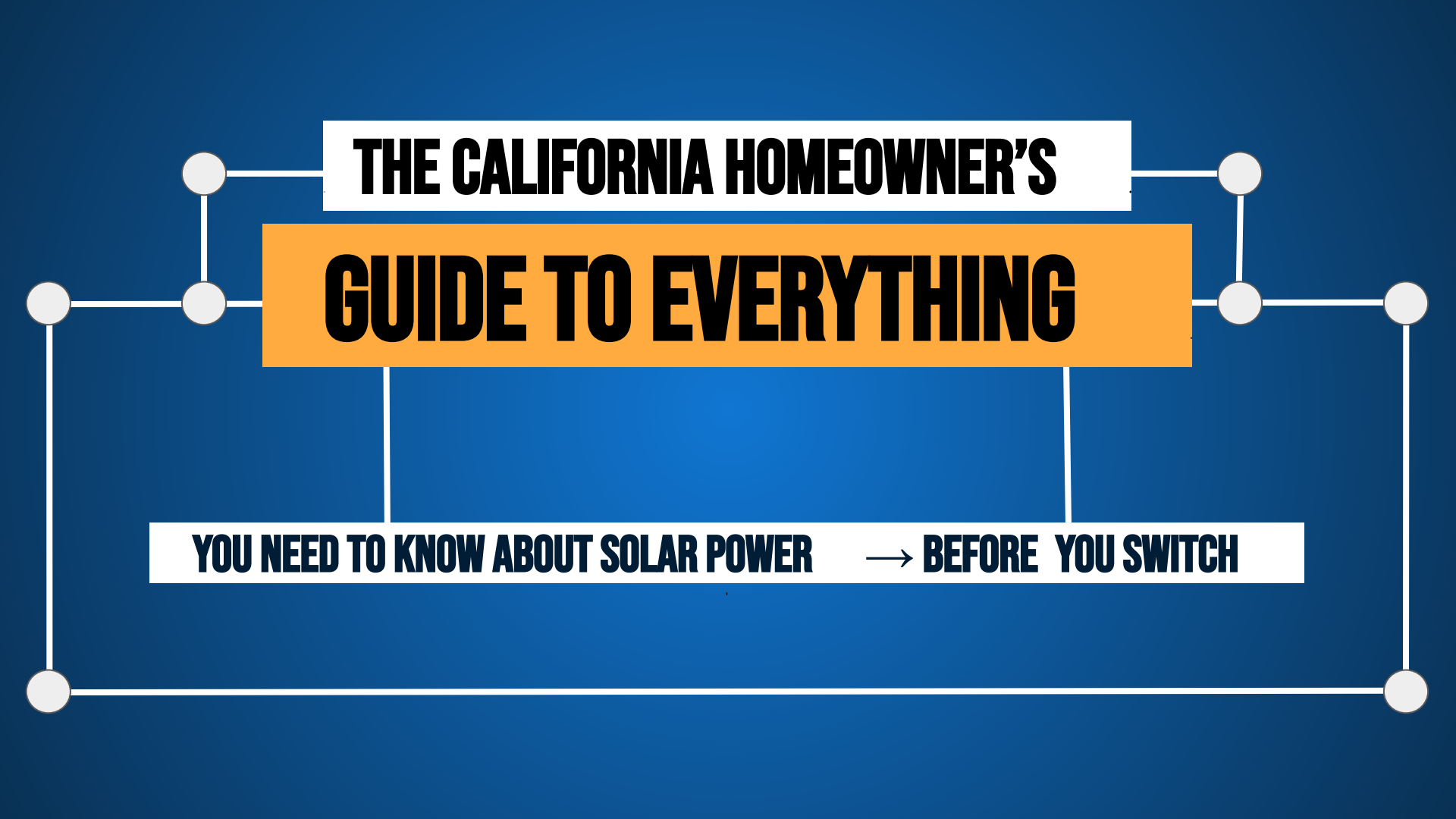




THE CALIFORNIA HOMEOWNER'S

GUIDE TO EVERYTHING

YOU NEED TO KNOW ABOUT SOLAR POWER → BEFORE YOU SWITCH



HELLO, NEIGHBOR!

I KNOW THE FEELING. YOU'RE CURIOUS ABOUT SOLAR BUT FEELING STUCK IN THE WEEDS. GUESS WHAT? YOU'RE NOT ALONE. I MADE THIS GUIDE FOR THOSE WHO WANT TO MAKE THE JUMP BUT GET OVERWHELMED BY THE JARGON, OPTIONS & FINE PRINT.

