

FOR IMMEDIATE RELEASE

Freedom Solar Power receives first-ever Buyer's Choice Awards from ConsumerAffairs based on "emotional decoding" of consumer reviews

Austin, TX, January 4, 2024 - Texas-based Freedom Solar Power was recognized today by leading reviews platform ConsumerAffairs as a two-award winner in its [inaugural Buyer's Choice Awards](#).

ConsumerAffairs meticulously analyzed consumer reviews published on its site in the past twelve months using advanced sentence-by-sentence sentiment analysis, or "emotional decoding." The awards singled out companies that garnered the highest rates of positive sentiments and ratings, reflecting genuine joy and satisfaction among purchasers.

Freedom Solar Power wins in two categories

"We decoded millions of reviews to learn what aspects of each industry's particular buying journey made the biggest emotional difference to purchasers," said Zac Carman, CEO of ConsumerAffairs. "That's what makes these awards unique. Each award recognizes one super-important need for customers in that category and the companies that best fulfill it."

[Freedom Solar Power won for Best Customer Service and Best for Installation.](#)

What kind of consumer reviews produce the award winners?

ConsumerAffairs is widely known for the most authentic reviews on the Internet. Each 2023 review analyzed for the Buyer's Choice Award selection was submitted by a verified reviewer and moderated by a human editor. ConsumerAffairs conducts thorough phone interviews and detailed online surveys to obtain reviews. Reviews must be of a minimum depth and length to be considered. ConsumerAffairs seeks for its reviews to offer genuine and trustworthy insights into consumers' experiences.

Among the detailed Freedom Solar Power reviews analyzed by the Buyer's Choice Awards methodology was this one from [Hugh from Texas in June](#):

"Freedom Solar Power should keep doing what they're doing. Their reps were excellent. And the installation was seamless. The installers got it all done in one day. Freedom Solar monitors my solar for me, and they tell me if there are any problems. They come out without me even calling them and fix it. I'm on net metering, so my power bill is negative every month since January. Freedom Solar is excellent."

Another [abridged] came from [Rodrigo from California in June](#):

"The process was awesome. The reps helped out a lot. I'm really satisfied with everything they provided me. The installation was really fast. The workers were really polite. After a month of installing it, I'm paying really low bills. There's a huge difference. I'm pretty much paying the bare minimum from the electrical bill."

The accolades received by Freedom Solar Power affirm its commitment to customer-centric services and unwavering dedication to meeting consumer expectations.

Added Carman: "At ConsumerAffairs, we recognize the significance of informed consumer decisions, particularly during significant life events. Our Buyer's Choice Awards testify to the commitment of the companies that are really adept at helping consumers go through something big, whether financial, personal, or related to their largest investment, a home."

About Freedom Solar Power:

Founded in 2007, Freedom Solar Power is an industry leader in turnkey solar installations, providing highquality, cost-effective, reliable solar solutions for residential and commercial markets. Headquartered in Austin, Texas, Freedom Solar also has full-service offices in 11 markets across

five states (Colorado, Florida, North Carolina, Texas and Virginia) and has installed commercial projects in more than 30 states. Freedom Solar has completed projects for numerous national and multinational corporate clients, including Whole Foods Market, Shake Shack, Office Depot, Holiday Inn Express, Home2 Suites by Hilton, The University of Texas at Austin and numerous automotive dealerships, such as Alfa Romeo, BMW, Chevrolet, Ford, Maserati, Subaru and Toyota. Additionally, Freedom Solar is now the preferred solar partner for automotive manufacturers for Toyota, Ford, Volkswagen, Volvo, Audi, Hyundai, Genesis, and Porsche - the only automotive manufacturers to offer solar programs. For more information, visit <https://www.freedomsolarpower.com> or @freedomsolarpwr on Twitter and @freedomsolarpower on Instagram.

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