

SENSIBLE SOLAR AZ™

ElementEnergy

WE OUR WORLD ENERGY

SUN CITY SOLAR AZ™



## SUMMER HIGH ENERGY COSTS



Adding Solar substantially reduces these costs during the hot daytime hours.

Whether you're 30, 60, 60, 80, our oldest is 103 years old ! It always makes sense to save \$\$.

Your home will be operating on low-cost power from solar panels instead of the high cost of the traditional energy you are now buying.

You will be avoiding the 2024 /2025 rate increases from APS & SRP

**Solar allows you to set your thermostat at the temperature comfortable for you !**

We engineer your system to provide plenty of inexpensive power during the hottest months and take advantage of the abundant Arizona sun.

In the fall, winter and spring your utility buys back all the excess energy your solar panels produce and applies them as credits on your account against summer bills. Sweet !

# WHAT IS 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 Element Energy, Sun City Solar Az™, and Our World Energy™ to bring you these outstanding programs..**

## **ESSENTIAL SOLAR**

We replace your current power completely with solar power. We engineer your rooftop system to produce 100% of your electricity, add extra power for electric vehicles, and future-proof you from any future rate increases. The average reduction in electric costs of 30% to 40%. Your utility bill charges are offset by your own energy. Those who finance or lease, instead of buying, will have only one bill, a much lower solar bill. You will continue to receive utility statements, but they will only include credits.

You also qualify for a 25-year rate increase cap of 1.9% and a 10-year energy buyback.

## **SNOWBIRD SOLAR**

A specialized program provides power year-round for those leaving their home for 2–6 months per year. The average reduction in electric costs of 30% to 40%. No more utility bill charges; only one low-cost solar bill, less than what you are currently paying. You will still receive a utility statement, but it will only reflect credits. Maximizes energy buy-back (net billing) income, transforming your roof into an energy producer, generating passive income of \$100 or more per year.

You also qualify for a 25-year rate increase cap and 10-year energy buyback.

## **EV SOLAR**

We replace your current power completely with solar power. We engineer your rooftop system to produce 100% of your electricity, add extra power for electric vehicles, and future-proof you from any future rate increases. The average reduction in electric costs of 30% to 40%. Your bill is eliminated; you will not have one again. Those who finance or lease, instead of buying, will have only one bill, a much lower solar bill. You will continue to receive utility statements, but they will only include credits.

You also qualify for a 25-year rate increase cap of 1.9% and a 10-year energy buyback.

## **ULTIMATE SOLAR**

We replace your current power completely with solar power. We engineer your rooftop system to produce 100% of your electricity with extra power to future-proof you from rate increases. The average reduction in electric costs of 30% to 40%. We integrate batteries to provide 24/7 power during any brownout or blackout. Your utility bill charges are offset by your own energy. You will still receive a utility statement, but it will only reflect credits.

You also qualify for a 25-year rate increase cap of 1.9% and a 10-year energy buyback.

**I CURRENTLY HAVE MONEY OR EARN PLENTY**

**or...MY ELECTRIC BILL IS VERY LOW**

**Whether you're 30, 50, 60, 80, our oldest is 103 years old !**

**It always makes sense to save \$\$.**

**Solar protects your income or retirement by decreasing utility bills up to 40%.**

I get mixed responses at the door when I inform of the unequivocal savings solar gives and a request to create for them a customized Solar Savings Report showing how it is possible:

"I'm fine", "I'm ok with my bill", "My bill is under a hundred dollars a month", "I'm on equal pay", "How can I save money when solar costs so much?", "I'm not ready to change anything", "It doesn't affect my income.

You and I are well aware of the steep cost increases on utility bills, consumer goods, gasoline, food, clothing and more. **Smart use and saving money is truly important and now needed.**

Most frustrating is that you have little or no control over these increases especially energy. Attempting to lower costs by conforming to the utility's recommendations for reducing on-peak, time of day and demand rules yield only MINOR relief.

**Solar frees you to use energy when you want and need.**

**You have worked hard all your life you deserve better.**

IF I CAME TO YOU AND YOU HAD A MORTGAGE OF 4% AND SHOWED YOU THAT I COULD REDUCE IT TO 3% WITH NO MONEY OUT-OF-POCKET AND WITH NO RISK, YOU AND MOST CONSUMERS WOULD DO IT – OUR SOLAR PROGRAMS DO JUST THAT.