THE GOAL HERE IS SIMPLE: TO BE YOUR COMPASS 🧭

I WANT TO HELP YOU CUT THROUGH THE NOISE, UNDERSTAND YOUR OPTIONS, AND MAKE A DECISION THAT TRULY BENEFITS YOUR FAMILY.

LET'S GET INTO IT. 🚀



BUILT WITH PURPOSE

THE INFORMATION IN THIS DECK IS MEANT TO **GIVE YOU THE TOOLS**
NECESSARY TO CARRY YOU THROUGH YOUR JOURNEY FROM GRID
POWER TO SOLAR POWER, EDUCATING YOU AND LAYING THE
GROUNDWORK **TO ACT IN CONFIDENCE →**

PART 1

THE DAY THE GRID WENT DARK

WHEN THE EATON CANYON FIRES BROKE OUT IN ALTADENA, THE POWER GRID WAS CUT ACROSS THE REGION—including MY NEIGHBORHOOD IN LA CRESCENTA!

THAT MORNING, I WOKE UP LIKE USUAL: FLIPPED ON THE LIGHTS, MADE COFFEE AND TURNED ON THE NEWS—COMPLETELY UNAWARE THAT MY NEIGHBORS WERE CURRENTLY IN THE MIDDLE OF A MASSIVE MILES-WIDE BLACKOUT.

THEIR PHONES WERE DEAD. THEIR HOMES WERE DARK. THE GRID WAS OFF.

MOST FLED NOT BECAUSE OF THE FIRES BUT BECAUSE THEY HAD NO POWER!

MEANWHILE, OUR PROPERTY REMAINED FULLY OPERATIONAL FOR THE ENTIRE 5 DAY BLACKOUT, POWERED 100% BY SUNLIGHT.

HERE'S A SNAPSHOT OF MY PERSONAL SETUP



12 PANELS ON THE GARAGE POWER THE MAIN HOUSE, GARAGE AND ADU

YES, IT'S CHEAPER.

YES, IT'S CLEANER.

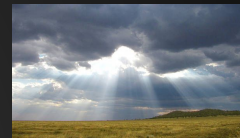
BUT *MOST IMPORTANTLY*

IT PROTECTS YOU AND YOUR FAMILY

FROM COMPLETE BLACKOUT

IN THE EVENT OF

AN UNEXPECTED CRISIS.



THAT IS THE **AWESOME POWER OF SOLAR**

**TO TRULY UNDERSTAND THE SOLUTION
SOLAR PROVIDES,
WE MUST FIRST UNDERSTAND
THE PROBLEMS THE GRID PRESENTS.**



PART 2

GRID PROBLEM: HOW AM I CHARGED?

IT'S SIMPLE! ... JUST KIDDING

UTILITY COMPANIES USE A TWO-FOLD PRICING STRUCTURE

 **TIERED PRICING** → THIS IS ABOUT HOW MUCH POWER YOU USE.

 **TIME OF USE PRICING** → THIS IS ABOUT WHEN YOU USE YOUR POWER.

TIERED PRICING IS LIKE THIS

TIER 1 YOUR FIRST GALLON OF MILK COSTS \$1

TIER 2 YOUR SECOND GALLON IN THE SAME MONTH COSTS \$2

TIER 3 IF YOU NEED A THIRD GALLON IN THE SAME MONTH IT COSTS YOU \$3

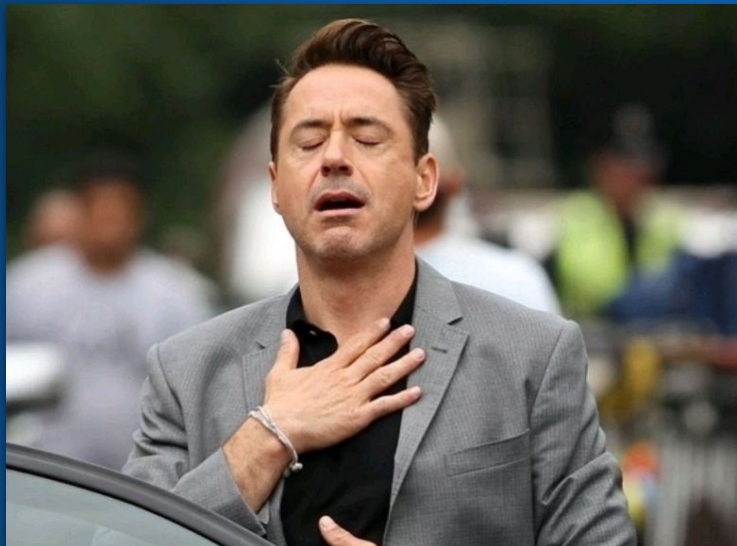
SOLAR HAS A SINGLE RATE REGARDLESS OF USAGE .

