

Application: 6608

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
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Freedom Forever
Category K01. Company of the Year - Energy 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 <p>Freedom Forever traces its roots to October 2011, when all operations were under the leadership of Greg Albright, founder of Freedom Solar, the largest subsidiary of Freedom Forever LLC at the time. Greg's team was led by a handful of like-minded individuals working to lay a stable foundation for a long-lasting and profitable business.</p> <p>In 2015, private equity entrepreneur and clean energy advocate Brett Bouchy joined as CEO. Brett brought deep business expertise and a mission to reduce the country's reliance on fossil fuels through accessible solar energy for homeowners.</p> <p>Since his arrival, Freedom Forever has grown into one of the largest residential solar installers in the United States. The company now operates in 36 states, including Puerto Rico, and works with a nationwide network of independent authorized dealers. Its 25-year production guarantee and proprietary software ecosystem, including the LIGHTSPEED platform demonstrate a commitment to transparency, customer satisfaction, and operational efficiency.</p> <p>Freedom Forever's average annual growth rate of 144 percent has made it a fixture on the Inc. 5000 list for seven consecutive years. In 2023, the company surpassed \$1 billion in revenue, marking a major milestone in its effort to make clean energy the standard for American homes.</p>

b. Outline the nominated company's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since January 2023, Freedom Forever has introduced major innovations that enhanced operational scale, customer trust, and industry leadership.

The LIGHTSPEED platform remains at the center of these advances. In 2024, the company launched or expanded several key automation tools and integrations:

- Adder Automation: 31,769 adders automated since March 2024
- Domestic Content Automation: 47,000 projects calculated, 27,028 post-install
- Lightning Generator: 300,000 project validations across 20,000+ customers
- Design Validation: 6,829 projects validated
- Finance Webhooks: 40,000+ approval or rejection signals processed
- Commission Engine: Full automation of approval and payout logic
- Field App and Timecard Management
- Retail Tools: In-store QR experience

The Customer Portal, embedded in LIGHTSPEED, continues to improve homeowner visibility and communication. As a result, Freedom Forever's Better Business Bureau rating rose from 1.98 to 3.58 between December 2023 and May 2024.

The company also deepened its commitment to ethical standards through the launch of Recheck, the first national registry to verify the licensure and training of solar professionals.

With more than 150,000 lifetime installations and 1,280 megawatts of solar capacity now deployed, Freedom Forever offsets 3.7 million metric tons of CO₂ annually. In 2024 alone, the company installed systems on nearly 38,000 homes.

The team has also grown, with employee headcount increasing from 2,476 to over 3,100. Freedom Forever launched a Registered Apprenticeship Program and strengthened inclusion by partnering with organizations such as Indigenized Energy and Historically Black Colleges and Universities (HBCUs) to recruit and train the next generation of solar professionals.

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

Freedom Forever's achievements are significant not only for their scale, but because they reflect industry leadership in innovation, transparency, and customer outcomes.

Unlike most competitors that rely on third-party software, Freedom Forever's in-house LIGHTSPEED platform gives the company full control over its project pipeline. This enables rapid iteration, tailored automation, and end-to-end transparency for both internal teams and customers. Most residential solar companies still rely on external CRMs like Salesforce or Podio, which cannot match this level of customization or efficiency.

In the last year alone, Freedom Forever automated over 31,000 project adders and processed 300,000 design validations through the Lightning Generator. Its finance integrations have helped approve or reject over 40,000 transactions in real time, minimizing delays. These tools collectively contributed to a 100% reduction in project delays since the introduction of LIGHTSPEED.

Customer experience is another area where Freedom Forever stands out. Its real-time Customer Portal sets a new bar for transparency, resulting in a major improvement to the company's BBB rating in just five months. Additionally, the Recheck registry addresses growing industry concerns around ethics and compliance, positioning Freedom Forever as a proactive leader in consumer protection.

Operationally, the company surpassed \$1 billion in revenue, increased headcount by 25% and doubled installation volume. With 144% average annual growth, Freedom Forever is scaling faster and more sustainably than many legacy solar providers.

These milestones reflect not only business success, but a deeper commitment to making clean energy more accessible, trustworthy, and impactful for homeowners nationwide.

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

Attached are documents that show examples of Freedom Forever's LIGHTSPEED technology, its task maps and project timeline feature for customers, proof of growth year over year, customer reviews, and links to listing on Inc 5000 lists, and a link to a page further explaining our Volt app.

- INC 5000 - <https://www.inc.com/profile/freedom-forever>
- States we serve - <https://freedomforever.com/why-go-solar/states/>
- Volt mobile app - <https://freedomforever.com/volt-app/>
- Customer Testimonials - <https://freedomforever.com/why-go-solar/testimonials/>
- Recheck Overview - <https://seia.org/news/recheck-partners-seia-and-residential-solar-industry-leaders-strengthen-customer-experiences/>
- BIG awards - https://finance.yahoo.com/news/freedom-forever-honored-company-green-173300258.html?_guc_consent_skip=1749080892
- LIGHTSPEED Overview – Included as supporting document

Webpage Link

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Would you like to add an additional webpage link?

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Would you like to add an additional supporting document?

No

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