We unequivocally state that **adding solar gives control over your electric utility costs.** APS rate increase is 13.6% for 2024, with a proposed 11% for 2025. SRP rate increase of 8% for 2024.

**No one who buys 'traditional energy' escapes these yearly increases**

**Solar energy from the sun is free and will never increase in cost**

We are enthusiastic to show you revolutionary programs at \$0 Solar with nothing out of pocket ever for the system, or for those who prefer to buy, at excellent pricing with Federal and State tax benefits.

# Google Reviews

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

Note: We partner with **Element Energy Co.** Other companies named "Element Energy" located in CA, UT & FL have gotten numerous bad reviews not representing solar well. We have no connection with them.

We are based and operate only in Arizona **with over 25 excellent ratings:**

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



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** a month ago

Thanks Carrie! We pride ourselves in making sure our clients have a great experience.



**Kathy Sears**

**NEW**

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**

5 months ago

I 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**

4 months ago

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!!!

# OUR EXTREME WEATHER EQUIPMENT

## STATE OF THE ART TECHNOLOGY\*

Q-Cells Peak Duo™ Tier One panels and Enphase™ IQ8 micro inverters

Made in the USA used in 17 countries worldwide

\*Stress rated to withstand Arizona temps, 60 mph golf ball and 240 mph 1" ice pellet impact



### Enphase IQ8+ Microinverter



Ready for today and tomorrow, build on a distributed architecture platform. This modular microinverter design allows you to expand your system quickly and easily as your need grows.

**Make yourself independent of your electricity provider.** Your new solar panel supplies you with powerful solar energy—400+ watts. So you simply use self-generated electricity for your refrigerator, washing machine, lighting, pools, computers, etc. That saves money! The black on black solar panel design provides a modern look and fits ideally into virtually any architectural style. Every panel has its own micro inverter for matchless performance.

**Patented full-screen technology: no maintenance required.** With conventional solar modules, dust, dirt, leaves, and rainwater often collect on the frame and block the incidence of light. This lowers the efficiency of the panel and makes regular cleaning necessary. Save yourself the trouble!

Thanks to patented full-screen technology with full-surface lamination and rounded edges, the frame of your new solar panel forms a flat plane with the solar cells. Wind and rainwater flow off unhindered and wash away impurities. This way, you increase the power yield by 6–15% without any additional effort!

Note: You do not need the services of companies to clean your panels; it is unnecessary and can even void panel warranties. Because the panels in Arizona are mounted on the roof rather than the ground, any fine dust is normally blown off by the wind or washed away by the monsoons or even the infrequent rains we get. Sunlight normally penetrates any fine dust with no appreciable degradation of output, as multiple studies show.

**State-of-the-art half-cell technology for highest efficiency:** A solar cell is divided into two half cells using modern half-cell technology.

The advantage? The electrical losses are reduced, so that the performance of the solar cell and thus also that of the solar module increases. You benefit from more solar energy compared to conventional panels.

**Optimal solar power yield thanks to bypass diodes.** Not every solar cell gets the same amount of sun at all times. Sometimes one is partially in the shade, and sometimes dirt and dust have accumulated on another. These cells deliver little or no power and impede the flow of electricity, which affects the overall performance of the solar panel. Thanks to bypass diodes, these obstacles are easily bypassed, and your panel continues to produce a high yield. Defects are also prevented in this way.

**Solid technology for strong performance:** The mono-crystalline solar module has a high efficiency and a long service life, to enjoy your power generator for a long time. 25-year warranty for materials and workmanship.

# EXPERT REVIEW OF QCELLS SOLAR PANELS

By Catherine Lane Updated 01/29/2024



Qcells is a Tier 1 solar panel manufacturer that makes high-performance photovoltaic (PV) and energy storage products for the residential, commercial, and industrial solar energy markets. Its solar panels are near the top of the market for efficiency, performance, and warranty structure, and they are used by installers worldwide.

Qcells is one of the most popular solar brands in the U.S. If you're shopping for solar and comparing offers from solar installers, you've probably seen a quote that includes Qcells panels and wondered if they're any good. Well, we think they're great. In fact, we liked them enough to crown Qcells as #1 on the SolarReviews Best Solar Manufacturers list.

Qcells are high-quality, high-reliability panels sold at a good price. Qcells solar panels' quality, the company's huge investment in American manufacturing, and their commitment to long-term support are all reasons we recommend Qcells modules to anyone looking for a new solar installation.

