

Daniel Ramirez

Home Improvement Sales · Player-coach & team leader

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THE PITCH

Ten years selling and running home-improvement sales — **solar, battery storage (on- and off-grid), roofing, HVAC and mini-splits**, residential and commercial. Personally closed **15–20 deals a month — \$6.3M a year** — while managing a 6-rep in-house team and orchestrating a national dealer program. Fluent in every major lender and product in the space — **loans, PPA, prepaid PPA** — and technical enough to design the job I'm selling. Plug-and-play from day one.

NUMBERS

\$130M+

LIFETIME TEAM SALES

\$30M

PEAK YEAR · \$18M AVG

\$6.3M/yr

PERSONAL SALES · 15–20
DEALS/MO

6 reps

10–15 DEALS / MO EACH

4x

"BEST SOLAR CO." WINS

EXPERIENCE

Co-Founder & COO · Gold Rush Energy Solutions

2015 – 2024 · **exited**

Residential & commercial EPC — solar, storage, roofing, HVAC · Sacramento, CA

- Personally closed **15–20 deals a month** in the home — **\$6.3M a year in personal sales** at a \$35K average ticket — while running the company. Player-coach, not a desk manager.
- Recruited, trained, and managed a **6-rep in-house team producing 10–15 deals a month each** — hiring, ride-alongs, comp plans, and pipeline accountability.
- Built and orchestrated a **national dealer program — 70+ outside sellers at peak** — owning comp structures, deal flow, pipeline management, and underwriting across partners. The channels together: **\$130M+ lifetime, \$30M peak year**.
- Sold across the trades: **solar, battery storage (on- and off-grid), roofing, HVAC and mini-splits** — residential and commercial.
- Financing fluency that closes marginal deals: **every major home-improvement lender**, every product — loans, PPA, prepaid PPA — plus ITC, NEM, and utility incentive programs.
- Engineered what I sold: **Aurora, Sighten, Energy Toolbase** for design and proposals; commercial **load profiling, peak-demand shaving, battery string sizing, and demand-rate analysis** for C&I work.
- Brand that fed the funnel: four consecutive years "**Best Solar Company in Area**," Chamber Startup of the Year and Small Business of the Year — awards that converted to inbound demand.

Founder & Owner-Operator · Strategy Labs AI, LLC

2024 – Present

Business automation & custom software for contractors and the trades

- Founder-led consulting: automations and custom software for contractor businesses — I build the CRMs, quoting engines, and financing flows sales teams run on.
- Co-built and sold **ShimmerWorks**, a multi-tenant SaaS for solar EPCs (terms under NDA) — live today as **BriteBuild** (britebuild.com).

— Helped raise **\$155K+ net in months** in a member-driven capital campaign — persuasion at retail scale, one member at a time — adding **76 new member-owners** and funding the down payment on a \$1.39M building acquisition.

SELLING RANGE	
PRODUCTS & TRADES	Solar PV · battery storage, on- and off-grid · roofing · HVAC & mini-splits · residential and commercial (C&I)
FINANCING	All major home-improvement lenders and products — loans, PPA, prepaid PPA — plus ITC, NEM, and utility incentive programs
DESIGN & TOOLS	Aurora · Sighen · Energy Toolbase · Salesforce & CRM ops · automated proposals · DocuSign contract flow
TECHNICAL SELLING	Commercial load profiling · peak-demand shaving · battery string sizing · demand-rate analysis

RECOGNITION	
CALSSA President's Circle · California State Contractor (CSLB Lic# 99454SP)	—
"Best Solar Company in Area" — four consecutive years	2019 — 2022
Chamber of Commerce — Startup of the Year · Small Business of the Year	2018 · 2019