

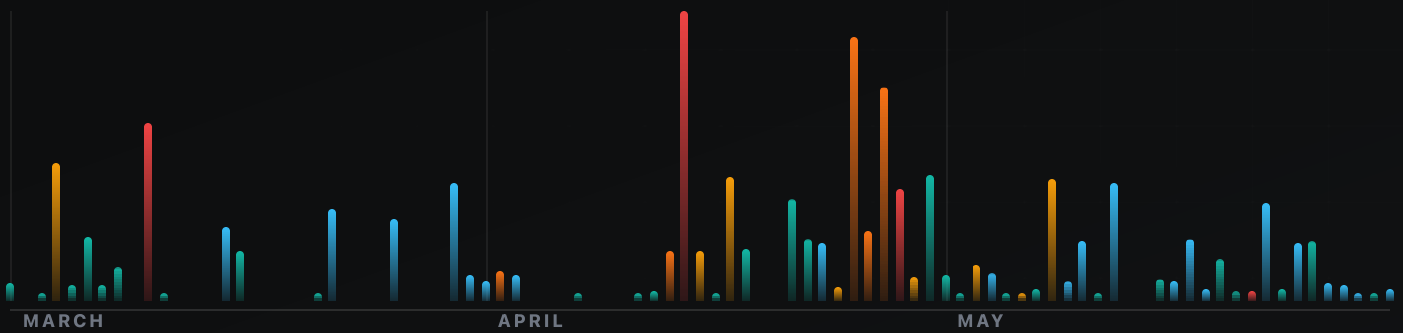
STORM-DRIVEN SOLAR INTELLIGENCE · 2026 HAIL SEASON

152,116 solar installs were hit by 1"+ hail this season.

The detach-&-reset market brief for roofers and solar operators chasing insurance-funded work after hail. We mapped this season's hail against geocoded solar permits — here is where the money is.

SEASON EXPOSURE TIMELINE

MAR 1 – MAY 30 · PEAK APR 14 (34,361)



<p>MODELED SERVICE VALUE</p> <p>\$912.7M</p> <p>20 panels × \$300/panel</p>	<p>HIGH-INTENT (2"+)</p> <p>28,266</p> <p>Strong claim-approval odds</p>	<p>REPEAT HAIL EXPOSURE</p> <p>20,366</p> <p>Hit on 2+ event dates</p>	<p>PEAK HAIL SIZE</p> <p>5.5"</p> <p>Matched to a solar install</p>
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1.0-1.4" 1.5-1.9" 2.0-2.9" 3.0-3.9" 4.0"+

Point-in-swath exposure across 35 states and 306 counties, Mar 1 – May 30, 2026. Not confirmed roof damage — a prioritized hunting map.

A detach-&-reset market hiding inside hail season

Every hail event that crosses a solar roof creates removal-and-reinstall labor that usually rides inside the insurance-funded roof claim. This is the addressable slice — solar homes a mapped swath has already touched.

<p>AFFECTED SOLAR PERMITS</p> <p>152,116</p> <p>1.00"+ hail overlay</p>	<p>SHARE OF ELIGIBLE SOLAR</p> <p>3.21%</p> <p>of 4,738,902 geocoded permits</p>	<p>2.00"+ HIGH-INTENT</p> <p>28,266</p> <p>Severe-hail subset</p>	<p>REPEAT EXPOSURE</p> <p>20,366</p> <p>Hit on 2+ dates</p>
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The economics roofers already know

Detach-and-reset is one of the most profitable post-hail service lines because the roof replacement and the solar removal sit inside the **same insurance event**. At an industry-typical **\$300 per panel**, a single 20-panel system is roughly \$6,000 of service revenue before the roof scope is even counted.

152,116 AFFECTED INSTALLS	×	20 PANELS (ILLUSTRATIVE)	×	\$300 PER PANEL
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\$912.7M illustrative gross service value