## Key takeaways

- Qcells is SolarReviews' #1 solar panel manufacturer in 2023.
- The company produces high-quality monocrystalline silicon solar panels for home, commercial, and industrial use, and manufactures many of its products for the U.S. market in Dalton, Georgia.
- The company's newest technology advancement is Q.ANTUM NEO, which has allowed its Q.TRON panels to reach 22.0% efficiency ratings.
- Bottom line: Qcells are among the top panels you can buy for your home, with performance, cost, and warranty that equals that of other Tier 1 solar panels.

## Is it Qcells, Q CELLS, or Hanwha Q CELLS?

Qcells solar panels have a history just as long as the modern solar industry. The company has been sold and rebranded a few times since its inception and has grown from humble roots into a worldwide manufacturer. Founded in 1999 in Thalheim, Germany, as Q CELLS AG, the company quickly grew to be one of the top solar module manufacturers in the world. Unfortunately, the late-2000s worldwide economic downturn and strong competition from government-subsidized Chinese solar panel companies took their toll, and in 2011, the company filed for insolvency. The Hanwha Group, a South Korean company with a robust solar business, purchased its assets.

In the years since, Hanwha has brought together its German engineering team and world-class manufacturing capabilities to reinvigorate the Q CELLS brand, becoming one of the world's top 10 solar module manufacturers.

In 2018, Hanwha removed its name from the brand, leaving its products simply called "Q CELLS". It further streamlined the brand name in 2022, becoming the less-shouty "Qcells."

However, you'd be forgiven for using any format of the brand name. Hanwha still owns the company, and even the Qcells North America website includes the old all-caps style of the name in various places.

Qcells now has manufacturing facilities worldwide, most notably its huge U.S. facility in Dalton, Georgia, the largest solar manufacturing plant in the Western Hemisphere, upon its completion in 2019. The company currently makes more solar panels in North America than any other and is set to continue to grow its production capacity in Georgia. Any Qcells panel you buy in America will likely have been made by workers in Georgia.



# OUR WORLD-CLASS INSTALLATION COMPANY



Element Energy & Sensible Solar Az™ partner with Our World Energy™ experts who never take the satisfaction of our customers for granted. That's just one of the many reasons why they're dedicated to an unwavering philosophy of making customers the top priority when it comes to solar, battery storage and roofing. QCell™ top installer.

**LOCAL SOLAR INSTALLATION EXPERTS, LOCATED OFF THE 101 & THUNDERBIRD IN PEORIA,  
HONEST RELATIONSHIPS. REAL TALK.**

**Mission: Offer energy peace of mind, ensure client satisfaction, and provide real customer value.**

**Our customers are always #1.**

We proudly offer a full bumper-to-bumper guarantee with a 25-year warranty on the panels, inverter, roof, racking and workmanship.

**Our world revolves around powering yours.**

### **Our Energy™ Assurance:**

- \*We want you to be a customer for life.**
- \*We will find a way to make it work.**
- \*We will find a way to make it right.**

**\* Top Rated 4-5-Star consumer reviews across multiple review platforms.**

**\* Our Solar Systems Deliver at 106%+ Over Production.**

**\* NABCEP Certified.**

**\* 93% First-Time Inspection Approval Rating.**

**\* Exclusive PPA, Finance & Purchase Options.**

### **TOP INDUSTRY CERTIFICATIONS:**

- \* QCell™ Certified Elite Installer**
- \* Enphase™ Elite Installer**
- \* Enphase™ Battery Storage Platinum Installer**

**\* UNMATCHED 25-YEAR WARRANTY on Panels, Inverters, Workmanship, Roof, Racking with Performance Guarantee**

Glassdoor reviews. Dec 10, 2022 · Our World Energy has an overall rating of 4.7 out of 5, based on over 27 reviews left anonymously by employees.



## **Review from John L** 5 stars 09/21/2023

\*\*\*\*\* and his crew were here so that we could upgrade 100 amp service to 200 amps. In spite of all the obstacles they encountered, they did a great job were very professional, and took care of every unforeseen circumstance that came along.



## **Review from Matthew A** 5 stars 09/20/2023

\*\*\*\*\* and his crew did an amazing job with the install and got it done faster than expected

# MORE REVIEWS



## Review from Patricia R

5 stars 09/20/2023

Great friendly company and workers very professional and helpful of what they were doing..Their communications are awesome with text or call when having questions. Would highly recommend!!



