



Dear Friends, Community Members, and Valued Customers

I want to take a moment to express our heartfelt gratitude for your support and trust in our mission to make solar energy accessible and affordable for everyone.

As many of you know, the solar industry is constantly evolving, and so are the opportunities and challenges it presents. This year has been exceptionally successful for us thanks to our development of an ever-strengthening team, our dedication to using all US manufactured components, our recognition by our material distributors and manufacturers as a premier installation partner, and of course the stellar patronage from you, our fellow Miami Valley community members. We remain dedicated to ensuring that everyone can benefit from the advantages of solar energy.

This year has also brought fourth new difficulties to overcome; material scarcity due to current complexities of global supply lines, market uncertainty due to either real or perceived economic threats, the “big beautiful” bill completely sunsetting the 30% Investment Tax Credit nearly a decade ahead of its planned complete phase-out, and an increasingly hostile approach to the green energy and sustainability sector from the Federal Government.

In light of our mission, I want to share a decision that reflects our commitment to our customers and community. We are nearing full capacity for this year and are making the best effort to stay ahead of schedule. It is our hope that we will be able to continue our record of success and get as many projects as possible completed before the December 31st tax credit deadline. For customers who sign a contract with us before the end of 2025, but your project cannot be completed by the end of the year due to factors beyond our control—such as a full schedule, weather, material availability, permit delays, acts of God, civil unrest, or any other reason—we will extend a 15% discount on your project next year.

I understand that the expiration of the 30% federal tax credit at the end of this year may create pressure or concern for many of you. By offering this discount, we aim to meet you halfway and support you through any unforeseen complications that might arise. We are currently functioning on a first come, first serve dynamic and this is meant as a last resort for folks just starting their solar exploration.

Please know that this decision is not an ideal one for our company; our normal profit margin is below 15% per project, and we will likely need to make cuts to our operating budget next year at these prices, but we want to meet our customers halfway and provide the best deal possible during this challenging time. Our priority is to keep our customers happy, our business healthy, to continue positively impacting our community, and to maintain our local, highly skilled, and passionate team employed as we navigate the changes that the upcoming year may bring.

At Village Solar Co, we believe that putting people and the planet before profit is essential for a sustainable future. Thank you for being a vital part of our mission. We are honored to be a part of your journey toward energy independence and sustainability, and we want to ensure that obstacles don’t stand in the way of your solar dreams.

If you have any questions or need assistance regarding your solar journey, please don’t hesitate to reach out. We’re here to help and support you every step of the way, and intend to be for decades to come. Times may be turbulent, but the sun always keeps shining.

Lastly, in these difficult times I am reminded of the words of Environmental Activist and Author Rob Hopkins: “If we wait for the governments, it’ll be too late; if we act as individuals, it’ll be too little; but if we act as communities, it might just be enough, just in time.”

Wishing you all the best,

Alex Rolland
Owner & Founder
Village Solar Co