



SOLAR BUYING GUIDE

YOUR GUIDE TO SHOPPING FOR SOLAR AND
COMPARING PROPOSALS APPLES-TO-APPLES

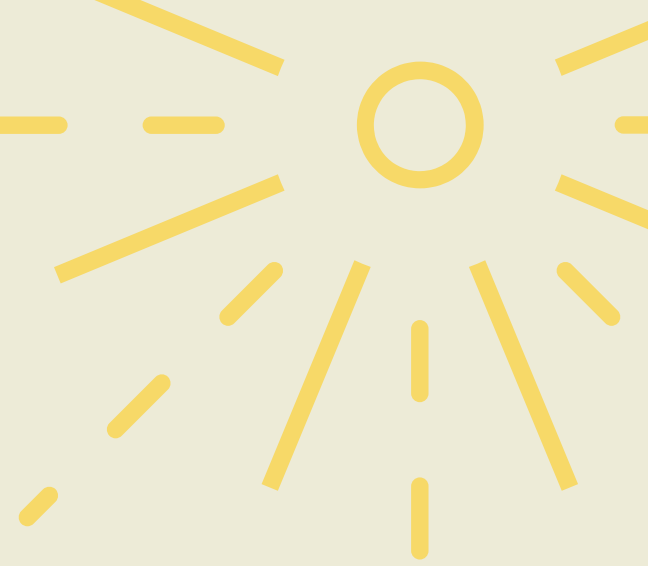


COMPILED BY ZENERNET SOLAR

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SOLAR BUYING GUIDE

A RUNDOWN OF THINGS TO KNOW & QUESTIONS TO ASK WHEN SHOPPING FOR SOLAR & CHOOSING THE RIGHT COMPANY



So - you've decided to go solar. Or, at least, you're considering the possibility. Chances are, this is the first and only time you'll shop for a solar array. It's a little different than shopping for a new car, or even a new home. It's an exciting process, but it can also be a little intimidating. That's where Zenernet comes in.

Our mission is to Accelerate Energy Independence for All. Residential solar is a great way to achieve energy independence, and escape from the endless climb of utility rates. As a solar provider, we'd love to earn your business and help you go solar, but what's more important to us is providing an excellent customer experience and helping the people who contact us make the decision that's right for them. If that means standing pat, or going solar with another company, that's great. If it means going solar with us, even better. But our job remains the same: to arm people with the information they need to make the best decision for their unique situation.

That's why we've compiled this solar buying guide and our Clarity Commitment quote comparison tool. These tips will help you process the information you receive from different solar providers, and compare quotes apples-to-apples. We're confident that our quote will be competitive and deliver lots of value. But even if your decision is to proceed without us, we'll be content with helping another homeowner achieve energy independence.

So, without further ado, here are Zenernet's tips for making an informed solar buying decision.

Understand the true price of your system, and what you're paying for.



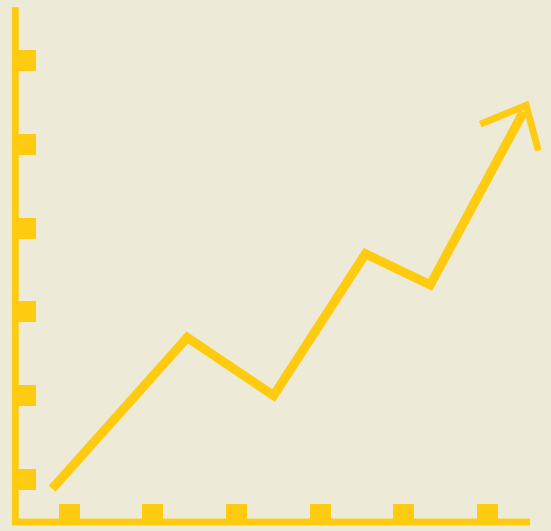
In order to compare prices apples-to-apples, it's important to understand the true price of your system. This way, you can clearly compare prices and factor in any rebates, incentives, and discounts on top of the true price.

Zenernet is the company of choice. We're the only solar company to offer modular pricing - this means that you can choose the panels, inverters, warranties, and more that are included in your purchase. This way, you get - and pay for - the system you want, nothing more and nothing less. Modular pricing also allows you to compare your Zenernet proposal with those of other companies apples to apples, and understand the factors that influence the prices you see.

- Choose your panels. Zenernet offers panels in a variety of wattages and designs from a range of trusted manufacturers.
- Choose your inverters. Zenernet offers both string and microinverters from trusted manufacturers, allowing you to choose the components that make the most sense for your home.
- Choose your warranties. Protect your solar investment with bumper-to-bumper workmanship warranties in your choice of duration - 10, 20, or 25 years. Zenernet's warranty is in addition to manufacturer's warranties included with individual components.
- Choose your accessories - energy storage, backup power, EV chargers, smart home technology, and more. Zenernet offers valuable system add-ons to help you get the most out of your investment.

