

Solar Providers Compared: Gryd vs Zero Bills vs SNRG

Cost, ownership and resale.

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Home Solar is Booming – But Who Pays?

Rooftop solar is now the most in-demand home energy upgrade in the UK — and for good reason. It cuts bills, improves EPC ratings, and reduces carbon emissions. But despite rising demand, the high upfront costs of solar hardware mean many homeowners still can't afford solar ownership.

Recent data shows that 69% of homebuyers want solar, yet 85% can't afford the upfront cost or wait the 10+ years typically required to recover the investment through energy savings. And with 60% of first-time buyers moving within five years, traditional solar ownership models simply don't stack up for many households.

For UK housebuilders, it's another pressure point — especially as the Future Homes Standard will essentially make solar mandatory for all new homes from 2027. The question is: how do you deliver solar that's future-ready, affordable, and simple to install?

In this guide, we provide a solar providers comparison for housebuilders and homeowners, looking at three leading models — ours at Gryd, Zero Bills by Octopus, and SNRG SmartGrid. — to help both builders and buyers understand the benefits and value behind each model.

Understanding the benefits and value behind each model can help you to choose the best solar solution for your needs.

Understanding Key Solar Industry Terms

Before comparing solar providers, it's helpful to understand a few common terms used across the industry.

- **PPA (Power Purchase Agreement):** A contract where a homeowner agrees to purchase electricity generated by a solar system installed on their property, typically at a fixed rate.
- **Solar Lease:** An arrangement where a homeowner pays a fixed monthly fee to use a solar system installed and maintained by a third party.
- **EPC (Energy Performance Certificate):** A document that rates the energy efficiency of a property, influencing its market value and compliance with building regulations.
- **FiT (Feed-in Tariff):** A now-closed UK government scheme that paid homeowners for renewable electricity generated on their homes.

Provider Comparison

Below is a comparison of three different approaches to rooftop solar for new-build homes in the UK.

FEATURE	GRYD	OCTOPUS ZERO BILLS	SNRG
Cost to Developer	£0	£15,000+	£0
Cost to Homeowner	£0	System cost added to sale price	£0
Ownership Model	Subscription-based; Gryd owns and maintains the system	Homeowner owns and maintains the system to certain standard to keep Zero Bills eligibility	SNRG owns and operates community energy systems with private metering for homes
Energy Pricing	Fixed subscription fee (e.g., ~£70/month for an average fully electric 3-bed home)	£0 with a fair usage policy and exclusion of EV charging (paid for on a separate tariff)	Operates as a PPA with a discounted unit rate of electricity compared to the market (typically 15%)
Energy Provider / Tariff Restrictions	Free to choose any provider and tariff	Must be on Octopus Zero Bills tariff	Must be on SNRG PPA tariff
Maintenance & Insurance	Included for 25 years	Homeowner's responsibility	Included; SNRG manages maintenance and operations
System Sizing	Optimally sized per home	Maximised specification	Site-wide private network system design
EV Charging	Included	Not included	Included
Flexibility Benefit	Yes	No	No

FEATURE	GRYD	OCTOPUS ZERO BILLS	SNRG
Developer Involvement	Low – Deployment via your existing supply chain or a Gryd trusted partner.	High – developer must coordinate and fund spec-compliant installs	Medium – developer partners with SNRG during planning, SNRG handles funding and ops
Homeowner Payback	0 years	10+ years	0 years
Regulatory Demand	Low	Medium	High
Home Acceptance Rate	High – almost every home	Medium – must meet Octopus’s requirements	Low – minimum site scale of 50 homes
Ease to Exit	Easy – exit any time with lease buyout	Easy – switch supplier	Hard – removal of private meter and installation of traditional meter at homeowner expense.

Key Considerations With Each Provider

- **Zero Bills (Octopus Energy):** Octopus Zero Bills has gained attention for its promise to eliminate household energy bills for at least five years for qualifying homes. The model combines solar panels, battery storage, and a heat pump to enable homes to generate most of their energy on-site.

However, these systems typically cost £15,000–£20,000 per home. Developers must fund this infrastructure upfront, which increases development costs and ultimately raises property sale prices. In effect, homeowners may be prepaying years of future energy costs through a higher purchase price.

This model may be best suited for premium developments where buyers are willing to pay a “green premium,” but it introduces financial risk for developers if those higher sale prices cannot be achieved.

- **SNRG:** SNRG uses a different approach, building site-wide private microgrids with centralised generation and storage – a clever but capital-heavy solution that demands deep planning involvement, high regulatory sign-off, and significant coordination with DNOs (Distribution Network Operators).

Because of the complexity involved, this model is typically best suited to large-scale developments. It may be less flexible for smaller projects or individual homeowners seeking greater control over their energy provider.

Where Gryd’s Solar Subscription Model Stands Out

Gryd offers a subscription-based solar solution for new homes in the UK designed to remove barriers for both homeowners and developers:

- Zero-cost solar hardware for both parties
- Right-sized systems tailored to each individual home
- Can be included up to shell completion, streamlining build schedules
- Full-service model with maintenance, monitoring, and support included
- Battery storage included as standard – and no limitations on energy use including for EV charging

Gryd's subscription model eliminates upfront costs and includes comprehensive maintenance and insurance for the 25 life of the solar and battery storage system.

For homeowners, the model means no debt, no maintenance, and immediate energy savings. For developers, there's no capital expenditure, minimal engagement, and no added sales risk. It's a clean, compliant, and future-proof solution.

Choosing the Right Solar Provider

By understanding the differences among providers and industry terms, homeowners and housebuilders can make informed decisions that align with their needs.

If you're exploring solar options and want a provider that makes the process simple, affordable, and scalable, Gryd is ready to help. Whether you're building new homes or looking to enhance an existing development, our subscription-based model takes the hassle out of solar – with no upfront costs, no maintenance, and maximum impact.

Get in touch with Gryd today to discuss how our solution compares and find out if it's the right fit for your development.

Read this online

<https://gryd.energy/hub-directions/g/articles/solar-providers-compared.html>

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