

# A BUYER'S GUIDE TO GOING SOLAR



BLUE RAVEN  
SOLAR



# JOIN THE WORLD'S ENERGY REVOLUTION

Millions of homeowners have made a smart decision—they have decided to use the earth's greatest and most sustainable resource to power their homes.

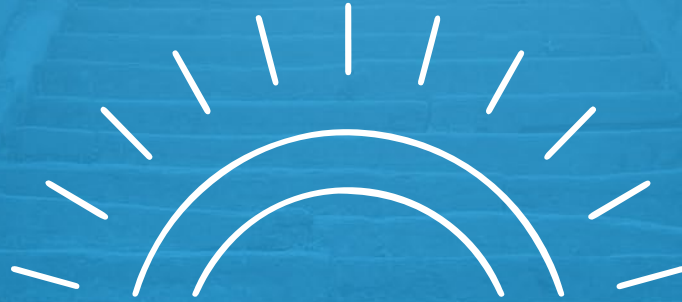




# GET SMART ABOUT SOLAR

Installing a world-class solar system yields immediate benefits for your family. Suddenly, you're in control of your energy and your energy costs. You no longer worry about your electricity bills when doing something as simple as turning on your washing machine. And while you're saving all that money, you're also helping the environment!

**Solar energy is reliable, sustainable, safe and will have you smiling all day when your first electricity bill arrives.**



# 8 SMART STEPS FOR GOING SOLAR



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# 1

# DO YOUR RESEARCH

## TRUST US, IT'S WORTH THE TIME

Before you begin to crunch numbers or make that first call to a solar provider, it's important to get a clear understanding of what it means to "Go Solar." By reading this eBook you're off to a great start. But don't forget the internet. It's a gold mine of solar energy information.

[Solar Power Rocks](#) offers straight-shooting info on state-by-state solar power energy savings, electricity production, rebates, tax credits and home benefits. [SolarReviews.com](#) explains everything with straightforward, yet comprehensive, information, while hosting the most customer reviews of solar installers anywhere.



# 2

## DETERMINE IF SOLAR IS RIGHT FOR YOUR FAMILY

### CONSIDER THESE IMPORTANT POINTS:



#### WILL SOLAR SAVE ME MONEY?

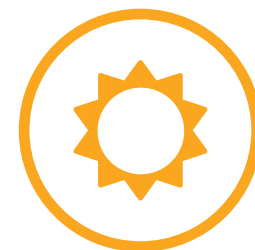
The amount of money you will save is dependent on a number of variables: the size of your system, the amount of electricity you use, how you pay for your system, utility rate increases (historically 5.5% annually), and more. That being said, **Blue Raven Solar customers can expect to save between \$30,000 to \$60,000+ on their electricity costs over the life of the system.**

And the best part is, while the utility company continues to increase costs every year, your payments remain fixed year after year.



#### SUN EXPOSURE

The more “sun facing” your roof is the better. The best companies can optimize panel layout and equipment to maximize savings even with suboptimal sun exposure. You’ll want to get a site survey to determine project feasibility.





### YOUR ROOF

Is your roof structurally sound? If you're unsure, you could call in a roofing expert to confirm. Better yet, some installers, including Blue Raven Solar, offer free site surveys that will determine if your roof qualifies. In our case, the turnaround for site surveys is just one day.

Panels can be installed on virtually any roof type, but its composition will dictate how a technician will approach the design and installation. If your provider charges for installation (we don't), these factors will affect the cost.



### EXPECTED POWER GENERATION

Your system's output will depend on sun-to-panel exposure, roof type, and the kind of panels that are installed. An experienced solar consultant can calculate your system's power capability once he sees your home and discusses your energy objectives.







### INCENTIVES

The Federal Government offers a generous 30% tax credit for a purchased solar installation (leases don't qualify) making the choice to go solar now a very attractive and easy financial decision. In addition, many states and cities have extra solar incentives.



### HOME RESALE VALUE

Installing solar panels can help you sell your home faster and possibly at a significantly higher price. In a study conducted by [Lawrence Berkeley Labs](#), homebuyers were willing to pay a premium of \$15,000 for a home with an average-sized solar system.



### ENVIRONMENTAL BENEFITS

Solar energy allows you to produce electricity without noise or air pollution from a clean, renewable and incredibly powerful resource. Over 25 years, a 6kW solar system is estimated to offset 357,731 pounds of CO<sub>2</sub>, the leading greenhouse gas; 1008 pounds of sulfur dioxide, which causes acid rain; 68 pounds of particulates that cause asthma—as well as other green benefits.

