

SOLAR IN SUN CITY

ACHIEVE ENERGY INDEPENDENCE



Del Webb's Sun City is a unique place and its name highlights the fact that it is one of the best communities in America for solar.

With a population of 38,000+ in 32,000+ homes, we have powered 2000+ full-time and snowbird residents with reliable, clean, and inexpensive power from the sun.

We are experienced with all models within Del Webb and do it right. We put a smile on your face and solar on your home.

We show you how you can now be in control, save money with low-cost solar, and at the same time benefit the environment for the future, for your children and grandchildren.

On our website and in our literature, you will read about exciting solar programs now available.

With inflation and energy rates going up yearly, solar is a sensible and smart move, freeing you from the monopoly of the utility company. 'They bill, and you pay'. Solar gets you off the rate-hike ladder to use energy the way you want and when you want.

Solar electricity is unequivocally less expensive by 30–40% and can be put on your roof with no out-of-pocket costs ever, thanks in part to the 2022 Inflation Reduction Act, which made billions available to offset the cost of solar for homes like yours. Paying cash, we have excellent pricing. All systems come with a 5 Star* 25-year bumper-to-bumper warranty. Solar is definitely a sensible and smart investment.

Our program is called Sensible Solar

A simple explanation is, a professionally done discovery analysis that gives you just the right amount of solar, guaranteeing you the best mix of energy vs. cost. We have a unique partnership with Sun City AZ and Element Energy Co to bring you outstanding solar programs for full-time residents and snowbirds.

Many snowbirds have never been educated on how solar provides considerable savings, we show conclusively. Benefits of solar are a stable low-cost energy and fixed cost bill each month bypassing utility rate increases.

I am too old and don't want to change anything

Whether you are 55, 60, 70, 80, 90 or our oldest customer who is 103



Why solar is so good – Change can be very good

Your age is simply not a barrier, as our Senior Program is designed to put a system on your roof with no hassles or stress on you. No money is ever required, for it is subsidized by the U.S. government under the 2022 Inflation Reduction Act. A smart move saves you money and helps our environment.

Once simple paperwork is signed in the convenience of your home, we take care of everything the same way a general contractor does. We take care of all the details. Peace of mind.

We obtain all necessary permits from APS and the city and county. You do nothing and can relax.

After permits are issued, we install the system in one day, causing no interruption to your daily routine.

Your new system is up in 30–60 days from the date of signing, saving you \$\$ every month, every year.

Every new bill is on average 30% to 40% less (the exact amount we determine from your usage) than you are now paying each month. Payment is fixed and cannot go up, you have a predicable payment. Cool!

All solar equipment and your roof are warranted for 25 years with no deductibles. Peace of mind.

Should service ever be needed, we do it quickly for nothing out of pocket.

We use exclusively made-in-the-USA solar panels and equipment. Keeping money \$\$ in our country.

Important. You are on an endless contract with your electric utility. Most of us have been programmed our whole lives to automatically and mindlessly pay this bill every month. They bill, and you pay regardless of the cost. Your signing up for the equal pay program merely spreads out the high cost electric payments but doesn't reduce the cost. In addition, it doesn't stop yearly rate increases from affecting you and raising your bill.

We show you that solar is unequivocally a sensible alternative. Switching to solar you escape high-cost utility electricity and are once and for all free of the utility rate-hike ladder.

Freedom to use electricity at the time and in the way you want.

SORT - OF
SOLAR ?



PRO -
SOLAR



Which are you?

My goal as a Solar Specialist & Expert is to provide you with solid facts as to why hundreds of thousands of Arizonians have chosen solar.

Go to our website with many informative downloads and much more depth than this packet can contain:

www.sensiblesolaraz.com

SENSIBLESOLARAZ.COM



SCAN QR CODE
View our Solar Programs

Fact. Energy costs are rising yearly and not slowing down. This year 11%+. Historically 5.6% per year for the past 2 decades. Experts are predicting a doubling in 8-10 years.

Fact. Solar installations are in virtually every state, hundreds of studies verifying the savings.

There is only "one viable way" to decrease the high cost of electricity and get off the rate hike ladder, and that is free-from-the-sun solar energy.

Solar produces savings 30-40% less than what you're currently paying.