TIME-OF-USE PRICING

POWER PURCHASED ON THE GRID AT 5 PM
CAN COST **3X AS MUCH** AS THAT SAME POWER
PURCHASED EARLIER IN THE DAY.

SOLAR IS THE SAME PRICE ALL THE TIME.

AND THAT PRICE IS LOWER THAN THE LOWEST GRID PRICE.



**WHEN ELECTRICITY RATES GO UP BUT
YOU REMEMBER YOU HAVE SOLAR!**

CA UTILITY RATES (AVG)

**shown in cents per
kilowatt hour**

2000: 10.9

2005: 14.8

2010: 15.4

2015: 18.0

2020: 22.5

2025: 33.0

300% INCREASE

PART 3

THE PLAYERS : WHO POWERS LA?

ELECTRIC COMPANIES COME IN 2 FLAVORS:



INVESTOR-OWNED

THESE ARE PRIVATE COMPANIES.
THINK OF THEM LIKE THE *WAL-MART OF ELECTRICITY*.
THEIR GOAL IS PROFIT, AND THEY ANSWER TO SHAREHOLDERS.



MUNICIPAL-OWNED

THESE ARE PUBLICLY OWNED.
MORE LIKE THE *FIRE DEPARTMENT*.
THEIR MISSION IS TO SERVE THE COMMUNITY, NOT MAKE A “TRADITIONAL PROFIT”.

THE MAIN DIFFERENCE BETWEEN THEM IS FIDUCIARY RESPONSIBILITY

THIS MEANS THAT **INVESTOR-OWNED** UTILITIES
(LIKE SoCAL EDISON OR PG&E)
ARE LEGALLY OBLIGATED TO PRIORITIZE
INVESTOR PROFITS ABOVE ALL ELSE.

BY LAW, SHAREHOLDER PROFITS COME BEFORE CUSTOMER EXPERIENCE, COMMUNITY IMPACT, ENVIRONMENTAL CONSIDERATIONS AND EVEN SAFETY.

THIS SALARY OVER SAFETY MINDSET HAS LED TO OUTDATED INFRASTRUCTURE, POOR SERVICE, RISING RATES, WILDFIRES, SICKNESS & DEATH.

ERIN BROCKOVICH IS THE TRUE STORY OF A WOMAN WHO TAKES ON A CALIFORNIA UTILITY COMPANY (PG&E) ACCUSED OF POLLUTING A SMALL TOWN'S WATER SUPPLY, CAUSING WIDESPREAD ILLNESS.

ERIN SPEARHEADS A LEGAL INVESTIGATION THAT RESULTS IN A \$333 MILLION SETTLEMENT.

PG&E MOTIVATIONS: FIDUCIARY RESPONSIBILITY. PROTECTING INVESTOR RETURNS.

THIS SAME SITUATION IS NOW PLAYING OUT WITH SoCAL EDISON AND THE ALTADENA FIRES. THEY ARE BEING ACCUSED OF "KNOWING NEGLIGENCE" - CHOOSING PROFITS OVER MAINTENANCE.

THESE ARE NOT ANOMALIES. THEY ARE PATTERNS.



PART 4

GRIDSTORY

SOLAR DOESN'T EXPERIENCE **BLACKOUTS** BECAUSE

THE SUN DOESN'T EXPERIENCE **BLACKOUTS**

THE GRID EXPERIENCES

BL CK UTS

BECAUSE

THE GRID

IS OLD

AND
CRUSTY.



ORIGINALLY BUILT IN THE EARLY 1900S **BEFORE WOMEN HAD THE RIGHT TO VOTE,** AMERICA'S POWER GRID IS ONE OF THE LAST MAJOR INFRASTRUCTURES STILL RUNNING ON PRE-WW2-ERA DESIGN.

DOES THIS CENTURY OLD GRID REQUIRE MASSIVE MAINTENANCE & UPGRADES? YES.

DOES IT COST MONEY TO UPGRADE? YES.

DO INVESTORS WANT TO SPEND MONEY ON UPGRADES AND LOSE PROFITS? NO.

DO YOU SEE THE PROBLEM THAT IS FORMING?