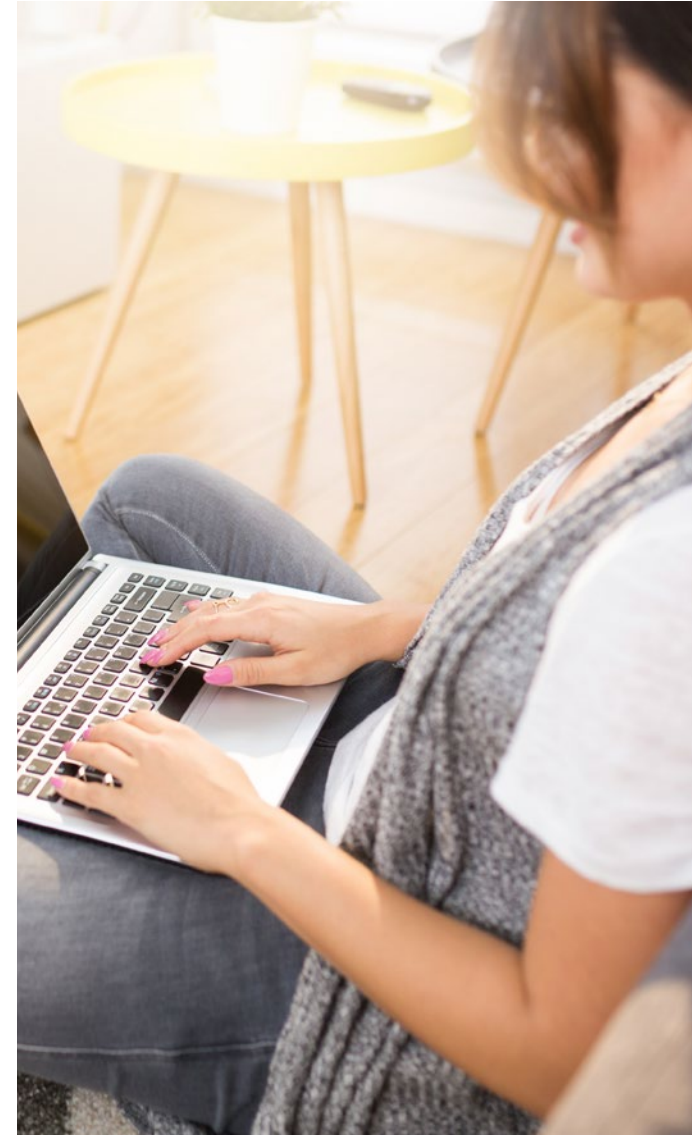




# 3

## RESEARCH SOLAR PROVIDERS

- The size of your solar company can make a difference. Find a company that is local, but has the infrastructure to accommodate customers with a good price and good customer service. Many prefer a company with strong local relationships with the utility companies and town administrators, yet large enough to offer economies of scale and stability.
- Ask for references and a verifiable track record of success installing residential systems. Sites like [SolarReviews.com](https://solarreviews.com) and services like the [Better Business Bureau](https://www.bbb.org) are great independent resources to check a provider's ability to deliver a superior customer experience.
- Ensure that the solar company can explain in detail how they will treat your home and property each day during the installation.



## IN-HOUSE CREWS OR SUBCONTRACTORS?



- Always ask to see their electrical licenses. This is your assurance that the provider has the right training and experience to install a solar system that will ensure your family will enjoy many years of comfort and cost-savings.
- Finally, find out who is performing the system installation. The best installations are done by a closely supervised in-house crew of licensed and highly-experienced electricians. Sub-contracting the installation is risky and makes it harder to control materials and the quality of the installation.

# ENERGY NET METERING

Talk to the solar provider about Net Metering and the changes that are on the horizon.

When you switch to solar, your utility company will install a new meter for your home that allows for net metering. Your meter acts as a gate, dumping excess electricity created by your solar array onto the grid during the day and drawing needed electricity from the grid at night.

A highly-qualified provider will have a thorough understanding of how changes utility companies impose can affect homeowners.

[Click here](#) to learn more about how net metering works.

## 4

# UNDERSTAND THE BOTTOM-LINE COST BENEFITS



The first financial decision you'll usually need to make is whether you want to lease or own. With leasing you don't need to make an upfront investment, and you'll save from day one. With solar ownership, you'll gain superior return and flexibility. **Blue Raven Solar is a rare exception that offers the benefits of both zero upfront investment and superior returns in one financing product.**

During your consultation, make sure you get a clear understanding of what short-term and long-term costs (and savings!) you should expect.