## Review from Ryan S

5 stars 09/19/2023

Very helpful and kept in touch for every step of the process. Addressed my concerns and was pleasant to work with. \*\*\*\*\* was great at communicating with me about each phase of my project.



## Review from Alex B

5 stars 09/15/2023

\*\*\*\*\* was amazing, she kept in touch with me via email, text message and phone calls. What ever it took, she made sure that the guys in the field had my phone number and they called whenever they were coming. Always had plenty of notice. I was coordinating the install for my friend \*\*\*\*\* at his home, and \*\*\*\*\* made sure to keep me in the loop for all updates, etc. Absolutely top notch, professional all the way 100% amazing company. I would wholeheartedly recommend them to anybody who is interested in solar for their home, or RV.



## Our World Energy Response

09/18/2023

We are pleased to hear that you've had a great experience with OWE this far and will continue to provide the best customer service in the future. Thank you for taking the time to leave us this review, we truly appreciate the feedback! We hope to have yourself as customer in the near future! Thanks again!



## Review from Jayanth Y

5 stars 09/19/2023

I reached out to QCells to find the authorized installers in my area and Qcells recommended OWE. Sales Representative, \*\*\*\* spent more than 3 hours after his working hours, answered all our questions patiently and at the end everything has been delivered as he promised. After talking to my friends, I was in an impression that the panels installation, approvals will take months but to our surprise everything was done much earlier. Project coordinator \*\*\* stayed in touch with me almost every other day to keep me informed about installation, inspections and permit. Seif answered to every single message and call that I made. \*\*\*\*\* did an amazing job. They showed up on time, spent almost 7 hours and left only when everything was 100% done. I would definitely recommend Our World Energy to all my friends and family. Thank you again! :)



## Review from Shawn C

5 stars 09/18/2023

Our first steps to getting our solar power was getting the site survey which was done by \*\*\*\*\* here in \*\*\*\*\* , \*\* and he did such a great, professional job for \*\*...from \*\* asking questions to getting the job done fast, safely and easy. We look forward to the next step and can't wait. Thank You \*\*\*\*\*





# 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". Data collected by a national survey and varies slightly from region to region. APS is a monopoly, 'they bill and you pay'. Historically rates have gone up 5% 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 \$175 will be \$350, your \$285, \$570 - unsustainable. 2024 the rate hike of 13.62% implemented with a proposed 2025 11% before the Rate Board. Why continue to buy high cost electricity? Our \$0 program puts a complete solar system on your roof for nothing out of pocket ever, and pay only for low cost solar energy locked in for 25 years.

### Data below will surprise many of Solar savings vs. Utility electricity costs

Chart based on 5% average rate increase per year

Your Current Average Utility Bill	10-years of Payments	15-years of Payments	20-years of Payments
<b>\$100/mo. Utility Bill</b>	\$18,129.00	\$30,168.00	\$40,879.00
<b>Solar Energy Cost</b>	\$11,784	\$19,662	\$26,571
<b>Solar saving average 35%</b>	-\$6,345	-\$10,506	-\$14,308
<b>\$150/mo. Utility Bill</b>	\$27,194.00	\$45,232.00	\$67,450.00
<b>Solar Energy Cost</b>	\$17,676	\$29,358	\$43,843
<b>Solar saving average 35%</b>	-\$9,518	-\$15,874	-\$23,607
<b>\$200/mo. Utility Bill</b>	\$36,256.00	\$60,473.00	\$89,935.00
<b>Solar Energy Cost</b>	\$23,566	\$38,308	\$58,457
<b>Solar saving average 35%</b>	-\$12,896	-\$21,165	-\$31,477
<b>\$250/mo. Utility Bill</b>	\$45,321.00	\$75,593.00	\$112,419.00
<b>Solar Energy Cost</b>	\$29,459	\$49,135	\$73,072
<b>Solar saving average 35%</b>	-\$15,862	-\$26,458	-\$39,347
<b>\$300/mo. Utility Bill</b>	\$54,390.00	\$90,711.00	\$134,902.00
<b>Solar Energy Cost</b>	\$35,353	\$58,962	\$87,686
<b>Solar saving average 35%</b>	-\$19,037	-\$31,749	-\$47,216

# "I DON'T NEED SOLAR - I'M A SNOWBIRD"



## Why Solar is a great investment for Snowbirds

"I am only here part of the year, solar is not for me, it won't really save any money"

Having worked as a solar specialist and expert for many years, I can attest to the fact that switching to solar energy from your existing utility is a very wise financial move that also generates passive income and shields you from future rate increases. Your roof becomes a money producer while you are away each and every month.

