

Out with the Old, in with the New

Remember when you had all of those cassette tapes that you collected over the years? Or all of those VHS tapes that accumulated in your closet? Then your great collection became obsolete when CD's & DVD's came out. Not only did they offer better quality than your old tapes, but they were more convenient, easily accessible, and everyone you knew already made the conversion, except you!

The same thing is happening with solar right now. You read article after article, Ad after Ad about how you should invest in solar for your home or business. The difference is that it is an INVESTMENT. It's not something that is going to fade out with the next new trend. Generating solar power from the sun to produce electricity has been around since the early 1900's and it is finally affordable for both businesses and homeowners.

Companies such as Walmart, Tiffany's, Google, Estee Lauder, Kohls, Microsoft, IBM, Home Depot and Staples either use or have announced plans to use solar electric panels to power their businesses. Also, ten's of thousands of homeowners all around Southern California are now making the switch to solar power.

So why now?

The time has never been better to take advantage of state rebates, tax credits, and other available financial incentives that has made solar affordable for everyone. You can expect a return on investment (ROI) for your business within approximately 48 months and an ROI for your home within 11-12 years. Solar electricity is a great hedge against future price hikes all-the-while increasing the marketability and curb appeal of your home or business.

More than 5% of new homes in California are built with solar power, up from 1% in 2004. The State of California has passed AB32, a law that requires all new residential construction to have net zero energy usage by the year 2020, and all commercial new buildings to have net zero energy usage by the year 2030. Solar-powered homes are even starting to outsell traditionally electrified new homes in many markets, and developers are stepping up their use of solar technology. Builders using solar are selling homes faster than nonsolar competitors -- an important factor in any slow market.

You now have a choice! Stop paying your outrageous electric bill and switch to solar today. Put your after tax dollars into something you know will be around for a very long time, the sun. Solar is much more than any passing fancy or recent technological trend ... Solar Electricity it is our present and our future.

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