We call our program Sensible Solar Az™. Our company employs true energy specialists who are trained in all phases of the solar industry, we have partnerships with three of the top rated solar companies and installation companies in America located here in Arizona.

We are totally different than the many companies who drop off teams of 'door knockers' who at times are pushy, have no real commitment to solar, who focus primarily on selling high priced systems earning them large commissions.

Our programs called Sensible Solar Az™, were created to reverse the widespread distrust and misinformation about the benefits of solar by being totally transparent with a free discovery meeting with our energy experts.

We prepare a free Solar Savings Report based on your usage, roof, lifestyle and show you the savings 'numbers'.

We show how to get a complete system installed at \$0 down & \$0 out of pocket ever.

You of course can buy cash or finance at very good prices and qualify for the Federal 30% tax credit if you have taxable income.

SOLAR FIXED RATE AGREEMENT EXPLAINED



At the door and during our in-home discovery meeting **some are concerned** about entering into a multi-year solar agreement.

You must reorient your perspective to these facts:

You are already in an endless contract with the utility to deliver you electricity.

You were never given a choice when you moved in. They are a monopoly.

Don't like your utility? Stop paying, and they disconnect!

A monopoly can raise your rates yearly, change peak rates and surcharges.

You have no say or control over their actions '**they bill you pay**'. Not a good place to be.

When you switch to solar power you immediately escape their system.

Our programs always provide you with plenty of power to never pay an electric utility bill again.

You are now protected and shielded for 25+ years.

Utility control is ended. You now produce your own clean energy from your own roof.

Currently renting 'buying' your electricity from the utility is virtually the same as being on a variable rate mortgage which can change unpredictably with the economy.

Our solar fixed-rate agreements protect you with a predictable payment structure.

A super benefit is that switching power to your own eliminates the 16 fees off the left side of your bill that amount to \$25-\$75+ per month.

These are not-so-hidden fees that most don't notice. Averaging 30-55% of your bill costs!

Additionally, you can buy the system at a discount and without incurring any prepayment penalties.

Due to Arizona law's automatic grandfathering in, transferring to a new owner or family member is simple.

They get the same low-cost energy and all remaining maintenance and warranties.

Your payment, based on the output of your system, is kept reasonable and within the budgetary constraints you specify with the terms and duration of the agreement we offer.

A full 25-year system and \$2 million roof warranty completely protects your investment.

Solar power is a win-win-win situation for all consumers.

“I don’t need solar as a Snowbird – It’s not for me”



Why Solar is a great investment for Snowbirds

“I am only here part of the year, solar isn’t for me, it won’t really save any money”

As a solar specialist and expert, I hear this from many retirees and show you that getting your energy from solar vs your current utility is a very smart decision, saves money, and protects you from future rate increases and **creates passive income!** **Your roof becomes a money producer** while you are away each and every month.

First, regardless of how much energy you use, traditional energy has consistently gone up in cost. APS has just implemented the largest increase in their history of 11% for 2024 to you and its 2.8 million customers. Solar energy costs just 10-12 cents/kwh while your utility energy is 17-19 cents per kwh increasing every year!

Second, notice on the left side of your bill the charges - 16 are miscellaneous fees, surcharges, and taxes. These you have been paying for years, but many consumers fail realize that they comprise 25-40% of your bill. So, a customer whose average monthly bill is \$75, is charged on average \$25+ of fees, amounting to \$300+ in a year and \$1500 in 5 years! Solar completely eliminates these!

How does solar help me when I am gone during the hot months? It is very simple, when you close up your home and set the thermostat at 80-90 degrees the a/c will not come on as often, so you use less energy and hence you see an overall lower yearly bill. Solar does much better savings, as your panels absorb and put out more energy than you use fall, winter and spring and the summer. **By law APS pays you for every kWh not used and every month applies it to your bill as energy credits.** This buyback is enough to eliminate the 16 fees, surcharges, taxes, misc fees you formerly were forced to pay. Sweet!

Solar unequivocally reduces the cost of electricity every month, amazing and true.