**First, traditional energy has always been more expensive, regardless of how much of it you use.** APS recently enacted the biggest raise in their history for you and its 2.8 million customers. When compared to utility energy, which costs between 17-19 cents per kilowatt-hour and is constantly rising, solar energy only costs 10-12 cents!

**Secondly, take note of the charges on the left side of your bill: 22+ are taxes, surcharges, and other miscellaneous fees.** Despite the fact that you have been paying for these for years, many customers are unaware that they account for 25–40% of your bill - \$25+ in fees for customers with an average monthly bill of \$70, \$250+ annually and \$1250+ over the course of five years! Junk fees you have to pay. Solar output pays these as we show.

**How does solar help me when I am gone during the hot months? It's really easy: if you keep your house closed up and adjust the thermostat to 80–90 degrees, your air conditioner won't run as frequently, resulting in lower energy consumption and a lower annual bill.** Solar energy performs even better because the energy produced and absorbed by your panels exceeds your energy consumption in the fall, winter, spring, and even summer. This extra energy is reinjected into the electrical grid of APS. By law, APS is required to pay you for each kWh and record it on your bill as energy credits. This buyback, which varies based on usage, is sufficient to cover the 22+ fees, surcharges, taxes, and other miscellaneous fees you were previously required to pay.

**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 because **solar reduces the overall cost of your electricity by 30-35%.**

Typical energy costs and savings:

**\$70./month bill** = \$840/year paid to APS, solar payment just \$546, **savings in one year \$294 and in 5 years \$1470.**

**\$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.**

**A substantial savings by simply switching energy sources. Now multiply by 10 years!**

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

We handle the installation, maintenance, and warranty of the complete system.

The solar company's bill is typically 30–35% less than what you are currently paying, and your APS bill and associated 'junk fees' are completely eliminated.

# APS Customers

## Amazing \$0 Solar System Program



### These amazing benefits over purchasing:

**We install a complete solar system at no charge to you**

**Give a 25-year APS rate increase cap guarantee (1.9% max)**

**Give a 10-year APS power buyback rate guarantee (currently 8.45 cent/kWh)**

**Provide 25-year maintenance – \$0 deductible**

**Include a 24/7 system monitoring for worry-free solar**

**Feature 25 year power performance guarantee and a free app to monitor it yourself**

**Guarantee No Lien on your property or you for the system**

**Guarantee no cost transfer of system to a new owner or family member**

Our Amazing \$0 Solar System is a wonderful arrangement in which a third-party developer installs, owns, and operates an energy system on a customer's property.

The customer (you) receive the system's electric output for a predetermined period.

The electric output generated by the energy system is at a rate that is much lower in cost than the utility's retail rate, generating immediate \$\$ savings.

Our free energy usage analysis by our engineers creates a custom system made for you.

**You receive stable and low-cost electricity with no upfront cost.**

You can purchase the system down the road at a discount with no pre-payment penalties.

**A truly a win-win situation**

**SOLAR ENERGY CAPTURED BY SOLAR PANELS NEVER INCREASE IN COST**

# HOME WITHOUT SOLAR



Your electricity bill  
September 13, 2021

C Johnson  
P Johnson

Your account number  
70879210

Service plan: Saver Choice Max,E-3

Meter number: EX8505

Meter reading cycle: 08

## Charges for electricity services

### Cost of electricity you used

* Customer account charge	\$2.41
Delivery service charge	\$41.64
Demand charge on-peak - delivery	\$7.20
* Environmental benefits surcharge	\$7.74
* Federal environmental improvement surcharge	\$1.38
* System benefits charge	\$10.40
* Power supply adjustment*	\$5.82
Energy support program discount (25%)	-\$67.78
* Metering*	\$6.63
* Non-Standard Meter Reading Charge	\$5.00
* Meter reading*	\$2.38
* Billing*	\$2.67
Generation of electricity on-peak*	\$51.13
Generation of electricity off-peak*	\$81.02
Demand charge on-peak - generation*	\$24.19
Federal transmission and ancillary services*	\$41.33
Federal transmission cost adjustment*	\$4.69
* LFCR adjustor	\$0.67
Tax Expense Adjustor	-\$20.20
Cost of electricity you used	\$208.32

