

# Leads that Brighten your Bottom Line.

**Touchstone Communications is the #1 name in Solar Live Transfer Leads.**

## Why Touchstone?

Touchstone Communications is the leader in exclusive call verified Solar leads delivered as “live transfer” phone calls. We are a U.S owned, BPO company based in Fort Worth, Texas that owns and operates six contact centers and renowned BPO facilities across Asia.

For more than 12 years, Touchstone has provided growing solar companies with high converting leads that generate a powerful source of revenue growth. We connect highly qualified homeowners with leading solar installation companies throughout the United States and Canada.

## Experience the Touchstone Difference – Leads that Convert to Appointments and Sales

What sets our leads apart?

- All leads are exclusive. We do not offer “shared” leads.
- Double verified.
- Pre-Qualified for Homeowners, FICO score, Shading, Interest in Solar.

The leads we deliver at Touchstone Communications deliver exponential results, higher conversion rates, better ROI and the lowest cost per kilowatt installed compared to other solar lead companies.

## How our Live Transfer Leads Work

Touchstone has a network of digital properties that generate high quality leads, utilizing social media platforms such as Facebook, Twitter, and Instagram, and data-driven AI lead generation campaigns.

Once a lead is generated, our solar experts connect by phone with the homeowner to verify, home ownership, credit rating, current electricity spending, shading/obstruction, and interest in getting more information about solar energy for their home.

These Call Verified Leads are delivered to Solar Sales Personnel in two methods:

1. **Live Call Transfer to Solar Sales Personnel.**
2. **Setting up Zoom Meeting Appointments.**

## Our 3-Step Process

1. **Compliance:** At Touchstone Communications, we utilize contemporary digital marketing strategies and adhere to Jornaya and TCPA compliance best practices to generate high quality live transfer leads.
2. **Verify and Deliver:** Precision is our hallmark. Each lead undergoes a strict double verification process to guarantee its authenticity. Our commitment to excellence extends to live transfer leads, ensuring instant engagement and conversion potential.

Touchstone exclusive leads are delivered primarily through Live Transfer of phone calls. This ensures 100% contact with the homeowner.

3. **AI Insights:** Elevating insights with AI innovation. Our custom AI scorecard enables us to build a scorecard unique to your business providing actionable insights to continue to improve results.

## Contact Us

Mike Meyer  
Co-founder and CMO  
(972) 342-7747  
[mmeyer@touchstonebpo.com](mailto:mmeyer@touchstonebpo.com)

**Website:** <https://www.touchstonebpo.com/re-solar-conference-in-las-vegas/>