PART 5

CALIFORNIA STATE POLICY

THE ENERGY WORLD IS A 3 WAY RELATIONSHIP

- 1. YOU: THE HOMEOWNER**
- 2. THE ENERGY PROVIDER: GRID OR SOLAR**
- 3. THE GOVERNMENT: STATE & FEDERAL POLICIES**

CALIFORNIA'S CLEAN ENERGY MISSION

**IN 2018, CALIFORNIA PASSED SENATE BILL 100,
COMMITTING THE STATE TO 100%
RENEWABLE ENERGY BY 2045**

(20 YEARS FROM NOW).

**HERE ARE THE STEPS THEY PLAN TO TAKE.
THIS ONLY AFFECTS YOU IF YOU LIVE IN CA.**

STEP 1

SHUT DOWN COAL-BURNING POWER PLANTS IN CALIFORNIA,
ENSURING WE DON'T GENERATE ENOUGH COAL-POWER IN-STATE.

✓ *COMPLETED*

STEP 2

BEGIN IMPORTING (BUYING) POWER FROM OTHER STATES (LIKE
ARIZONA), WHICH RAISES RATES.

✓ *COMPLETED*

STEP 3

HOMEOWNERS **ADOPT SOLAR TO AVOID HIGH GRID RATES.**
THEIR EXCESS CLEAN ENERGY IS PUSHED BACK TO THE GRID
TO BE SHARED WITH OTHERS.

→ *THIS IS RIGHT NOW & POSSIBLY WHY YOU ARE HERE.*

STEP 4

WITH YOUR HELP, CALIFORNIA REACHES 100% CLEAN ENERGY
PRODUCTION BY 2045.

🎯 *TARGET GOAL COMPLETE.*

**THE HIGHER GRID PRICES CLIMB, THE MORE LIKELY
YOU ARE TO SWITCH TO THE CLEAN, AFFORDABLE
SYSTEM THE STATE WANTS US ON.**

IT'S NOT A CONSPIRACY — IT'S POLICY IN ACTION.

PART 5

TIME TRAVEL

ASSUME YOUR CURRENT MONTHLY GRID BILL IS \$300

LOOSE RULE-OF-THUMB:

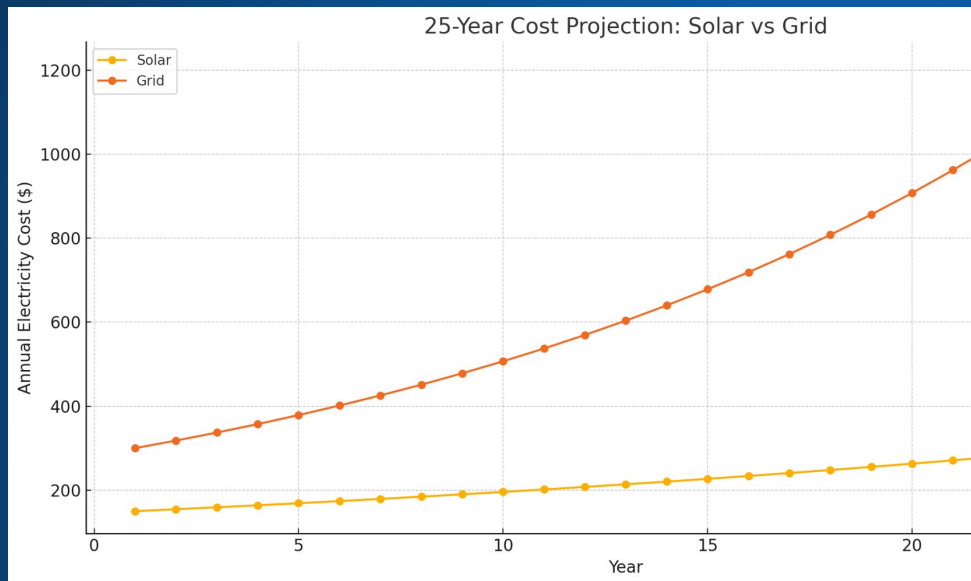
SOLAR CUTS IT IN HALF (\$150)

NOW LET'S PROJECT BOTH BILLS

25 YEARS INTO THE FUTURE

25 YEARS LATER

- YOUR SOLAR BILL DOES A **LOCKED 3%** YEARLY INCREASE. THIS IS A CONTRACTUAL OBLIGATION AND IS IN ALIGNMENT WITH NATIONAL INFLATION. EASY MATH.
- YOUR GRID BILL INCREASES **4% - 22% PER YEAR.** NOT EASY MATH. LET'S ASSUME A STEADY 6% INCREASE (THOUGH THAT IS *WILDLY* CONSERVATIVE).