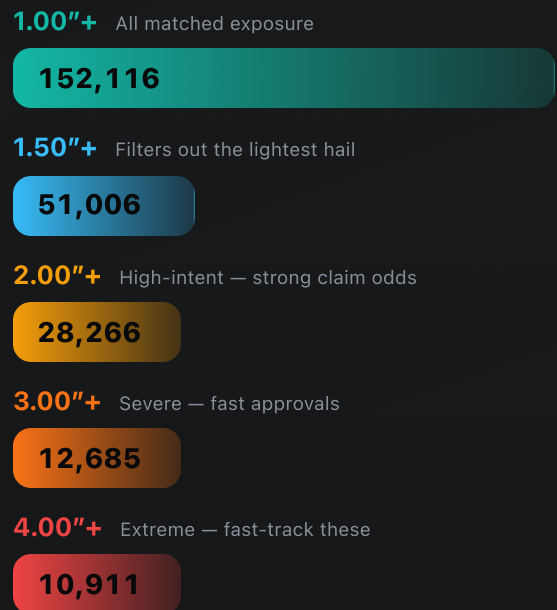
A sizing model, not guaranteed revenue. Panel count, policy coverage, roof scope, and homeowner authorization all need field verification.

Sizing sensitivity

SYSTEM SIZE	PER INSTALL	TOTAL SERVICE VALUE
15 panels	\$4.5K	\$684.5M
20 panels	\$6.0K	\$912.7M
30 panels	\$9.0K	\$1.37B

The 2.00"+ subset alone — 28,266 installs — models to **\$169.6M** at 20 panels.

Where the value concentrates



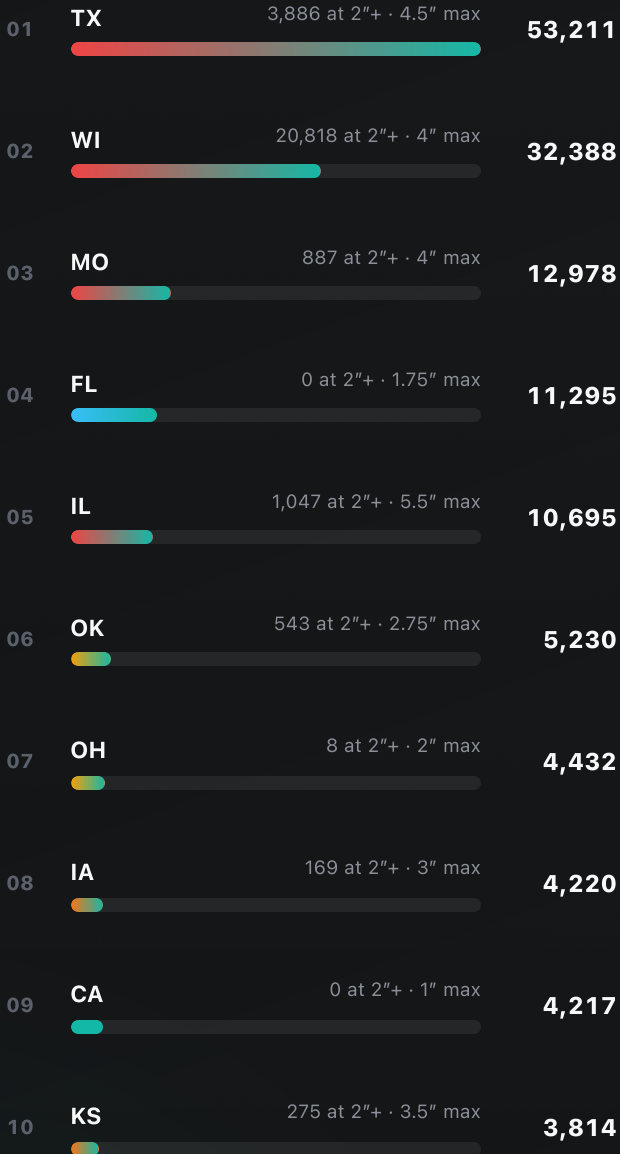
MONDAY MORNING

Pull the **2.00"+ list (28,266 installs)** first — these carry the strongest claim-approval odds and the cleanest detach-&-reset pitch.

