

Application: 4746

Freedom Forever

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Freedom Forever

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Freedom Forever

Category

001. Company of the Year - Green and Clean Technology

Company of the Year Submission Format

Written Answers

a. Briefly describe the nominated company's history and past performance (up to 200 words). Required

We trace our roots to October 2011, when all operations occurred under Greg Albright, founder of Freedom Solar, initially the largest subsidiary of Freedom Forever LLC. Greg's team was led by a handful of like-minded individuals working hard to lay a stable foundation for a long-lasting and profitable business.

Brett Bouchy, a private equity entrepreneur with extensive business acumen and years of experience as a clean energy enthusiast, joined the company in 2015 as CEO. Brett came into the industry to educate homeowners about the importance of reducing our reliance on fossil fuels, noting that residential solar energy systems are a step in the right direction.

Since Brett's introduction, Freedom Forever has grown into one of the largest residential solar installers in the nation, operating in thirty-five states across the country. From our 25-year production guarantee to our cutting-edge proprietary operations software, LIGHTSPEED, we are laser-focused on creating the best environment in the industry for our employees, partners, and valued customers. We have experienced a healthy average annual growth rate of 144%, with 2023 marking our first year grossing over a billion dollars in revenue. Our company mission is to brighten the world with solar energy today, tomorrow, and forever.

b. Outline the nominated company's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

In March of 2022, Freedom Forever launched its proprietary software LIGHTSPEED, a project management hub that seamlessly connects our sales and operations teams to all project pipelines. Since its introduction, we have launched a variety of improvements and interface enhancements, including a new Customer Portal feature that connects homeowners to projects and gives them industry-leading transparency on their timelines, holding tickets, user tasks, and other important related documents.

Freedom Forever's LIGHTSPEED software has been a polarizing success, launching the company to new heights and setting up opportunities for development in other areas of the business. From constructing and engineering our own Freedom Forever Solar Panel to launching close-knit and integrated partnerships with other industry leaders (Aurora, SolarEdge, Sunrun, etc.), we have worked to trailblaze a new path in the residential solar space. We have also grown externally thanks to our network of independent authorized dealers composed of some of the best solar sales companies in the nation. Our Volt app, another proprietary product designed to assist our sales partners out in the field, marks another forward achievement in industry disruption.

Thanks to these past two years of sustained growth and development, Freedom Forever has successfully added ten new markets to our scope of operations, bringing our total operating coverage to thirty-five states, including Puerto Rico. Freedom Forever has consistently been recognized for its success, most notably earning a spot on Inc.'s 5000 list of fastest-growing companies for the last seven years straight.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other companies in the firm's industry and/or to the company's own past performance (up to 250 words). Required

Before the development of our proprietary project management software, LIGHTSPEED, Freedom Forever used a CRM called Podio. Podio was serviceable at first but failed to keep up with our rate of growth, creating operational problems due to the high volume of incoming projects and gatekeeping us from exploring new markets and expansionary opportunities. Other companies within the industry continue to use third-party CRMs like Podio and try to navigate its limits. With LIGHTSPEED, we have given ourselves the freedom to scale our operations at an industry-leading pace. Additionally, LIGHTSPEED gives customers a new level of transparency not available within Podio as they navigate their project pipelines. Customers within our proprietary hub gain user-friendly access to project milestones, tickets, tasks, and important documents made accessible within their personalized customer portal account.

Similar to LIGHTSPEED, our Volt app was also created to help overcome growth obstacles, specifically within our robust network of independent authorized dealers. With the Freedom-owned Volt app, our sales partners now share a LIGHTSPEED-integrated sales platform with their peers that encourages a competitive and connected solar sales environment. Both products have allowed us to scale our business in ways that were not possible under the service of third-party CRM softwares, softwares that most of our competitors still use. We accredit these two products as our biggest competitive advantages within the industry, effectively allowing us to grow at a steady annual YoY rate of 144%.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

INC 5000 - <https://www.inc.com/profile/freedom-forever>

State we serve - <https://freedomforever.com/why-go-solar/states/>

Volt mobile app - <https://freedomforever.com/volt-app/>

Webpage Link

<https://freedomforever.com/why-go-solar/states/> (<https://freedomforever.com/why-go-solar/states/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.inc.com/profile/freedom-forever> (<https://www.inc.com/profile/freedom-forever>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://freedomforever.com/volt-app/> (<https://freedomforever.com/volt-app/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://www.pv-magazine.com/2024/06/25/new-us-platform-vets-residential-solar-salespeople/> (<https://www.pv-magazine.com/2024/06/25/new-us-platform-vets-residential-solar-salespeople/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.seia.org/news/recheck-partners-seia-and-residential-solar-industry-leaders-strengthen-customer-experiences> (<https://www.seia.org/news/recheck-partners-seia-and-residential-solar-industry-leaders-strengthen-customer-experiences>)

Would you like to add an additional webpage link?

Yes

Web Page Link 6

<https://www.instagram.com/freedomforeversolar/> (<https://www.instagram.com/freedomforeversolar/>)

Would you like to add an additional webpage link?

Supporting Document

Download File (https://stevies-tech.secure-platform.com/file/67553/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2ZnU1M1MywiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9aT2Wq4?freedom_forever_in_puerto_rico%20%281080p%29.mp4)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (https://stevies-tech.secure-platform.com/file/67554/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2ZnU1NCwiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9YRLA?ff___solar_forever%20%281080p%29.mp4)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (https://stevies-tech.secure-platform.com/file/67555/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjo2NzU1NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbn9ff__the_picks__customer_testimonial%20%281080p%29.mp4)

Would you like to add an additional supporting document?

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition (<https://www.asia.stevieawards.com/rules-and-terms-conditions-competition>).

Terms and Conditions

I Agree