

Texas-Illinois Commercial Partner Launch Brief

Independent Research on Base Power

Research question: What do Base Power's existing Texas partnerships suggest about the most promising commercial-partnership hypotheses for Illinois?

Executive Summary

- Public Texas evidence demonstrates two repeatable commercial models: installer/referral partnerships and homebuilder-led neighborhood deployment.
- Illinois currently has the strongest public evidence for an installer-capacity hypothesis, not a confirmed partner recommendation.
- GoSolar and Advanced Power USA are the strongest Illinois screening candidates because they describe ComEd-area coverage and relevant solar, battery, or electrical offerings.
- ComEd enrollment, interconnection, meter-cycle timing, and Illinois ARES requirements may be as important to growth as partner sourcing.
- The central unresolved question is whether Base's Illinois constraint is installer capacity, customer acquisition, builder access, or operating friction.

Texas Benchmark

Installer and referral model — Charge Pro and Good Faith Energy

Base's public installer program describes training, job scheduling, permitting, interconnection coordination, quality assurance, and referral partnerships. Charge Pro and Good Faith Energy are publicly named Texas install partners. This suggests that Base values partners able to provide dependable local execution, not merely leads. [1][2][3]

Homebuilder and neighborhood-launch model — Lennar

Base and Lennar publicly announced a pilot across select North Austin and Dallas-Fort Worth communities. The model bundles battery deployment with the new-home purchase and closing process, suggesting a path to neighborhood density and lower acquisition friction. It does not establish that an Illinois builder program is currently planned. [4][5]

Key Illinois Candidates

GoSolar — Strong screen

GoSolar states that licensed Illinois electricians serve Chicago, the North Shore, western suburbs, and northern Illinois, with solar, battery-storage, EV-charger, and service offerings. The key uncertainty is whether its existing battery relationships would support Base hardware. [7]

Advanced Power USA — Strong screen

Advanced Power USA states that it serves ComEd territory and offers residential solar, battery backup, and home-energy planning. Its service area makes it a credible screening candidate; crew capacity and willingness to support a third-party Base system remain unverified. [8]

Secondary references

Magic Electric and HPAC is a lower-conflict home-upgrade referral hypothesis. Kapital Electric is a useful distributed-energy reference, but its battery and VPP positioning create a higher apparent conflict risk. [9][10]

Decision Hypotheses

1. Installation capacity — strongest current evidence

Texas provides direct evidence that Base uses installer partners, while GoSolar and Advanced Power USA show relevant Illinois geography and offerings. Missing evidence: Illinois crew capacity, Base compatibility, and commercial willingness.

2. Operating and interconnection friction — second-strongest evidence

Base's Illinois process depends on ComEd switch approval, meter-cycle timing, interconnection, and its ARES structure. These are necessary operating conditions, but public sources do not show whether they are the actual growth bottleneck. [6][12]

3. Customer referral access — plausible, but unproven

Charge Pro demonstrates a Texas referral model. Illinois installers and home-service firms may reach relevant homeowners, but no public evidence shows referral volume, conversion, or lower acquisition cost than Base direct acquisition.

4. Homebuilder and neighborhood access — proven in Texas, untested in Illinois

Lennar demonstrates the model in Texas. No public Illinois Base builder pilot or similarly specific candidate was identified, so this remains a longer-term hypothesis rather than an active recommendation.

Recommended Next Checks

- Which Illinois ZIP codes or municipalities have unmet installation demand or limited qualified installer capacity?
- Where do Illinois customers wait longest: site qualification, permitting, interconnection, installer availability, or energy-service activation?
- Would GoSolar or Advanced Power USA accept Base's hardware, training, quality, and customer-handoff requirements alongside current battery products?
- Which path creates lower acquisition friction in Illinois: installer referrals, home-service referrals, direct acquisition, or a builder community?
- Does Base have enough demand density in any Illinois area to make a localized installer or builder pilot operationally efficient?
- Is a Lennar-like Illinois builder channel a current commercial priority, or a future option?

Final Recommendation

Use an installer-first Illinois screening hypothesis. GoSolar and Advanced Power USA are the strongest current candidates for validation because they appear to combine relevant geography, homeowner access, and solar/battery or electrical offerings. They are not recommended partners based on public evidence alone. The next decision should be whether Base's Illinois constraint is installation capacity or operating friction; adding partners will not solve the latter if enrollment and interconnection are the bottleneck.

Prepared using publicly available information. Conclusions represent independent research and do not reflect internal Base Power information.

Appendix

Commercial-partner comparison and selected sources

Compact Partner Comparison

Role	Organization	Market	Why it matters	Primary risk / status
Texas benchmark	Charge Pro	TX: Austin, DFW, Houston	Documented Base installer and referral partner	Existing Base model; not a new target
Texas benchmark	Good Faith Energy	TX: DFW, Houston	Documented Base installer; solar, battery, and in-house operations	Existing Base model; competing battery products
Texas benchmark	Lennar	TX pilot; IL market presence	Documented builder-led community deployment	Existing Base model; no IL extension verified
Illinois screen	GoSolar	Chicagoland and northern IL	Licensed-electrician and battery-storage positioning	Battery-product conflict; capacity unknown
Illinois screen	Advanced Power USA	ComEd territory	Residential solar and battery offering	Third-party system willingness unknown
Secondary	Magic Electric and HPAC	Chicago area	Potential electrification / referral channel	Homeowner volume and battery fit unknown
Reference only	Kapital Electric	Chicago and northern IL	Battery and VPP awareness	Higher apparent VPP / battery conflict

Selected Sources

[1] **Base Power installer partnership program:** <https://www.basepowercompany.com/install-partners>

[2] **Charge Pro Base page:** <https://chargeprotexas.com/base/>

[3] **Good Faith Energy:** <https://goodfaithenergy.com/>

[4] **Base Power homebuilder partnership program:** <https://www.basepowercompany.com/homebuilders>

[5] **Lennar and Base Power announcement:**

<https://newsroom.lennar.com/2024-12-05-Lennar-and-Base-Power-to-Provide-Homeowners-a-Battery-Powered-Home-Energy-Service-in-Key-Texas-Markets>

[6] **Base Power Illinois offering and enrollment process:** <https://www.basepowercompany.com/illinois>

[7] **GoSolar:** <https://gosolarteam.com/>

[8] **Advanced Power USA:** <https://www.advancedpowerusa.com/>

[9] **Magic Electric and HPAC:** <https://www.magicelectricandhpac.co/>

[10] **Kapital Electric:** <https://www.kapitalelectric.com/>

[11] **ERCOT demand response overview:** <https://www.ercot.com/services/programs/load>

[12] **Illinois Commerce Commission Base Retail authority:** <https://icc.illinois.gov/emdb/ucdb/entity/U10017>