**HERE IS AN ACTUAL
PRICE PROJECTION
OF SOLAR VS GRID
POWER OVER THE
NEXT 20 YEARS.**

YOUR \$150 SOLAR BILL CLIMBS TO \$305 (ABOUT WHERE IT IS NOW).

YOUR CURRENT \$300 GRID BILL JUMPS TO \$1,215

IF YOUR CURRENT BILL IS \$1,215 IT WILL INCREASE TO \$5,213.

PART 6

YOU DON'T HAVE TO BUY THEM

CHOOSE YOUR OWN ADVENTURE

THERE ARE OPTIONS RANGING FROM
FULL PURCHASE TO NO MONEY DOWN
TO ABSOLUTELY FREE
(YES, FOR REAL)

HERE'S A BREAKDOWN
OF THE 3 OPTIONS
AND HOW THEY DIFFER.

OPTION 1: BUY

BEST FOR LONG-TERM SAVINGS

YOU OWN THE SYSTEM.

YOU PAY UPFRONT OR FINANCE WITH A LOAN.



YOU ARE RESPONSIBLE FOR INSTALLATION, MAINTENANCE AND REPAIRS.



ELIGIBLE FOR 30% FEDERAL TAX CREDIT AVAILABLE UNTIL END OF YEAR

OPTION 2: LEASE

BEST FOR FIXED MONTHLY PAYMENT

YOU LEASE (OR RENT) THE SYSTEM FROM A SOLAR COMPANY FOR A FLAT MONTHLY FEE REGARDLESS OF ELECTRIC USAGE.

✓ LOWER OR NO UPFRONT COST

✓ MAINTENANCE INCLUDED

OPTION 3: PPA (POWER PURCHASE AGREEMENT)

BEST FOR SIMPLICITY

BUY THE POWER ONLY, NOT THE PANELS.

**YOU DON'T OWN OR MAINTAIN THE PANELS.
YOU JUST BUY CHEAPER POWER THROUGH THEM.**

 **\$0 UPFRONT — PANELS, INSTALLATION, MAINTENANCE INCLUDED**

 **PAY LESS FOR POWER STARTING DAY ONE**

 **LIKE SWITCHING FROM AT&T TO VERIZON —
SAME SERVICE, LOWER BILL.**

WHOA-WHOA-WHOA

WHO PAYS FOR THESE PPA PANELS?

STOP-HOLD-FREEZE

I KNOW THEY CAN'T BE FREE

GREAT QUESTION!

**THE ELECTRIC POLE OUTSIDE YOUR HOUSE IS OWNED BY THE UTILITY.
YOU DON'T OWN OR MAINTAIN IT — YOU JUST BUY POWER THROUGH IT, RIGHT?**

**A PPA WORKS THE SAME WAY:
THE SOLAR COMPANY OWNS THE PANELS (& CLAIMS THE TAX CREDIT),
YOU SIMPLY BUY THE (CHEAPER) ELECTRICITY THROUGH THEM.**

PART 7

THE SECRET OF NEM (NET.ENERGY.METERING)

NEM YOUR PRICE!

WHEN SOLAR FIRST HIT THE MARKET, ONE BIG QUESTION AROSE:

“WHAT HAPPENS TO THE EXTRA ELECTRICITY WHICH MY HOUSE DOES NOT USE?”

THE ANSWER WAS CALLED *NET ENERGY METERING* (OR NEM FOR SHORT) — A SYSTEM THAT ALLOWS HOMEOWNERS TO *SELL UNUSED SOLAR ENERGY BACK TO THE GRID*. NOT BAD!

SINCE ITS LAUNCH, NEM HAS GONE THROUGH THREE MAJOR EVOLUTIONS. EACH REVISION GIVES MORE POWER TO THE GRID AND LESS POWER TO YOU.

HERE THEY ARE...

NEM 1.0

YOU GIVE THE GRID \$1 OF UNUSED SOLAR POWER, YOU GET \$1 BACK.”

- ✓ SIMPLE 1:1 ENERGY EXCHANGE
- ✓ AN UNBEATABLE DEAL FOR EARLY SOLAR ADOPTERS
- ⊘ THIS PROGRAM IS NO LONGER AVAILABLE.

NEM 2.0

“GIVE THE GRID \$1 OF UNUSED SOLAR POWER, GET \$0.90 BACK.”