### Taxes and fees

* Regulatory assessment	\$0.50
* State sales tax	\$11.93
* County sales tax	\$1.49
* City sales tax	\$0.00
* Franchise fee	\$4.18
Cost of electricity with taxes and fees	\$226.42

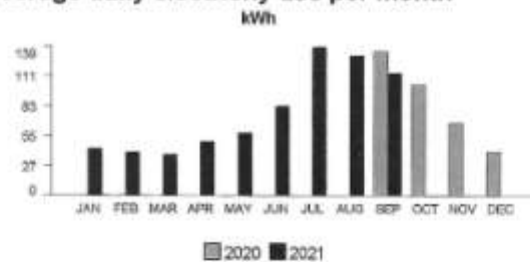
**Total charges for electricity services \$226.42**

\* These services are currently provided by APS but may be provided by a competitive supplier.

## Amount of electricity you used

Meter reading on Sep 13	190
Meter reading on Aug 11	96422
<b>Total electricity you used, in kWh</b>	<b>3768</b>
On-peak meter reading on Sep 13	23076
On-peak meter reading on Aug 11	22252
<b>On-peak electricity you used, in kWh</b> (3 pm - 8 pm Monday - Friday)	<b>824</b>
<b>Off-peak electricity you used, in kWh</b> (8 pm - 3 pm Monday - Friday and all day on weekends and 10 holidays)	<b>2944</b>
On-peak demand meter reading	1.82
<b>Your billed on-peak demand in kW</b>	<b>1.8</b>

## Average daily electricity use per month



## Comparing your monthly use

	This month	Last month	This month last year
Billing days	33	30	33
Average outdoor temperature	89°	91°	93°
Your total use in kWh	3768	3911	4430
Percentage of on-peak use	22%	25%	22%
Your billed demand in kW	1.8	4.8	5.2
Your average daily cost	\$6.66	\$9.29	\$9.13

**\* Asterick is every miscellaneous charge that aps customers - 16 extra fees paid in addition to the cost of their electricity. This real customer in Sept. paid \$72.40. It varies with usage but is typically \$500-\$1000 per year!**

**SOLAR TOTALLY ELIMINATES THESE FEES AND CHARGES**

Your Monthly Plan Comparison — You're already on the plan that saves you the most money — Saver Choice Max.



# HOME WITH SOLAR

**NOTE THE CUSTOMER PAID NOTHING FOR THE MONTH WITH THEIR ENERGY CREDITS APPLIED AS THEIR SYSTEM PROVIDED ALL THE POWER NEEDED.**

**Your electricity bill**  
April 12, 2023

**Your account number**

Service plan: Time-of-Use 4pm-7pm Weekdays,RCP

Meter number: 1543334

Meter reading cycle: 09

## Charges for electricity services

### Cost of electricity you purchased

Customer account charge	\$2.04
Super Off-peak delivery service charge	\$0.05
On-peak delivery service charge	\$1.11
Off-peak delivery service charge	\$4.45
Environmental benefits surcharge	\$2.78
Federal environmental improvement surcharge	\$0.03
System benefits charge	\$0.60
Power supply adjustment*	\$3.64
Metering*	\$5.64
Meter reading*	\$2.04
Billing*	\$2.28
Generation of electricity super off-peak*	\$0.03
Generation of electricity on-peak*	\$8.80
Generation of electricity off-peak*	\$9.52
Federal transmission and ancillary services*	\$2.10
Federal transmission cost adjustment*	\$0.15
LFCR adjustor	\$0.50
Cost of electricity you used	\$45.76

### Taxes and fees

Regulatory assessment	\$0.11
State sales tax	\$2.60
County sales tax	\$0.46
City sales tax	\$1.34
Franchise fee	\$0.61
Cost of electricity with taxes and fees	\$50.88

### Net electricity credit

Solar Export Credit	-\$55.87
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**Total charges for electricity services** **-\$4.99**

\* These services are currently provided by APS but may be provided by a competitive supplier.