# 5

## CHOOSE YOUR PROVIDER

You've done your research, and you're ready to choose your solar provider. Your final decision will be based on a mix of considerations including:

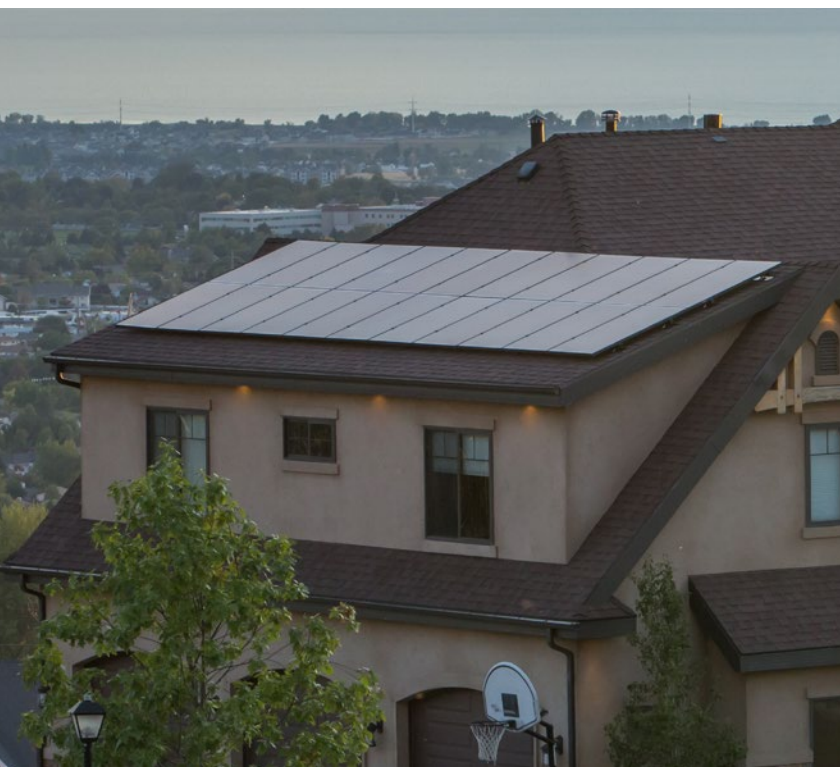
- Highest quality equipment
- Best value
- Long term savings
- Reputation
- Price
- Warranties and guarantees
- Lowest monthly payments



**IT'S IMPORTANT YOU FEEL  
CONFIDENT YOU MADE THE  
RIGHT CHOICE.**

# 6

## COMPLETE YOUR LOCAL PERMITTING REQUIREMENTS



Getting the proper permits can be a burden. We recommend finding a solar company that does this for you, so you don't need to worry about it.

The building department that is responsible for permitting and inspecting improvements to properties is called the Authority Having Jurisdiction (or AHJ). A good solar company will have strong relationships with your local AHJ to ensure a smooth process.

One last thing to keep in mind: If your neighborhood has a homeowners' association, they'll usually need to approve the installation as well. Choose a company that facilitates approval so you don't have to worry about it.

# 7

## INSTALL YOUR SYSTEM

It's time for panels on the roof! The solar technicians have arrived on time and introduced themselves to you and your family. Be sure you know which of the technicians is your designated lead. That person will be your main contact for all questions.

Installation generally requires 2-3 days although this may vary depending on the size and scope of the installation (Blue Raven's typical install is just 1 day). Rarely will a highly qualified provider extend the installation beyond 5 days.



## 8

# GET FINAL APPROVAL FROM YOUR UTILITY

Once your solar system is installed, it will be connected to your utility grid via an interconnection to begin generating electricity.

**Generally speaking, 3 things will occur:**

- 1 Local building and electrical inspectors conduct their final inspections.
- 2 Your utility is notified of the project's completion. A new meter may be installed at this stage.
- 3 Your utility approves your connection to the grid. Your installer notifies you that you can turn on your system and start producing clean solar energy!

Once again, a highly qualified solar provider will streamline and simplify this process for you.







**CONGRATULATIONS!**  
**START SAVING.**  
**START ENJOYING.**



# WE ARE PASSIONATE ABOUT SOLAR

Finding the right provider and system will ensure that you and your family will enjoy the benefits of solar for many years to come.

We encourage you to visit [blueravensolar.com](http://blueravensolar.com) or call us at **844.594.2333** for a free consultation and estimate.