- ✓ SIMILAR CREDIT STRUCTURE TO NEM 1.0—JUST SLIGHTLY REDUCED.
- ⚠ THE GRID ALSO INTRODUCED *TIME-OF-USE* PRICING, INCREASING COSTS.
- ⚠ THE GRID ALSO ADDED A MONTHLY CONNECTION FEE, INCREASING COSTS.
- 💬 DESPITE THE CHANGES, THIS WAS STILL A GREAT DEAL FOR SOLAR USERS.
- ⊘ UNFORTUNATELY, THIS IS ALSO NO LONGER AVAILABLE.

NEM 3.0

“YOU GIVE THE GRID \$1 OF UNUSED SOLAR POWER, GET \$0.25 IN GRID CREDIT.”

**✗ YOU NOW GET JUST A QUARTER IN RETURN.
AND NOT A REAL QUARTER. A GRID-CREDIT QUARTER.**

THOSE WHO LOCKED IN UNDER NEM 1 ARE STILL SELLING BACK AT FULL VALUE.

THOSE WHO LOCKED IN UNDER NEM 2 ARE STILL SELLING BACK AT “ALMOST” FULL VALUE.

THOSE WHO LOCK IN NEM 3 WILL BENEFIT MORE THAN INCOMING NEM 4.

DEVO-LUTION

ENERGY PRICING DOES NOT IMPROVE WITH TIME.

THE TECH MIGHT EVOLVE BUT THE *FINANCIAL DEALS* DE-VOLVE.

WITH 20+ YEARS OF DATA ON ENERGY RATES, UTILITY POLICIES, AND SOLAR TRENDS, THE PATTERN IS CLEAR: PRICES ONLY GO UP & THE EARLIER YOU SWITCH, THE BETTER YOU ARE.

THERE'S NO EVIDENCE—NONE—THAT RATES WILL EVER DECREASE IN A SUBSTANTIAL MANNER OR THAT “BETTER DEALS” MAY SOMEDAY POPULATE.

SO IF YOU AREN'T SELLING THE EXCESS ENERGY BACK TO THE GRID, WHAT ARE YOU DOING WITH IT?

PART 8

BATTERIES: 2 DIFFERENT KINDS

NIGHT TIME-ONLY BATTERIES

THESE BATTERIES STORE EXCESS SOLAR ENERGY DURING THE DAY (WHEN YOUR PANELS ARE GENERATING) AND DISCHARGE IT AT NIGHT (WHEN UTILITY RATES ARE HIGHEST).

THEY DON'T KEEP YOUR HOME RUNNING DURING BLACKOUTS BUT THEY WILL KEEP YOU RUNNING SOLAR DURING THE NIGHT TIME, HELPING YOU AVOID THOSE PEAK HOUR PRICES.

PROS THESE BATTERIES COME WITH ZERO UPFRONT COST AND STILL DELIVER STRONG FINANCIAL BENEFITS.

CONS IF THE GRID GOES DOWN, YOU'LL GO DOWN AS WELL.
THIS IS A COST-EFFECTIVE OPTION BUT DOES NOT PROVIDE FULL SECURITY.

BACKUP BATTERIES

THESE BATTERIES ARE DESIGNED TO KEEP YOUR HOME RUNNING DURING A BLACKOUT. (THIS IS WHAT I HAVE). WHEN THE GRID GOES DOWN, THEY AUTOMATICALLY KICK IN WITHIN A FRACTION OF A SECOND.

IT'S THE CLOSEST YOU CAN LEGALLY GET TO BEING *OFF-GRID*.

PROS FULL PROTECTION FROM ALL GRID BLACK-OUTS, NIGHTTIME AND NATURAL CRISIS.

CONS AN EXTRA PRICE-POINT. THESE BATTERIES ARE NOT FREE.

CAN I GO OFF-GRID?

A VERY POPULAR QUESTION!

IT'S ACTUALLY *NOT* LEGAL TO DISCONNECT FROM THE GRID.

BY LAW, EVERY PROPERTY MUST MAINTAIN A GRID CONNECTION — WHICH COMES WITH A (BRAND NEW!) SMALL MONTHLY FEE.

THAT SAID, WITH THE RIGHT BATTERY SETUP, YOU CAN GET VERY CLOSE TO FULL ENERGY INDEPENDENCE!

PART 9

PRICE SPIKES (WHY SO SPIKEY?)

SHRINKING CUSTOMER BASE

**EVERY YEAR, MORE HOMEOWNERS GO SOLAR AND
LEAVE THE GRID BEHIND.**

**THAT MEANS EVERY YEAR THE GRID HAS FEWER PAYING
CUSTOMERS ... BUT THE SAME AGING INFRASTRUCTURE TO MAINTAIN!**

**WITH FEWER PEOPLE LEFT TO SPLIT THE BILL,
RATES GO UP FOR EVERYONE WHO STAYS.**

CRUMBLING INFRASTRUCTURE

THE GRID WAS BUILT USING MATERIALS LIKE METAL, RUBBER, AND PLASTIC PRIOR TO WW2—NONE OF WHICH WERE MEANT TO LAST FOREVER.