Homeowners, regardless of your age with low or even moderate year-round bills benefit greatly due to the fact that **solar reduces the overall cost of your electricity by 30-40%.**

Comparison of typical energy costs vs. savings:

\$75./month bill = \$900/year paid to APS, Solar payment just \$585, **savings in one year \$315 and in 5 years \$1575.**

\$95./month bill = \$1140/year paid to APS, Solar payment just \$798, **savings in one year \$342 and in 5 years \$1710.**

\$115/month bill = \$1380/year paid to APS, Solar payment just \$966, **savings in one year \$414 and in 5 years \$2070.**

**Substantial savings by simply switching energy sources.
Multiply by 10 years and the savings is truly significant.**

We show you how to obtain a system with our Senior program with no out-of-pocket cost ever.

We install, service and warranty the entire system. Your APS bill is completely eliminated and the bill from the solar company is on average 30-40% less than what you are paying now.

Too good to be true, no, good to be true! **The most important bonus is that you escape the rate hike ladder of ever increasing electric costs.** APS for 2024 rate increase of 11%+. Solar customers get a rate-hike cap of 1.9% max / year for 25 years. Remember excess energy not used is bought back at a guaranteed rate yearly!



ELECTRICITY PRICES



THE TRUE COST SOLAR VS. UTILITY

According to the U.S. Bureau of Labor Statistics current national average price is \$0.17-.18 for "Electricity per KWH". APS is a monopoly, 'they bill and you pay'. Historically rates have gone up 5.6% per year which doesn't sound like much, but consider that rates have doubled since 2002 and are on track to double again in 8 years: your high summer bill of \$175 will be \$350, your \$285 bill will be \$570- which is unsustainable. 2024 rate increased 9-11% with 11% proposed for 2025. Why continue to buy high cost electricity? Our \$0 program puts a complete system on your roof for nothing out of pocket ever, and you pay only for low cost solar energy rate locked for 25 years.

Average Savings by going solar is 35% off what you are paying now

Chart based on APS historic 5.6% average rate increase

Your Current Average Utility Bill	10 years of Payments	15 years of Payments	20 years of Payments
\$100/mo. Utility Bill	\$18,129	\$30,168	\$40,879
Your Solar Bill	\$11,784	\$19,662	\$26,571
Your Average Savings !!	\$6,345	\$10,506	\$14,308
\$150/mo. Utility Bill	\$27,194	\$45,232	\$67,450
Your Solar Bill	\$17,676	\$29,358	\$43,843
Your Average Savings !!	\$9,518	\$15,874	\$23,607
\$200/mo. Utility Bill	\$36,256	\$60,473	\$89,935
Your Solar Bill	\$23,566	\$38,308	\$58,457
Your Average Savings !!	\$12,896	\$21,165	\$31,477
\$250/mo. Utility Bill	\$45,321	\$75,593	\$112,419
Your Solar Bill	\$29,459	\$49,135	\$73,072
Your Average Savings !!	\$15,862	\$26,458	\$39,347
\$300/mo. Utility Bill	\$54,390	\$90,711	\$134,902
Your Solar Bill	\$35,353	\$58,962	\$87,686
Your Average Savings !!	\$19,037	\$31,749	\$47,216

GOOGLE / ANGI REVIEWS

Element Energy Co. 1017 S Gilbert Rd #101, Mesa, AZ

Note: Other companies spelled "Element Energy" located in CA, UT & FL have gotten numerous bad reviews definitely not representing solar well.

We have no connection with them, we are Element Energy Co.

We are based and operate only in Arizona **with excellent ratings:**

For more reviews go to this Google link and click on Google Reviews: <http://g.co/kgs/jM5n3b>



Carrie. I was really impressed with this company. Element was so great at explaining everything I needed to know about solar. They are clearly taking steps to make sure their representatives are well informed. I like that they were patient with me and willing to go the extra mile.

Response from the owner -Thanks Carrie! We pride ourselves in making sure our clients have a great experience.



Kathy Sears Broc did a great job helping us get our Solar Energy, the crew did an excellent job on the installation, and we're thrilled to be using Solar Energy.

God Bless Them All. 🙏🙏🙏👍😊



LYN HUNT had solar at a home where I lived in the past. I was interested in looking for solar at my new home. Danny at Element Energy Co helped me get a system for much less money than what I paid before! I have already recommended 3 others.



Luke Lake We recently had solar installed and are very happy with the work they did.

Danny Pickett spent a lot of time with us to make sure solar was worth it for us. Thank you so much!!!



5.0 Verified Reviews

Brenda B.

James was amazing! Came out immediately and got me connected EXCELLENT!!

