



A personal note
from me to you

Carl Johnson
Energy Specialist

A PERSONAL NOTE

Carl Johnson Solar Representative, Specialist and Expert

For more than two years, I have been demonstrating and teaching homeowners about solar energy, and I have developed a unique program named Sensible Solar Az. It is a trademark in Arizona with the intention of demystifying solar energy and highlighting its many advantages for you as a customer: cheap, steady electricity; freedom from constantly rising rates; the fact that solar energy is always cheaper; the advantages solar has for the environment; and your utility's Net Billing program, which reimburses you for each kWh of electricity your solar system generates on your roof but that you do not use.

I'm a different kind of person who has come to your door. I'm a senior citizen from Sun City who has received extensive training in the residential solar industry. I also have extensive technical knowledge of every aspect of solar, but most importantly, I have firsthand experience because my wife and I have a solar system installed on our home. For this reason, I can confidently guide you through the entire process of obtaining and owning solar.

The majority of the "door knockers" who have visited your home are typically young adults between the ages of 20 to 30 who are dispatched in groups to canvass a neighborhood with pre-rehearsed sales pitches; some of these individuals are from out-of-state businesses. These "door knockers" are promised substantial commissions for "selling" you solar energy, but they have little to no knowledge of the technology. This sales technique has been used for years, and regrettably, some homeowners have been duped by dishonest salespeople looking to make a "quick buck." Faulty analysis of energy needs or supplying inferior equipment has happened way too much.

I never use "scripted" sales pitches; instead, I aim to educate and demonstrate how solar can be a significant part of your life, regardless of your age—30, 50, 70, 90, or our oldest at 103. A crucial step in the process is listening to your concerns, particularly "why solar for me." Being truthful and open with our clients is something we value most.

Danny Pickett, the founder and owner of Element Energy, our partner company, is a Mesa native and a family man with four children who has lived in the Valley for eight years. Between us and our installation partners, we have over twenty years of combined solar experience. As locally based, we ensure that every installation is completed correctly and complies with all applicable state, county, and city codes and regulations.

In order to better serve you, we have downloads of our customer ratings on our website and information packet. We know that this comprehensive information will address with answers most of your questions.

Upon reviewing this packet, if you haven't already made an appointment, we encourage you to do so by calling me. I'll immediately begin the complimentary, no-obligation process.

We simply need the past 12 months of your energy usage from the utility; we give it to our engineers to create a custom system, and then schedule a sit-down meeting to present your solar savings report.

We show you this tailored program on a laptop, complete with rooftop satellite imagery showing its location. We provide you with the knowledge you need to determine whether solar is a "good fit" for you. We demonstrate how to pay for it with cash, financing, or the incredible \$0 PPA program.

Blessings – Carl Johnson