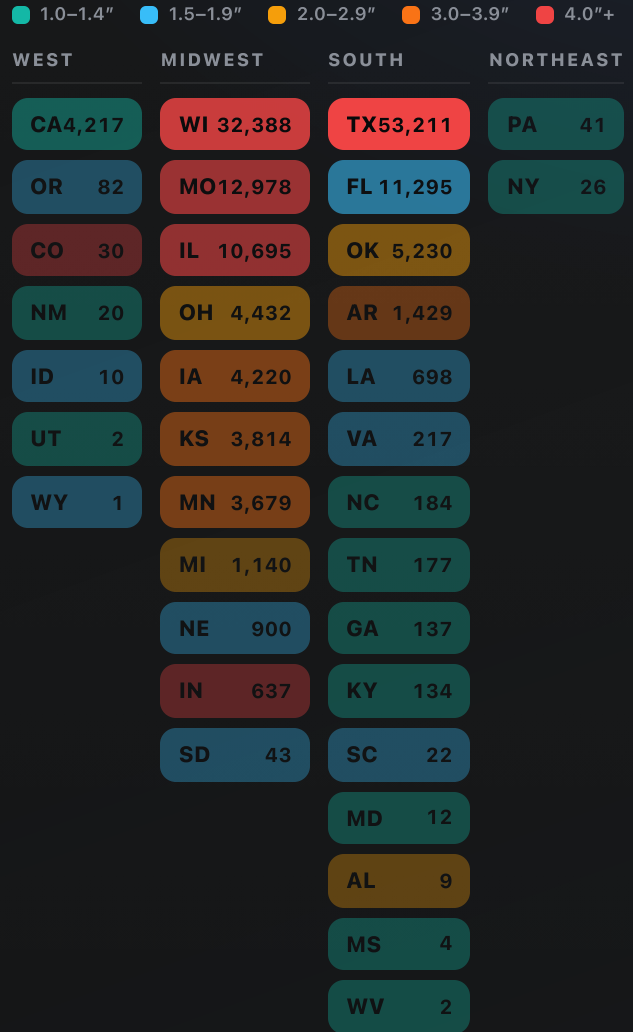
The affected inventory is concentrated, not spread thin

Ranked by unique latest solar permits matched to 1.00"+ hail. Texas owns raw volume; Wisconsin is the severity outlier; Illinois logged the season-high 5.5" stone.

Top states by affected installs



Regional exposure board



TEXAS

53,211

volume leader · 8,361 repeat hits

WISCONSIN

10,766

3"+ installs — severity outlier

ILLINOIS

5.5"

season-max stone, Cook County

MONDAY MORNING

Don't carpet-bomb a state. Prioritize **severity-dense pockets** — a tight 3"+ cluster out-earns a sprawling 1"-only market when crews are the constraint.

County targets that map straight onto field routes

County cuts are the unit of branch planning, canvassing routes, and solar-partner outreach. Hail-size chips flag where severe-claim conversations start fastest.

Top affected counties

COUNTY	AFFECTED	2"+	3"+	REPEAT	MAX HAIL
Dane, WI	31,653	20,802	10,766	1,278	4"
Dallas, TX	23,560	1,494	0	5,146	2.75"
Tarrant, TX	17,062	2,126	458	2,966	3"
St. Charles, MO	7,398	5	0	143	2"
Seminole, FL	4,958	0	0	62	1.5"
Madera, CA	4,112	0	0	0	1"
Franklin, OH	3,320	0	0	1,034	1.5"
Cook, IL	3,204	275	12	759	4.5"
Travis, TX	3,043	0	0	0	1.25"
Linn, IA	2,284	69	0	752	2"
Volusia, FL	2,242	0	0	1,110	1.5"
Oklahoma, OK	2,074	426	0	357	2.75"
Sedgwick, KS	1,919	0	0	1,101	1.75"
Kane, IL	1,829	0	0	691	1.25"

DANE COUNTY, WI

31,653

largest single cluster · 10,766 at 3"+

DFW METRO (DALLAS + TARRANT)

40,622

highest-density target zone

CHICAGO (COOK + DUPAGE)

