

WHY WAIT to get solar?



Amazing Programs

We offer a free no-obligation Solar Analysis Discovery meeting

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 you and answer any question you might have with 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 watching one television movie!

Below are responses some have expressed to our recommendation to schedule a time:

"I'm really busy right now, I don't have time, 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".

Reorient your thinking as most of us adults have been programmed our whole lives to pay the electric bill never realizing there is a better **low-cost and risk-free way to escape** from expensive utility electricity. Fact. Hundreds of thousands of Arizona have switched to solar in the past 10 years with the growth of new installations accelerating each month. While it is true there are a few unhappy solar owners, most are related to faulty analysis, not giving enough power. We are happy to address this and any concerns.

We have 2000+ happy residents in Sun City and thousands more all over the Valley of the Sun now shielded and freed from the APS utility monopoly and historic endless price hikes.

We walk you through how easy the transition to solar is.

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. **Panels, inverters and hardware are now manufactured and built in the USA.**

0\$ Program - No investment required, no outgo of money for the system ever, so there is never any stress associated with signing up and starting saving the day the system is operating. Remember most importantly that your system will never cost you, you only pay for the inexpensive energy your system produces. We install, warrant, maintain, and monitor it 25 years no deductibles, giving you peace of mind. A win, win for you as a consumer.

Another great benefit is your program transfers with no fees to new title holder if you decide to sell or have a trust, with all remaining warranties and the same low electric rate you got when you signed up.

Purchase Program – Instant ownership. Federal and State tax incentives are available for many. No electric bills from your utility from the day the panels are turned on.

We provide the collection system (panels, inverters and all associated hardware). We act as the general contractor obtaining all the proper permits from APS, county, city and homeowner associations. We do everything for you so you can relax. You are normally up, producing your own solar power and saving money \$\$ in 1-2 months.

Doing nothing or delaying switching to solar, you are being forced to pay by APS 9-11% each month more than in 2023 plus a new 25% increase for any on-peak usage.

Fact: Solar 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!

ACHIEVE ENERGY INDEPENDENCE

What is Sensible Solar ?

A simple explanation is a professionally done discovery analysis that gives you the just the right amount of solar, guaranteeing you the best mix of energy vs. cost. We have a unique partnership with Element Energy Co to bring you these outstanding programs.



We show you conclusively 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 our exciting solar programs and the Tier 1 equipment we use made entirely in the USA.

With inflation and energy rates going up yearly, solar is a sensible and smart move.

Solar once and for all frees you from the monopoly of the utility company.

'They bill, and you pay'.

Solar frees you from the rate-hike ladder to use your energy the way you want and when you want.

Solar electricity is unequivocally less expensive by 30–40%.

No out-of pocket costs with the amazing \$0 Program, thanks in part to the 2022 Inflation Reduction Act, which has made billions available for home solar.

Cash or financing customers, we have excellent pricing plus you may be also benefit from Federal and State tax incentives.

All systems carry a 5 Star 25-year bumper-to-bumper warranty.
Your roof is even insured!

Solar is a sensible, prudent and smart investment.



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

SOLAR RATE
PROTECTION
SHIELDS

APS RATE
INCREASES



YOU THE CONSUMER

BUYER BEWARE! INSIDE THE 2024 APS RATE INCREASE

A PERFECT EXAMPLE OF WHY OUR 25-YEAR LOCKED-IN SOLAR RATES ARE A SHIELD AGAINST APS INCREASES AS THE COST OF THE SUN'S ENERGY CAN NEVER INCREASE

12News, Author: Joe Dana Published: 12:00 PM PST February 29, 2024 Updated: 6:48 AM PST March 2, 2024

PHOENIX — UPDATE: Since this story was published on Thursday afternoon, APS has submitted an updated bin analysis to the Arizona Corporation Commission. It shows 74% of residential customers are projected to see a bill hike between 7% and 9%. The average bill increase is expected to be \$10.50. Further, 10% of customers are expected to see bill hikes between 9% and 11%. The remaining customers are projected to see bill increases outside of those estimates.

In 2021, former Arizona Corporation Commissioner Justin Olson warned regulators not to vote on a rate increase without reading the fine print. It was a message of “buyer beware.”

“It is imperative that we do not repeat the error of the previous Commission that failed to obtain this comprehensive bill impact evaluation,” Olson wrote to colleagues in an August 2021 letter. Olson’s letter refers to a chart – known as a bin analysis - detailing how a proposed rate plan would impact customers based on their historical power usage. **When the Arizona Corporation Commission voted last Thursday on a new rate hike for APS, they had a bin analysis that did not reflect changes made to the proposal. Judge orders APS to provide updated bin analysis and other details**

By Friday morning, Commission Chair Jim O’Connor was assuring the public they would get an updated analysis. Customer advocacy groups filed requests for APS to produce the analysis as well. In response, the administrative law judge overseeing the case responded by ordering APS to produce a new bin analysis, along with other details of the rate plan, by March 4. Olson, no longer on the commission, tells 12News the bin analysis allows commissioners to know why some ratepayers will see larger or smaller changes on the average bill.

“The bin analysis was particularly important when a rate case included substantial changes to the rate design as these changes could lead to a large variety of individual ratepayer impacts,” Olson told 12News on Thursday.

APS has stated the new rate hike - set to go into effect in March - will have an average impact of 8% on residential customers, or about \$10.50 per month. Rates vary for many reasons - impacted by individual plans, weather, the number of days in a billing period, and whether a customer is a business, a rooftop solar owner, or a school.

APS rate hike: Judge orders more details from utility. When the Arizona Corporation Commission voted last Thursday on a new rate hike for APS, they did not have an updated bin analysis.

What is the impact of adjustors and for how long? A key factor that impacts the actual impact of customer bills is “adjustors.” They are fees on the bill that can change. For example, one adjustor pays for fuel costs (which fluctuate) that are shouldered by APS and must be recouped from customers.

Judge Sarah Harpring’s estimate of the new rate plan shows a “base revenue requirement” increase of 14.56%. However, APS said after adjustors are factored into the equation, the actual bill impact will be 8%.

Critics allege adjustors have the potential to distort the actual bill impact on consumers. They want APS to provide more specific projections about how they will impact bills not just on “Day 1” but into the future. Harpring’s order requires APS to specify the impact on bills, with and without adjustors.

12News has also asked APS to specify the impact of adjustors and to explain how long customers are guaranteed the average impact to be 8%. APS did not respond to the request. PIRG: “failed to ask questions,” Thompson: “greater transparency”.

The director of the PIRG Education Fund alleged the commission “failed to ask the questions necessary to ensure they had adequate and complete data before voting on the entire rate plan” and a prominent consumer advocate said he is worried the advertised 8% increase “may be temporary or lowballed to avoid negative publicity.”

Commissioner Kevin Thompson said in a statement the APS case was the toughest, most time-consuming to date. “We adopted amendments that provide greater ratepayer transparency and accountability for the utility,” Thompson said.

Defending the timing of the vote, Commission Chair Jim O’Connor told 12News Friday he believed the commission had sufficient, though not exact, calculations in order to vote on the rate plan. Asked if he would request APS to provide additional details that include the impact of the new rate hike on customer bills six months or a year from now (as opposed to only on Day 1), O’Connor said he is waiting for APS to provide information.

Editor's Note: This story has been updated to clarify that commissioners voted without having an updated bin analysis.

One solar owner jokingly said to us, “You’re crazy if you don’t have solar in Arizona”.



A personal note
from me to you
Carl Johnson
Energy Specialist

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



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View our Solar Programs