## Amount of electricity you purchased

Meter reading on Apr 12	1458
Meter reading on Mar 13	1267
<b>Total electricity you used, in kWh</b>	<b>191</b>
On-peak meter reading on Apr 12	212
On-peak meter reading on Mar 13	175
<b>On-peak electricity you used, in kWh</b>	<b>37</b>
<small>(4pm - 7pm Monday - Friday)</small>	
<b>Off-peak electricity you used, in kWh</b>	<b>149</b>
<small>(All other hours and certain holidays)</small>	
Super off-peak meter reading on Apr 12	75
Super off-peak meter reading on Mar 13	70
<b>Super off-peak electricity you used, in kWh</b>	<b>5</b>

## Amount of electricity you sold

Meter reading on Apr 12	2391
Meter reading on Mar 13	1797
<b>Total electricity you sold, in kWh</b>	<b>594</b>
On-peak meter reading on Apr 12	27
On-peak meter reading on Mar 13	11
<b>On-peak electricity you sold, in kWh</b>	<b>16</b>
<small>(4pm - 7pm Monday - Friday)</small>	
<b>Off-peak electricity you sold, in kWh</b>	<b>578.00</b>

## Comparing your monthly use

	This month	Last month	This month last year
Billing days	30	28	N/A
Average outdoor temperature	47°	39°	N/A
Your total use in kWh	191	185	N/A
Your average daily cost	(\$0.17)	\$0.28	N/A

Your Monthly Plan Comparison — You're already on the plan that saved you the most money — **Time-of-Use 4pm-7pm Weekdays.**

## **HOW MANY KWH DID YOU USE LAST YEAR?**

The only true way to build a custom system is to create it using the past 12 months of the exact number of kilowatt hours used and what is called total billed cost. We do this.

Many companies use only the bar graph on your bill or online calculators that do not take into account the many important factors needed to build a proper system.

Take three homes with similar square footage, yet each one's kWh use and billed cost is very different. Fact: The system needed can vary by **20% plus or minus** for each home. Each of these three owners use different amounts of energy based on:

1. Number of People in the House
2. Thermostat Settings
3. Cooking with Electric or Gas
4. Electric Water Heater or Gas
5. Pool, Spa or None
6. Dishwashing Frequency
7. Laundry Electric or Gas and Frequency
8. Time of Day You Use Energy (on Peak Vs off Peak)
9. Number, Size and Type of Windows (single or Dual Pane)
10. Roof Type Such As Flat or Pitched, Tile, Metal or Shingle
11. Attic and Outside Wall Insulation
12. Roof Orientation for Solar Energy Collection
13. Garage, Workshop or Auxiliary Structure Heated or Cooled
14. Time of Day Usage Occurs / Seasonal Variations

## **WE DO A CUSTOM ANALYSIS WITH EXACT NUMBERS**

To create an accurate program, we utilize data from your utility company, exact square footage, do a solar mapping of how the sun strikes your roof, and integrate factors of current and future needs. Our engineers generate a custom, accurate to the dollar Solar Savings Report (SSR). We meet and show it to you.

Some companies just use the energy bar graph those online calculators yield results that can be up to 20% incorrect. In real terms, these shortcut methods determine system cost is \$18,000, frequently these are off by 10-20%. So you could pay up to \$1800-\$3600 more than you should. A \$50K system \$5-10K more!

## **THERE IS NO GUESS WORK- EXACT WITH EVERY COST DETAILED**

**Honesty and Integrity: Our company is built on these principles.**

Every homeowner that we meet with, we thoroughly present your customized SSR.





# U.S. DEPARTMENT OF ENERGY

Homeowner's Guide to the Federal Tax Credit for Solar Photovoltaics. **This webpage was updated March 2023.**

*Disclaimer: This guide provides an overview of the federal investment tax credit for residential solar photovoltaics (PV). It does not constitute professional tax advice or other professional financial guidance and may change based on additional guidance from the [Treasury Department](#). Please see their [published Fact Sheet](#) for additional information. The below guide should not be used as the only source of information when making purchasing decisions, investment decisions, tax decisions, or when executing other binding agreements.*



Photo courtesy of Dennis Schroeder, National Renewable Energy Laboratory.

## What is a tax credit?

A tax credit is a dollar-for-dollar reduction in the amount of income tax you would otherwise owe. For example, claiming a \$1,000 federal tax credit reduces your federal income taxes due by \$1,000. The federal tax credit is sometimes referred to as an Investment Tax Credit, or ITC, though is different from the ITC offered to businesses that own solar systems.

## What is the federal solar tax credit?

The federal residential solar energy credit is a [tax credit](#) that can be claimed on federal income taxes for a percentage of the cost of a solar PV system paid for by the taxpayer. (Other types of renewable energy are also eligible for similar credits but are beyond the scope of this guidance.)

