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WHITEPAPER

WHY GOING SOLAR MIGHT BE THE BEST MOVE FOR YOUR BUSINESS.



Clean, renewable solar energy: Good for the environment, your brand and your bottom line.

Once considered a novelty, solar technology has come a long way since 1954, when the first photovoltaic cell turned sunlight into usable electricity. Today, solar panels are a common sight on rooftops, carports, ground installations and on a growing number of commercial properties. Why are businesses adopting solar energy so rapidly right now? Perhaps because, as you'll see, it now makes sense environmentally, promotionally and economically.

Solar energy establishes you as an eco-leader

If you're in business, you know that energy is one of your leading expenses. Traditional energy sources are also costly in other ways, polluting our environment and depleting our natural resources. It's no wonder business and industry seem to be targeted for their environmental impact, with an ever-growing list of restrictive regulations intended to offset the damage. By switching to clean solar energy, you not only reduce your business's carbon footprint, you show yourself to be a responsible corporate citizen that cares about your planet, your community and your environment.

Being an environmental leader can benefit your business. In a recent Futerra survey, 88% of respondents said they would like brands to help them be more environmentally friendly and ethical in their daily lives. Nearly 9 out of 10 of your potential customers are looking for brands that promote eco-friendly values like clean, renewable energy – that's a valuable position for you to claim.

Solar energy strengthens your brand from the inside out

Switching your business to solar sends a strong message to everyone associated with your company, starting with your employees. Your investment in solar energy not only shows a commitment to environmental responsibility, it shows your optimism for the strength and future of your business. As a result, your employees will share a renewed sense of pride and enthusiasm for your company.

The ripple effect of your commitment to solar energy will likely also enhance your relationships with buyers and suppliers. By powering your operation with renewable energy, you show that you're committed to running your business efficiently and controlling costs responsibly. That smart fiscal strategy will resonate throughout your supply chain, to your advantage.

The goodwill of your solar decision will also extend to your customers, who are eager to embrace brands that champion sustainability and environmental awareness. You will solidify your existing customer base and expand it with new, loyal customers motivated by your solar investment.

Solar energy saves money several ways

While the environmental and brand-building benefits of solar power are considerable, most business owners switch to solar for one simple reason: it will reduce – or in many cases eliminate – their monthly electric bills. Producing your own electricity with a solar energy system instead of purchasing it from your local utility company is dramatically less expensive in both the short and long term. And with the cost of solar energy technology at near record lows, your system can pay for itself in just a few years, after which the energy it produces is essentially free.

The cost of traditional utility electricity has been volatile, increasing steadily for decades. But with solar energy, you are protected from that volatility with predictable pricing for the life of your system. That gives you a distinct competitive advantage and frees up your capital for savings or other investments.

Most reputable solar providers will be able to provide you not only with a detailed estimate of your system's projected output and payback, but financing for your system as well. And many will provide warranties in excess of manufacturers' warranties for added protection and financial security.

Additionally, switching to solar energy offers a number of attractive financial incentives and tax advantages that may benefit your organization tremendously.

Other benefits

Switching your commercial enterprise to solar energy offers a variety of additional benefits beyond those discussed already. These include:

- **Low maintenance, high reliability:** Commercial solar panels are made up of photovoltaic cells that very rarely break down, and are built to withstand extremes of heat, cold and moisture.
- **Increased property value:** Commercial properties with solar energy systems tend to have higher property values and sell more quickly than those that don't, according to several recent studies.
- **Net metering:** Depending on your state and power infrastructure, if your system produces more energy than you use, your utility company may pay you for your surplus production. (Refer to your state's net metering policy.)
- **No power outages:** When your building is powered by traditional utility electricity, it's susceptible to power outages when your local grid is affected. But with your own solar energy system and battery storage, your building will remain powered for as long as the sun is shining and your battery backups are working properly.

In conclusion...

Whether you're a small farming operation, a mid-size retailer or a large tech manufacturer, no matter your business or industry, there has never been a better time to make the switch to solar energy.



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