

The Complete Guide to **SOLAR IN OREGON**



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DOES SOLAR MAKE SENSE IN OREGON?

When it comes to solar, last year's facts are this year's fiction. The solar industry changes at a rapid pace, leaving prospective solar buyers reading old news when trying to make a decision. This can often get in the way of Oregonians making well-informed choices about their solar energy needs. To ensure you get the best possible solar education, we're going to look at the primary reasons why more and more people have decided that solar is worth it in Oregon.

DOES SOLAR WORK IN OREGON?

Despite the cloudy weather, solar power is increasingly becoming more popular with Oregonians. Germany leads the world in solar power production, yet it's slightly cloudier than it is here in Oregon. Much like Germany, we benefit from long summer days with mild temperatures, which are ideal conditions for maximum solar production.

WHAT IS NET ENERGY METERING?

Typically, utility companies only need to keep track of the amount of energy you consume on a monthly basis. When you go solar, your utility company needs to keep track of the amount of energy you produce on a monthly basis. With Net Energy Metering, your utility company can keep track of both. At the end of the month, your power company will subtract the amount of energy you produce from the amount of energy you consume, reducing your monthly power bill. Any additional energy credits you store up will be carried over to your next month's bill throughout the year.

Each kilowatt-hour of energy you produce is equivalent to the retail market value of a kilowatt-hour of energy you purchase from your utility company. You can literally save up energy credits in the form of solar power created during the longer days of summer and then use them during the shorter days of winter.

THE COST OF ELECTRICITY

Retail electricity rates have risen across the Pacific Northwest by 30% in the last 10 years. The trend of utility companies continuing to raise electricity rates is unlikely to change in the near future. Switching to solar allows you to lock in a fixed energy payment.

At Smart Solar Energy, we pride ourselves on telling you everything you need to know to make the smartest possible decision about your home energy needs. This ebook is part of a series of educational resources that we make available for free (you don't even have to give us your email)! Visit us at smartsolarenergy.com to learn more and browse our other resources.

Smart Solar Energy is the smart choice for Pacific Northwest homeowners who are making the transition to clean, renewable energy.

Our priority is providing the resources that will allow you to make the smart choice for your unique situation.

(503) 694-4600

hello@smartsolarenergy.com

www.smartsolarenergy.com

SMART SOLAR
ENERGY

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THE COST OF SOLAR

An average-sized residential system has dropped from the (pre-incentive) price of \$40,000 to about \$18,000 since 2010. That's a decrease of over 55% in the span of 10 years.

25-YEAR SERVICE WARRANTY

Our systems come with a 25-year warranty on all materials and services performed. Any required repairs will be performed at our expense. This is in addition to all of our manufacturer's warranties.

SOLAR INCENTIVES

Solar electric systems qualify for a wide variety of federal and state solar incentives, reducing the overall cost of a residential system by an average of \$5,790.

HOME RESALE VALUE

According to Zillow, homes with solar energy sold for nearly 3% more than comparable homes without. That means an average home with solar in the United States sells for an additional \$9,274.

DOES MY PROPERTY GET ENOUGH SUNLIGHT TO QUALIFY FOR SOLAR?

Total Solar Resource Fraction (TSRF)

Total Solar Resource Fraction is a solar industry term that just means the total sunlight an evaluated area will collect throughout a given year. TSRF accounts for things like tree shading, roof tilt, and roof orientation. An area with 100% TSRF represents a space that will get all possible sunlight without anything obstructing its view of direct sunlight.

In order to be approved for the Energy Trust of Oregon's Solar Incentive, the area of your property that will have solar installed on it must have a TSRF of greater than or equal to 75%. We can easily help you confirm whether or not you qualify for this incentive with our proprietary solar audit.

TYPES OF SOLAR AUDITS

Remote Solar Audit

When evaluating your property remotely, we assess the proposed solar installation area with state-of-the-art solar software. Our software leverages the latest satellite imagery of your property and has a 95% accuracy rate.

Physical Solar Audit

We understand that each property is different, so we go to great lengths to ensure your system is uniquely matched to your specific solar energy needs. For this reason, we follow up every remote audit with an in-person audit of your property. In-person solar audits also give you an opportunity to ask more detailed questions and discuss your property's specific solar installation requirements.

Our comprehensive audit will identify your solar options, energy savings, available incentives, and how much solar you'll generate. You'll receive all the information you need to understand the right solar system installation for you.

SOLAR PURCHASE OPTIONS

Buying solar is like buying or renting a home. You can own it outright by paying cash up front, you can finance it and pay little to nothing up front, or you can choose to rent (lease).

At Smart Solar Energy, we don't believe in leasing (renting) our solar systems. You have to split the savings with your solar company, you don't get to take advantage of the federal and state solar incentives, and selling your property can be a challenge. If you've ever heard of someone with solar who struggled to sell their home, they were probably leasing their system.

Much like owning a home, owning your solar system allows you to maximize your investment benefits. While paying everything up front is the best way to purchase solar, most people would prefer to hold on to their hard-earned cash. We have a variety of financing options with local credit unions and can work to find you a solution that meets your specific needs.

WHAT SHOULD I EXPECT WHEN I GO SOLAR?

We've been in the solar industry long enough to have helped hundreds of homeowners and business owners switch to clean, renewable energy. Choosing the right solar dealer is important, and we understand how difficult it can be to select a knowledgeable solar integrator. We want you to know that you can trust us to deliver top-notch solar education, service, equipment, and installation.

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HERE'S WHAT HAPPENS WHEN YOU CHOOSE TO GO SOLAR WITH US:

Step 1: Consultation

We'll perform one of our proprietary solar audits to confirm whether or not your property is a good candidate for solar. If it is, we'll help identify your solar options, energy savings, available incentives, and how much solar you'll generate.

Step 2: Design Proposal

One of our engineers will produce a digitally rendered design of your property with your solar panels. We understand that each property is different, so we go to great lengths to ensure your system is uniquely matched to your specific solar energy needs.

Step 3: Installation

Once our solar audit is complete, we'll obtain all necessary permits and install the system on your property. A certified electrician will then connect your system to your existing electricity meter. We'll then arrange for your utility provider to install what we call a net meter. A net meter spins in both directions, tracking both your energy consumption, and how much energy your solar system is putting back into the power grid.

Step 4: Start Saving

Once your installation is complete, you can put an end to your monthly power bill. And instead of using fossil fuel-generated electricity that is harmful to the environment, solar energy is completely clean and sustainable. When you go solar you can enjoy risk-free access to renewable power that puts money in your pocket and benefits the environment.

DOES SOLAR MAKE SENSE FOR YOU?

We believe in educating our prospective clients so you can make well-informed decisions about your solar energy needs. Our Free Solar Audit will help you understand whether your property is a good candidate for solar. From there, we can make recommendations based on the incentives available to you and develop a unique plan that addresses your solar energy needs.