MAINTAINING THIS OUTDATED SYSTEM IS EXPENSIVE. REPLACING TRANSFORMERS, REWIRING POWER LINES, REPAIRING SUBSTATIONS — IT ALL ADDS UP.

AND WHO PAYS FOR IT?

UTILITY COMPANIES PASS THOSE COSTS TO THE CUSTOMER THROUGH RATE HIKES.

WE ALREADY DISCUSSED FIDUCIARY RESPONSIBILITIES.
THIS IS WHAT IT LOOKS LIKE IN PRACTICE.

LAWSUIT EXPENSES

SoCAL EDISON IS CURRENTLY FACING MASSIVE CLASS-ACTION LAWSUITS FOR ITS ROLE IN SPARKING THE DEVASTATING WILDFIRE THAT TORE THROUGH ALTADENA.

THE LAWSUIT SPECIFICALLY ALLEGES THAT SCE WAS **NEGLIGENT IN FAILING TO ADDRESS KNOWN ISSUES WITH ITS AGING AND FAULTY TRANSMISSION INFRASTRUCTURE.**

WHEN LAWSUITS HIT, UTILITIES ABIDE BY THEIR FIDUCIARY OBLIGATIONS.

THEY DON'T PAY FOR IT. YOU DO. IN PRICE SPIKES.

SHIPPING & HANDLING... ON ELECTRICITY?

BECAUSE CALIFORNIA HAS SHUT DOWN THEIR COAL-BURNING POWER PLANTS AND WE ARE NOW BUYING OUR ELECTRICITY FROM OUT-OF-STATE, THAT MEANS **NEARLY HALF** OF YOUR CURRENT ELECTRIC BILL GOES TOWARDS *“TRANSMISSION AND DISTRIBUTION”*.

THIS IS BASICALLY JUST THE COST TO SHIP ELECTRICITY ACROSS MILES OF POWER LINES TO YOUR HOME.

WITH SOLAR, YOU GENERATE YOUR OWN POWER *ON-SITE*.

NO SHIPPING. NO MIDDLEMEN. NO MARKUP.

PART 10

CONTRACTS

THE C-WORD

A LOT OF PEOPLE GET NERVOUS WHEN THEY HEAR THE WORD “*CONTRACT*”.

SO LET’S APPROACH THIS HEAD ON:

A CONTRACT IS NOT A TRAP. IT IS YOUR SHIELD.

IT’S WHAT PROTECTS YOU FROM PREDATORY BUSINESS PRACTICES AND PRICE SPIKES.

WHILE SoCAL EDISON CUSTOMERS ALL GET HIT WITH AN 11% INCREASE THIS YEAR,
SOLAR CUSTOMERS GET A 3% BUMP IN ALIGNMENT WITH NATIONAL INFLATION.

NO CONTRACT WITH THE GRID = NO RULES ON RATE INCREASES.

PART 11

TIME (IS NOT ON OUR SIDE)

RULE OF THUMB: SOLAR CUTS YOUR BILL IN HALF

**IF YOU SWITCH TODAY, YOUR \$300 GRID BILL
BECOMES A \$150 SOLAR BILL.**

BUT THOSE NUMBERS DON'T HOLD FOREVER.

**LET'S SAY YOU WAIT 10 YEARS
WHEN YOUR GRID BILL HAS INFLATED TO \$500.
IF YOU GET ON SOLAR AT THAT POINT,
YOUR NEW SOLAR BILL IS GOING TO BE
HALF THAT NUMBER: \$250.**

THE PREVIOUS RATE OF \$150 IS ONLY GOOD NOW.

**DOES THAT MAKE SENSE?
THERE IS TRULY A RUNNING CLOCK.**

PART 12

MONO.POLY.

WHY UTILITY COMPANIES HAVE NO COMPETITION

THE UTILITY COMPANIES AREN'T COMPETING FOR YOUR BUSINESS—
BECAUSE THEY DON'T HAVE TO.

AS THE GRID WAS BEING BUILT, THE TERRITORY WAS DIVIDED BY AND IS
NOW PROTECTED BY GOVERNMENT REGULATIONS, MEANING SoCAL
EDISON CAN'T MOVE INTO LADWP'S REGION, AND VICE VERSA.
THESE BORDERS ARE LOCKED. LITTLE ELECTRIC COUNTRIES.