That's a lot of choices. Fortunately, we've compiled our Clarity Commitment Checklist (included in the email where we sent you this Buying Guide) to help you break down your proposals and compare them side-by-side.

Understand how solar generates return on investment.



The value of going solar lies in the utility offset your system is able to produce. This is the amount of electricity your system produces that you no longer have to buy from your utility. In most states, net metering policies, or similar policies, allow you to maximize the amount of offset by building credits when your system produces excess power that can be used at night, on cloudy days, or during seasons when your system produces less.

This value should be considered both during the short-term and over years and decades. In the short term, it's often possible to match or even reduce your overall payment for electricity. However, the long term is where the true value of going solar starts to take shape. As utility rates climb, the amount you pay for the portion of your consumption generated by your system remains the same. This insulates your pocketbook from the inevitable increases in utility costs.

The consideration of ROI in solar differs depending on the structure of your solar purchase. A cash purchase offers the greatest ROI over the long term, but requires up-front payment (the exact timing of these payments differ between companies, but typically involve a few lump sum payments at different stages of the installation process, with the full price paid by the time the system is empowered). Financed purchases sacrifice a little long-term ROI to make the short-term payments smaller - depending on the loan term, many homeowners can reduce their energy payments right away. Others opt for shorter loan terms with higher monthly payments, with the understanding that at the end of the term, the homeowner will own the energy generated by their system with no further payments.

Get to know the design and components of your system.



Price and ROI are undoubtedly major factors in considering solar quotes, but the components that make up your system are equally as important. What appears on paper to be a tremendous deal can easily lose its luster if it comes at the price of subpar components and materials. Use our Clarity Commitment tool to compare individual components and understand their value. A few key points to understand:

- System Design: At Zenernet, we value systems that look great. That's why we involve our customers in the process of designing systems. After all, it's going on your roof - shouldn't you decide how it looks? We'll walk through the process with you, explaining the impact of shading, roof features, and applicable code. We'll use sleek, modern panels that look great on your roof, and we'll take care to minimize or eliminate ugly wires and conduits.
- Is the system forward-thinking? Solar energy is a quickly evolving field. As technology improves, it's likely that you'll be able to take advantage of those advances to make your system more efficient and increase your utility offset. Zenernet systems are future-proof - we take care to use components and installation processes that are compatible with future upgrade opportunities, like home batteries or electric vehicle chargers.
- Is the mounting hardware up to par? If there's one system component where you should accept no compromise on quality, it's your mounting hardware. Mounting hardware is the component that attaches directly to your roof, which, although necessary to install the system, presents the most potential problems. Poor quality mounting hardware can lead to roof damage and costly repairs, negating the financial benefits of going solar. That's why Zenernet uses the best mounting hardware available - QuickMount PV. It's been used in more than 3 million solar installations, and hasn't resulted in a single leak. The secret lies in a raised roof seal encased in marine-grade aluminum. This prevents the elements from eroding the rubber seal between your roof and the bolts that fasten your system to it. Mounting hardware should be a priority consideration during your solar buying process.

Learn the valuable extras included with your system.



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Ensure you trust the company you plan on going solar with.



Crunching the numbers, analyzing components, and making an informed decision based on the nuts and bolts of a solar proposal is very important. But when it comes time to make a decision, it's equally crucial to trust the company you decide to go with, and be confident that the company will be a true ally on your long-term journey to energy independence.

With Zenernet, you can rest assured that we'll have your back for the long haul. Our job isn't done when your panels are installed and producing power. We'll keep our finger on the pulse of the energy independence and smart home technology fields, and keep you up to speed on new developments that can help you save more money and increase your independence from your utility.

As for the here and now, well, we're confident you'll have a good experience with us there, too. We're a BestCompany Top 10 ranked provider with hundreds of positive reviews for our commitment to an exceptional customer experience.





TYING IT ALL TOGETHER

Going solar can be an intimidating decision - but it doesn't have to be. We hope this guide helps you understand the most important considerations to make during the process. We'd love to get to know you and answer any further questions that you have. Give us a call anytime at XXX-XXX-XXXX, or contact us through our website to schedule a call.

Congratulations on considering solar - we hope to talk with you soon!

WHAT'S NEXT?

Schedule a no-pressure consultation with our team to get a customized system design and proposal.

To schedule, visit zenernet.com or call our team at 866-714-4047