4,928

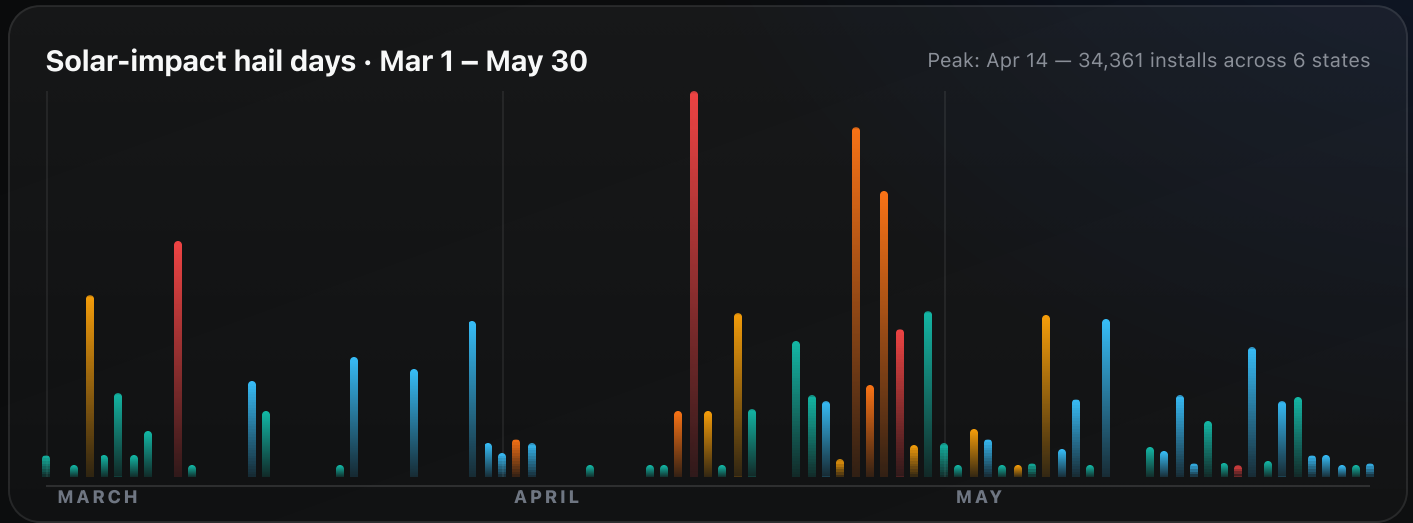
severe pockets, 4.5" max

MONDAY MORNING

Stand up **Dane County, WI** and the **DFW metro** as their own territories now — together that's over **72,275 affected installs** in three adjacent counties.

When to move, and what to work first

Each bar is one hail day across the season, colored by stone size. April carried the year — and because bigger stones mean cleaner claims, work the tiers top-down.



TIER 1 · HIT NOW

3"+ or repeat exposure

The strongest detach-&-reset and full roof-replacement candidates — adjusters move fastest here. **12,685 installs.** Lead every territory with this list.

TIER 2 · WORKHORSE

2.00"–2.99" hail

The volume-plus-urgency sweet spot — **15,581 installs.** The best balance of claim odds and addressable scale.

TIER 3 · NURTURE

1.00"–1.99" hail

Broad inspection offers and education campaigns. Convert opportunistically; don't burn crew time here before the severe tiers.

Match the message to the storm.

The window is short — the best conversations happen while the claim is still being scoped. Reference the local date and hail size: "your neighborhood took 2.75" hail on April 27" beats a generic inspection offer.

MONDAY MORNING

Sequence by **severity then recency**: Tier 1 installs in the freshest storm areas get the first calls — before adjuster activity cools and competitors arrive.

From report to territory-ready lead lists

The PDF is the market brief. The permit-level CSV is the operating asset — every affected row carries address, county, coordinates, max hail, worst date, and all matched event dates.

1 · Start with severity

Work 3"+, then 2"+, then repeat-hit installs before any broad 1" push.

2 · Route by county

Dane WI, DFW TX, St. Charles MO and Seminole FL are different operating plays — treat them that way.

3 · Pair roof + solar

Pitch coordination, not just damage: inspection, roof scope, detach, reset, and claim documentation.

4 · Use the event date

Reference the local storm and hail size in messaging to make outreach specific and credible.

5 · Build partner lists

Named-installer clusters become referral and subcontracting channels for D&R work.

6 · Export & assign

Filter by state, threshold, recency, installer, and permit age; push to canvass, call, and partner teams.

How the overlay was built

- Latest geocoded **solar-installation permits** from Scout's permit warehouse.
- Mapped against **verified hail coverage** at **1.00" or larger**.
- Each permit matched to the hail that crossed its location.
- Permit date required to be **on or before** the hail date.

Read these caveats before quoting

- This is **point-in-swath exposure**, not confirmed roof-plane damage.
- Permits are a **proxy** for installed systems, not a live asset registry.
- Revenue figures use an **illustrative** panel count and \$300/panel assumption.
- Insurance eligibility, roof scope, and homeowner authorization need field verification.
- Installer coverage is incomplete — 57,357 installs are unnamed.

PERMIT-LEVEL ROWS

152,116

ready to export from the CSV

STATES COVERED

35

with affected solar installs

COUNTIES COVERED

306

for branch-level routing

Turn this report into a territory-ready lead list.

ScoutData filters all 152,116 affected permits by state, hail threshold, storm recency, installer, and repeat exposure — then hands your team canvass-, call-, and partner-ready lists.