Professional Courtesy Well-groomed and Knowledgeable!!

Don C.

We are super happy with the service and the solar panels. I am referring friends and family to Elements Energy

Service Provider Response

Thank you for your business!!! Let us know if we can help you in any way!!

Katrina B.

The salesman and the crew were amazing such a great experience would highly recommend this company to everyone

Jonny S.

Staff and service was top notch. Everything went as it should from the beginning to the end of the project. They are friendly, professional, and honest all the way through. I definitely recommend these guys if you are looking to go solar.



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

WHY WAIT ?



0\$ Program



Below are typical reactions when we recommend our free no-obligation Solar Analysis Discovery meeting.

I'm don't have time, I'm really busy right now, I have too many things going on, I'm able to pay my bill, I'm going to wait till later in the year, Maybe next year, I need to do more research, I'm not in a hurry.

Our analysis and Discovery meeting are informal. All it normally takes is one hour in the comfort of your home for us to show the amazing benefits of solar energy vs. traditional expensive utility energy. We educate and answer any question you might have. We have a well-received 'no pressure' approach.

It always makes sense to conclusively find out if solar is a good 'fit' for you, and in less time than most television movies take to watch!

Fact. Most people have been programmed their whole lives to pay the electric bill and have never been presented a risk-free way to escape from the traditional expensive increasing cost of electricity. You have to 'buy' electricity every month, why not be smart and pay less?

Hundreds of studies all over the United States have conclusively shown solar provides clean reliable power for much less than the utility companies. People who had solar installed 20-30+ years ago are still receiving the benefits. Hundreds of thousands of Arizonians switched to solar with the growth accelerating each month.

We have 2000+ seniors in Sun City on the Amazing \$0 program which effectively shields you from endless price hikes. Remember they are a monopoly, 'They bill, you pay'. We demonstrate to you just how easy the transition is.

No investment required. The \$0 Program requires no outgo of money for the system ever, so there is no stress associated with signing up and starting saving money the day the system is operating.

We provide the collection system (panels, inverters and all associated hardware) at no cost to you ever. We act as general contractor obtaining all permits from the county, city and homeowner associations. Panels, inverters and hardware are now manufactured and built in the USA with 25 year warranties.

We do everything so you can relax, producing your own solar power and saving money in 1-2 months.

Doing nothing or delaying switching to solar is not a good idea as this year you are forced to pay 11% each month more than in 2023 plus the new 25% increase for any on-peak usage.

Delay till 2025, another rate increase is proposed of 11%, so in just 2 years a whopping 22% increase!

Fact: The energy from the sun is forever free - it never goes up in price!

Why wait to meet with us, when each month you are paying excessively for your utility energy? Whereas your own solar the day it is turned on immediately saves you 30%-40% off your electricity costs each and every month. Your new solar rate locked in for 25 years whereas APS goes up and up.

Most importantly your system will never cost you, you only pay for the inexpensive energy it produces.

Solar is a win, win for you as a consumer, it is definitely the wave of the future in America.

Great future benefit is that your program transfers with no fees to new title holder. Whether a sale or transfer within a trust, they get all remaining warranties and the same low electric rate when you signed.

NEXT STEPS



You've perused our printed materials and website and would now like us to perform a free, no-obligation solar assessment on your house.

Here are the steps:

1. Contact us by phone or text to schedule, and we will coordinate a convenient day and time.
2. If you know how to do it, go to your utility website and download the last 12 months of usage. Upload them to us. Otherwise, we can schedule a phone call with you and a utility representative and get the usage.
3. Allow one hour for the meeting. It is meant to be an informal interactive time, so jot down any questions or concerns you have, and we will be happy to answer.
4. We present the entire program on the company laptop, showing a satellite overlay of the system at your residence. We also graphically show usage charts that clearly show cost comparisons between solar and utility energy. We go over the three ways to obtain solar specifically tailored for you: the \$0 dollar program, the cash purchase program, and the finance program.
5. Should you choose to proceed with the next step at the meeting, we provide the ease of electronically signing all paperwork the same day. We then submit all the paperwork for permits to your municipality. Once the permits are approved, your custom system is installed after receiving final approval from your utility that it is safe to operate. In just two to three months, you will become your own solar energy producer and start saving money!
6. We make the entire process easy and stress-free.



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