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Headline:

## **SOLAR POWER AT HOME IS REAL RIGHT NOW AND AFFORDABLE – AND THE TIMING COULDN'T BE BETTER . . .**

2014: It's an exciting time to be alive. It doesn't matter where you go, or where you live – the word 'solar' keeps coming up. It seems that everywhere you turn, someone is putting panels on their roof. But it's really no surprise; even the President of the United States put panels on the White House. We live in a rapidly changing world, and this 21<sup>st</sup> Century might be filled with a lot of wondrous innovations in the energy field.

But let's not get too far ahead of ourselves. Time for a reality check. Only about 1% of the U.S. power grid is green. That means that most of our energy comes from the burning of fossil fuels, a.k.a., 'dirty energy'. Not only does this process put more carbon dioxide into the atmosphere, no one is making any more fossil fuels – because, well, they're *fossils*. One-fifth of the world uses four-fifths of its resources – and energy will not be getting any cheaper in the coming years.

### **SOLAR ENERGY: THE ETERNAL RESOURCE**

The sun is about 4.5 billion years old, and is about halfway through its lifetime. That means we'll have only a few billion years of sunlight left . . . *only a few billion*. And, studies have shown that the amount of energy from the sun hitting the earth in just one hour – could power everything on our planet for an entire year. Not bad for a really huge ball of hydrogen and helium, right?

### **THE POWER OF THE SUN IN YOUR HANDS**

Imagine turning up the heat during the winter, or leaving the A/C on during a sweltering summer day. Now that you've turned your home into your personal power station, you don't have to worry about the monthly electric bill. And, some solar customers generate so much electricity – that they give their excess back to the local grid (a process called 'net metering').

## **THERE'S HELP . . . AND THEN SOME**

With this in mind, acquiring this power is a reality. And, it's a lot simpler than most people think. Until 2016, the Federal Government is offering a 30% tax deduction for a solarized home. Also, there are individual state incentives to help bring the cost down. On average, the total savings of a residential solar system is roughly 40% of cost.

In the next few years, power companies may be forced to raise their rates substantially. Because of the rise in popularity of solar energy, the cost of materials has plummeted. However, the increase in installations is skyrocketing. What this means is that this intersection of supply and demand is nearly perfect. But this time/period won't last forever. After awhile the demand may pump up the price for installations considerably – and maybe for good as well.

## **A LOCAL COMPANY YOU CAN TRUST – EVERY STEP OF THE WAY**

There's lots of solar companies out there to be sure. In fact, the biggest one installs at homes on a national level now. However, why not pick a company that's right around the corner, family-owned, that's been around for 32 years? We cut our teeth putting new roofs on local homes, and that's how we built our current reputation. We started installing solar systems in 2007 – so we have the knowledge and experience to custom-tailor a system that's just right for your home. We know what it means to do a good job for our neighbors' homes. This has given Scudder Solar the personal touch to guide you every step of the way.

## **IT'S AFFORDABLE!**

One of the most popular reasons why people don't go solar is the bottom line: They think it costs too much, they don't have the money, or maybe they're worried about things like maintenance, breakdowns, etc. However, there are many finance options available. The first is simply to buy the system outright, which would entail getting a 30% tax credit from the IRS. Also, most states have their own tax credit for solarized homes. There's also the new PACE (Property Assessed Clean Energy) program. PACE eliminates upfront costs. It also provides low-cost, long-term financing by allowing customers to roll their payments into property taxes. A third option is solar leasing – which eliminates many problems instantly: Because you don't own the equipment/panels, you don't have to worry about wear and tear, maintenance, and other headaches.

Still have concerns or issues? We would love the opportunity to discuss your sun-powered energy future today. Call us at 1-831-384-3900.