The installation of the system must be complete [during the tax year](#).

Solar PV systems installed in 2020 and 2021 are eligible for a 26% tax credit. In August 2022, Congress passed an extension of the ITC, raising it to 30% for the installation of which was between 2022-2032. (Systems installed on or before December 31, 2019 were also eligible for a 30% tax credit.) It will decrease to 26% for systems installed in 2033 and to 22% for systems installed in 2034. The tax credit expires starting in 2035 unless Congress renews it.

There is no maximum amount that can be claimed.

## Am I eligible to claim the federal solar tax credit?

You might be eligible for this tax credit if you meet the following criteria:

- Your solar PV system was installed between January 1, 2017, and December 31, 2034.
- The solar PV system is located at a residence of yours [in the United States](#):
  - You [own the solar PV system](#) (i.e., you purchased it with cash or through financing but you are neither leasing the system nor paying a solar company to purchase the electricity generated by the system).

- The solar PV system is new or being used for the first time. The credit can only be claimed on the “[original installation](#)” of the solar equipment.

## **What expenses are included?**

The following expenses are included:

- Solar PV panels or PV cells (including those used to power an attic fan, but not the fan itself)
- Contractor labor costs for onsite preparation, assembly, or original installation, including permitting fees, inspection costs, and developer fees
- Balance-of-system equipment, including wiring, inverters, and mounting equipment
- [Energy storage devices](#) that have a capacity rating of 3 kilowatt-hours (kWh) or greater (for systems installed after December 31, 2022). If the storage is installed in a subsequent tax year to when the solar energy system is installed it is still eligible, however, the energy storage devices are still subject to the [installation date requirements](#)). *Note: A private letter ruling may not be relied on as precedent by other taxpayers.*
- Sales taxes on eligible expenses

## **REBATE FROM MY ELECTRIC UTILITY TO INSTALL SOLAR.**

Under most circumstances, subsidies provided by your utility to you to install a solar PV system are excluded from income taxes through an [exemption in federal law](#). When this is the case, the utility rebate for installing solar is subtracted from your system costs before you calculate your tax credit. For example, if your solar PV system installed in 2022 cost \$18,000, and your utility gave you a one-time rebate of \$1,000 for installing the system, your tax credit would be calculated as follows:

$$(\$18,000 - \$1,000) * 0.30 = \$5,100$$

However, payments from a public utility to compensate for excess generated electricity not consumed by the taxpayer but delivered to the utility’s electrical grid (for example, net metering credits) are not subsidies for installing qualifying property and do not affect the taxpayer’s credit qualification or amounts.

## **PAYMENT FOR RENEWABLE ENERGY CERTIFICATES.**

When your utility, or other buyer, gives you cash or an incentive in exchange for renewable energy certificates or other environmental attributes of the electricity generated (either upfront or over time), the payment likely will be [considered taxable income](#). If that is the case, the payment will increase your gross income, but it will not reduce the federal solar tax credit. *Note: A private letter ruling may not be relied on as precedent by other taxpayers.*

## **REBATE FROM MY STATE GOVERNMENT,**

Unlike utility rebates, rebates from state governments generally do not reduce your federal tax credit. For example, if your solar PV system was installed in 2022, installation costs totaled \$18,000, and your state government gave you a one-time rebate of \$1,000 for installing the system, your federal tax credit would be calculated as follows:

$$\$18,000 * 0.30 = \$5,400$$

## **STATE TAX CREDIT**

State tax credits for installing solar PV generally do not reduce federal tax credits—and vice versa. However, when you receive a state tax credit, the taxable income you report on your federal taxes may be higher than it otherwise would have been because you now have less state income tax to deduct. (*The Tax Cuts and Jobs Act of 2017 placed a \$10,000 limit on state and local tax (SALT) deduction through 2025. Therefore, if a homeowner is still paying more than \$10,000 in SALT after claiming a state tax credit, the state tax credit benefit would not effectively be reduced by the federal tax rate, as it would not impact federal taxes (due to the SALT limit).*) The end result of claiming a state tax credit is that the amount of the state tax credit is effectively taxed at the federal tax level.

# **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

IMMEDIATE SAVINGS



NO INVESTMENT



NO RISK



FIXED LOW-COST ENERGY



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 1000+ 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 13.6% 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 25% 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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