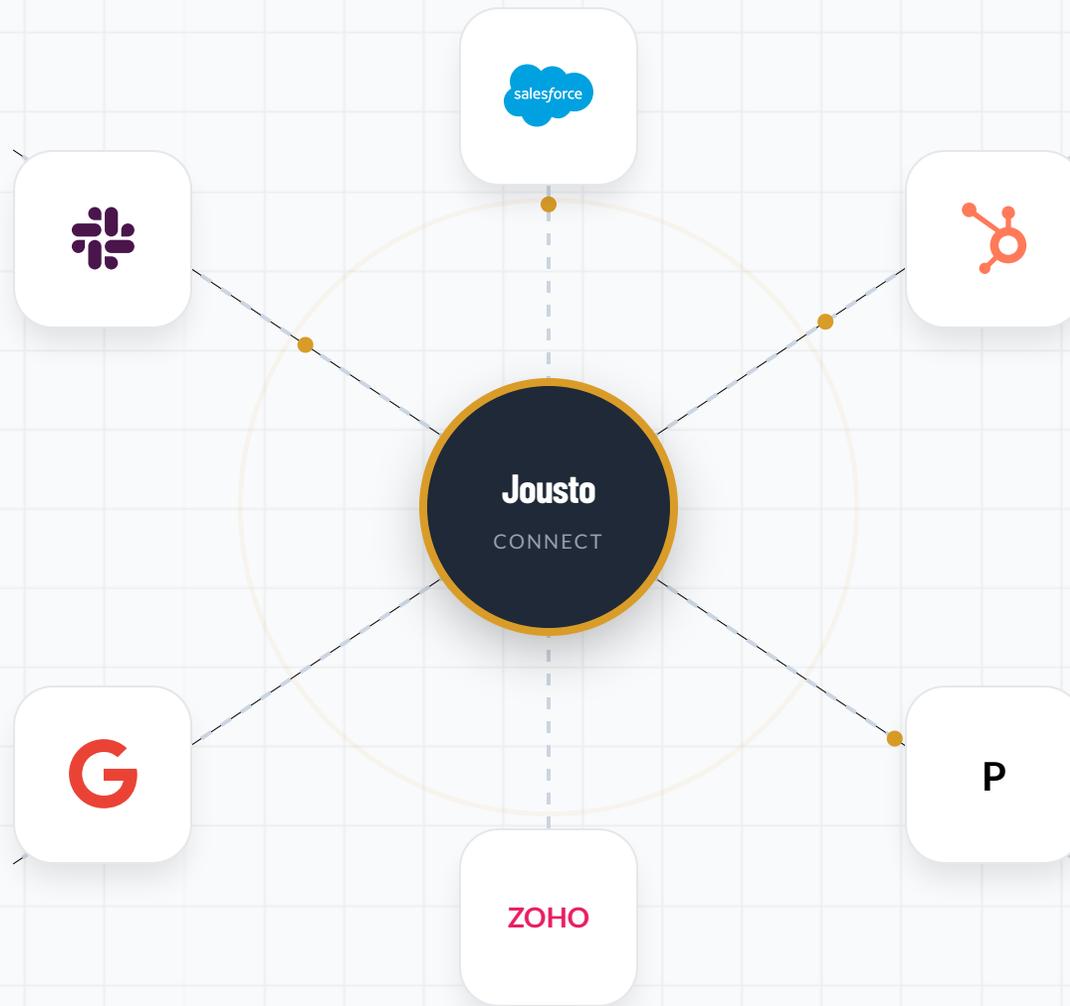
Automated Booking

Send calendar links to qualified prospects to book consults.



Pipeline Sync

Automatically create deals and update stages in your CRM.



● Webhooks API

● Zapier / Make

TURNING LEADS INTO SALES

Conversion is a system. Top-performing installers follow this structured playbook to maximize ROI.



SPEED-TO-LEAD

Respond within 5 minutes. First responders are 7x more likely to qualify the lead.



CLEAR PATHWAYS

Define the next step: Instant Quote → Remote Design → In-Home Site Visit.



STRUCTURED SCOPING

Use standardized quoting templates to deliver professional proposals faster.



EDUCATE CUSTOMERS

Use visual explainers and diagrams to demystify complex energy concepts.



CLOSE LOOPS

Implement timely follow-ups to nurture undecided homeowners.

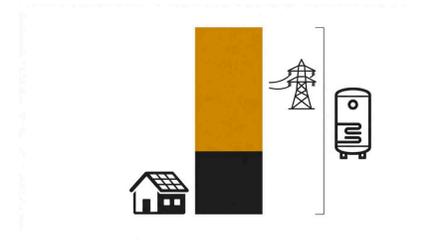
SALES WORKFLOW

Active Deal



CUSTOMER EDUCATION ASSET

System Schematic (Attached to Quote)



"This diagram explains how your solar PV system interacts with the grid and your hot water unit to maximize self-consumption."

READY TO GROW?

Follow these simple steps to start receiving high-quality, pre-qualified leads tailored to your business.

- 1 CREATE ACCOUNT**
Register your business profile and verify your installer accreditation details.
- 2 SET PREFERENCES**
Define your service area radius, system types, and preferred brands.
- 3 CONNECT CRM**
Link your email or CRM to receive opportunities directly into your workflow.
- 4 BROWSE & BUY**
Review available leads instantly or enable Auto-Buy to secure them automatically.

 **START REVIEWING OPPORTUNITIES TODAY**