

Solar



Reflective Energy Solutions (RES) has guided numerous customers through the transition from purchasing energy to fueling their businesses using solar energy. Once installation is complete and this environmentally safe and energy efficient method is utilized, our customers enjoy significant reductions in their electricity usage and spend—in some cases up to 90%!

Is Solar Feasible For You?

- Are you paying over 13¢/kWh including both supply and delivery?
- Do you consume over 50,000 kWh/year?
- Is your roof flat or moderately sloped with over 5,000 square feet of unobstructed, unshadowed areas?
- Is your facility located in a state that offers incentives?

Why partner with Reflective Energy Solutions for your solar project?

- RES is a vendor-neutral consulting firm working for our customers, not any individual solar integrator.
- We save you time and money by vetting the various solar vendors in your territory.
- We will orchestrate the entire bidding process on your behalf to secure the highest quality installation at the lowest possible price.
- We leverage our experience and large-scale deal volume to negotiate the best terms.
- Using RES will never cost you more than if you dealt with the solar integrator directly. RES charges the winning bidder a small, standard fee. This is equivalent to what the bidder would otherwise pay an in-house sales person for securing the project.

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If you are paying over \$0.13/kWh combined for supply and delivery, solar offers an elegant solution for both immediate and long term electricity savings.

30%–80%

of system costs are covered by taking advantage of multiple state and federal government incentives.

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Background

- Utility costs have grown at a compound annual rate of 5.5% over the past 30 years, up 800% in total, making your energy bill into a major operating expense.
- Consumers are at the mercy of volatile commodity markets and high-cost utilities.
- Environmentally and geopolitically, our traditional methods of power generation and purchasing are unsustainable.
- Solar presents a highly elegant solution. Once panels are installed, the electricity generated is free and many tons of pollutants are eliminated.
- Properties with photovoltaic generation are considerably more desirable:
 - 92% of Americans feel solar is important for the U.S.
 - 49% are considering sun power for their own homes or businesses.
- The American Association of Appraisers estimates that solar installation increases a property's value by 20x the first year savings

Challenge

Historically, generating electricity via solar photovoltaic (PV) cells has been prohibitively expensive.

Solution

- A number of recent developments have brought important developments which, collectively, have made solar a compelling solution financially—costs per installed PV watt have plummeted to a fraction of what it was a decade ago.
- Multiple layers of government incentives can lower capital costs by 30%–80%.
- A large number of PV project finance organizations have entered the market, offering attractive funding programs for buying or leasing a solar array.

Financials

Multiple layers of incentives can meaningfully reduce the out of pocket costs!

- Federal investment tax credit
- Accelerated depreciation
- State utility grants

Purchasing options

In addition to cash purchases and equipment finance options, many large power users are acquiring solar installations via a Power Purchase Agreement or PPA.

What is a Power Purchase Agreement?

(No out-of-pocket expenditures, immediate savings!)

A Power Purchase Agreement (PPA) is an arrangement in which a third-party developer funds, operates, and maintains the Solar system, and a host customer agrees to install the system on its property and purchase the system's energy output from the service provider at a lower rate than the utility.