

## Solar Investment Benefits

Your solar PV system will provide many important benefits for decades to come, including insulation from unpredictable energy prices, increased home value, reduced carbon emissions and less overall demand on traditional utility power sources. In addition, your solar investment offers the opportunity for you to benefit from available state and federal financial incentives, which can make your solar investment even better in terms of payback period and cash flow.

### Protection from Rising Energy Prices

Electricity rates increased roughly 20% between 2005 & 2008, according to the Energy Information Administration. Prices are predicted to continue escalating at a rate between 4% and 8% annually. By investing in a solar water heating system, you are protecting your family from the volatile costs of traditional energy sources. The table below is a snapshot of what rising electricity costs mean to a homeowner who does **not** invest in solar.

Anticipated Escalation Rate		
Year	4%	8%
2010	\$0.09	\$0.10
2015	\$0.11	\$0.15
2020	\$0.14	\$0.21

### Summary of the Financial Benefits for your Solar Water Heating System

Your System Price		<b>\$5,750</b>
Federal Tax Credit	30%	-\$1,725
NC Tax Credit (capped)	35%	-\$1,400
Federal Tax on NC Tax Credit*		\$392

<b>Out of Pocket Cost</b>		<b>\$3,017</b>
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Energy Savings for 5 years	\$26/mo	\$1,560
Added Value to Home**		\$3,120

\* Assumes 28% margin tax rate

\*\* U.S. Appraisal Journal. See paragraph to the right for explanation.

### Environmental Benefits of Your System

This year and for each of the next 25 years your system will **eliminate...**

Pounds of coal being burned: **2,396**

Pounds of sulfur dioxide: **19**  
a leading cause of smog

Pounds of nitrogen oxides: **8**  
a leading cause of acid rain

Pounds of carbon dioxide: **6,153**  
a leading cause of global climate change

Over the life of your system, the CO<sub>2</sub> eliminated is equivalent to:

- planting **11,832** trees

OR

- not driving **187,328** miles

Source: NC GreenPower

### Increased Home Value

The U.S. Appraisal Journal reports that for every \$1,000 saved in annual utility expenses, a home's value increases by \$20,000. Southern Energy uses a more conservative rate of \$1,000 saved to \$10,000 in added value as seen in the table to the left. At today's electricity rates, the energy your system produces will add \$3,120 to the value of your home.