THAT MEANS YOUR UTILITY COMPANY DOESN'T HAVE TO OFFER
LOWER RATES, BETTER SERVICE, OR INNOVATIVE SOLUTIONS TO WIN
YOUR PATRONAGE—BECAUSE YOU HAVE NO CHOICE BUT TO THROW
MONEY AT THEM EVERY TIME YOU WANT TO TURN ON A LIGHT.

WE COME HERALDING CHANGE!

MORE RELIABLE ENERGY (LESS BLACKOUTS)

SAFER ENERGY (LESS WILDFIRES)

CLEANER ENERGY (LESS POLLUTANTS)

CHEAPER ENERGY (LESS COST)

CLOSER ENERGY (MADE LOCAL)

SOLAR IS SUPERIOR BY EVERY POSSIBLE METRIC EXCEPT ...

THE GRID IS THE DEVIL YOU KNOW

PART 13

CONCLUSION

← WE DO IT BACKWARDS

MOST SOLAR COMPANIES OFFER 1 PRODUCT;
BRAND ABC PANELS, BRAND XYZ BATTERIES.

AND IF THAT PRODUCT DOESN'T "FIT" WITH YOUR HOUSE,
THE CONVERSATION IS OVER AND THEY MOVE ON TO THE NEXT DOOR.

WE TURN THIS PROCESS UPSIDE DOWN.

COLLABORATION

WE START WITH EDUCATION BECAUSE AN INFORMED CLIENT MAKES CONFIDENT DECISIONS.

WE ARE MORE LIKE “SOLAR REAL ESTATE AGENTS” IN THAT WE FIRST IDENTIFY YOUR NEEDS AND THEN WE SHOP THE MARKET TO FIND THE IDEAL PANELS, BATTERY AND INSTALLERS FOR YOUR HOUSE, FAMILY, BUDGET AND POWER NEEDS.

EVERYONE ELSE SELLS PRODUCTS.

WE ARE NOT LOYAL TO PRODUCTS.

WE ARE LOYAL TO YOUR FINAL OUTCOME.

THE SEVEN STEPS TO FREEDOM FROM GRID-LOCK

1. CONSULTATION ZOOM CALL (NEXT!)
2. SITE SURVEY OF YOUR ROOF (A TECHNICIAN COMES OVER TO EXAMINE UP-CLOSE)
3. SUBMIT FINAL DESIGN FOR CITY APPROVAL (WE MANAGE THIS)
4. WE PULL PERMITS ON YOUR BEHALF
5. ONCE PERMITS ARE CLEARED, WE INSTALL
6. WE GET “PERMISSION TO OPERATE” FROM THE CITY
7. YOU FLIP THE SWITCH—AND YOU’RE OFFICIALLY SOLAR

YOUR JOURNEY HAS ALREADY BEGUN !

WELCOME TO THE POWER REVOLUTION !

**VISIT THE WEBSITE AND SCHEDULE A CALL OR
DROP AN EMAIL AND LET'S START A CONVERSATION!**

WWW.READYSTEADYSOLAR.COM

JOHNNY@ReadySteadySolar.com

**WE'LL DO A BRIEF MEET-AND-GREET-Q&A
AND EXPLORE WHAT NEXT STEPS COULD LOOK LIKE.**

A FUN THOUGHT EXPERIMENT

LET'S PITCH GOING BACK TO GRID-ELECTRIC TO A SOLAR-POWERED-HOUSE.

STEP ONE: RIP THOSE PANELS OFF AND DOUBLE YOUR BILL OVERNIGHT.

STEP TWO: FORGET YOUR 3% YEARLY INCREASE — OUR RATES JUMP 4% TO 22% A YEAR.

STEP THREE: WE'LL HOOK YOU BACK TO THE SAME FAILING GRID THAT BURNED DOWN ALTADENA AND WE'RE GOING TO FORCE YOU TO PAY OUR LAWSUITS.

EXPECT ROLLING BLACKOUTS, PEAK HOUR SURCHARGES, AND ONGOING RATE HIKES. AND THAT'S A GUARANTEE!

WELCOME BACK TO THE GRID

**IF THIS INFORMATION RESONATED AND
YOU'RE READY TO EXPLORE YOUR
OPTIONS—REACH OUT. I WOULD BE
HONORED TO GUIDE YOUR PROJECT TO
SUCCESS.**

**DROP ME AN EMAIL OR TEXT
AND LET'S CONNECT.**

I'D LOVE TO BE "YOUR SOLAR GUY".



THANK YOU!

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