

Georgia's residential solar market braces for cloudy future



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Credit: HYOSUB SHIN / AJC

Workers with Custom Solar Solutions install solar panels on the roof of the Adler family home, Thursday, July 17, 2025, in North Druid Hills. Companies like Custom Solar Solutions, who have already been impacted by tariff-driven cost increases, expect to be hit even harder by the reconciliation bill which eliminates a crucial tax incentive. (Hyosub Shin / AJC)

To manage the temporary boom, Bowman said he hired several contract workers. But given the uncertainty, the company can't afford to bring them on as full-time employees.

Bowman estimates his company will be unable to complete 50 to 75 net new requests by year-end, resulting in \$3 to \$5 million in lost revenue.

Kaveh Kamooneh, co-founder of Atlanta-based Better Tomorrow Solar, raised similar concerns.

"There's been lots of ups and downs, but nothing like this," he said. "It never felt so explicitly hostile before."

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Better Tomorrow Solar has completed 500 projects since its founding in 2018. Kamooneh anticipates his workforce of 20 will take on roughly 60 additional projects over the next few months.

"It's going to create chaos," he said.

The responsibility of interconnecting new solar systems to the grid falls on utility companies, Kamooneh said. Homeowners could still fail to qualify for the 30% tax credit if utilities, overwhelmed by a surge, fail to process applications by the end of the year.

Bowman and Kamooneh said their companies have pivoted to commercial and utility-scale projects.

The shift is only a temporary. Commercial tax credits are set to expire in 2027.

Three days after signing his signature domestic policy bill, Trump defended the elimination of clean energy tax incentives in an [executive order](#) claiming the industry posed a risk to national security because of its dependence on foreign adversaries' supply chains. In the order, the president attacked the incentives as having "forced American taxpayers to subsidize expensive and unreliable energy sources."

Bowman said he struggles with the idea that his industry has become a political target, given the consumer demand.

"The demand for energy continues to grow, the grid continues to age and the intensity of all these storms have caused more and more outages," Bowman said. "If you don't have alternatives, people are going to be in a world of hurt in the next two to three years."