



POSITIVE ENERGY SOLAR CONTRACTORS

www.PositiveEnergySolar.US

CVC57233

WHY ADD SOLAR TO New Construction Homes

Going solar will increase the value of your new homes and home buyers will love being eco-friendly while saving costs in the future.



- Lower Material Costs by Buying Direct from a Solar Distributor
- Increasing Property Appraisal with Energy Efficiency
- Federal Tax Credits for Home Builders and Homeowners
- Sealed Roofing Penetrations at the Time of Roofing Install
- Cost Savings for Electrical Connections & Wiring
- Lower Cost of Engineering & Permitting
- Lower Cost of Installation

BENEFITS FOR HOME BUYERS



Federal Tax
Credit



Eco-Friendly



Increased
Property Value



Reliable, Cost
Efficient Energy



Solar Cost Fixed
Into Mortgage



WHY TARGET Home Builders

Solar panels, much like air conditioning, two car garages and granite countertops, are quickly becoming a standard feature in new home designs. Consumer demand for photovoltaic power is soaring, and home builders throughout the country are responding by incorporating these solar systems into more new communities.

California isn't the only state where photovoltaic panel installations are becoming a standard in new home construction. Home builders in Colorado, Nevada, Arizona, Texas and many other areas of the country already offer solar panels as an option. For builders in some communities, it's not just an option — it's a standard home feature.

Installing a Solar Electric system during the new construction process is more cost effective than adding later on. Plus, pre-planning allows for optimal rooftop orientation and tilt to capture the maximum amount of solar energy. Beyond the cost savings during new construction, there are additional Federal Tax Credits available for homeowners.

CHALLENGES For Home Builders

The current challenges for New Construction Home Builders are stack up just enough to keep most of them from making the move to adding solar.

- **#1 CONCERN:** Increasing the Cost per sq. ft of Construction
- Concerns About Voiding the Roof Warranty from Roofing Subcontractor
- Questions and Concerns from Electrical Contractor About Subpanel Tie In
- Training Sales Staff on Answering Questions About the Panels, Installations and Energy Offset
- Educating Home Buyers About the Actual Cost and ROI of Solar
- Knowledge About Battery Back-Up Solutions Compared to Generators
- Professional Design, Layout and Engineering
- Locating and Dealing with a Qualified Solar Installer



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SALES TEAM Training and Support

Positive Energy Solar is here to help your sales team every step of the way! Using our sales development tools and training videos — learn the basics about solar, how it works and the benefits for homeowners. Then, we can go more in depth about system design, our bundle packages and add-ons such as wireless monitoring.

Beyond the technical support, your sales team will be able to easily calculate the return of investment and federal tax credits to both the Home Buyer and Home Builder.

FOR SUBCONTRACTORS

Increasing the duties of Subcontractors is one of the largest points of hesitation for a Builder. With our Home Builder Program, Positive Energy Solar will provide clear communication and training assistance for your roofing and electrical contractors. Making sure each Subcontractor has a clear understanding of the installation process.

ELECTRICIANS

- Inverter Wiring
- J Boxes
- Conduit Runs
- Battery & Energy Storage
- Smart Meter Connection
- Wireless Monitoring

ROOFERS

- Mounting Hardware
- Placement
- Sealed Penetrations

SOLAR INSTALLERS

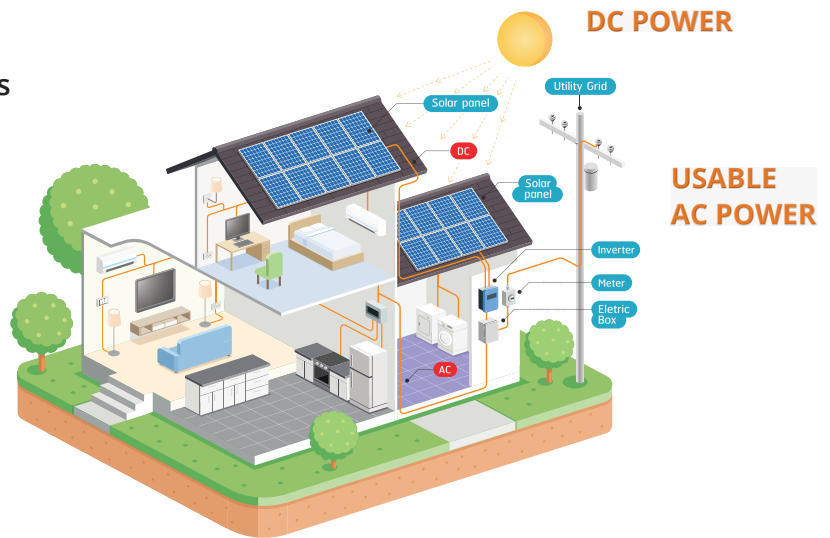
- Installation Process of Rough-In
- NABCEP Certification Training & Testing



TURN-KEY Marketing

Leave it to us to help create buyer confidence in the “Energy Efficient Upgrade” to their home. Positive Energy Solar For Home Builders provides turn-key marketing solutions to assist your company on every level.

- Printed Brochures and Flyers
- How It Works Diagrams
- Customized Video for Home Buyers
- In-Home Presentations
- Custom URL landing page to plug into your website or direct customers instantly
- Manufacturer Spec Sheets and Warranties





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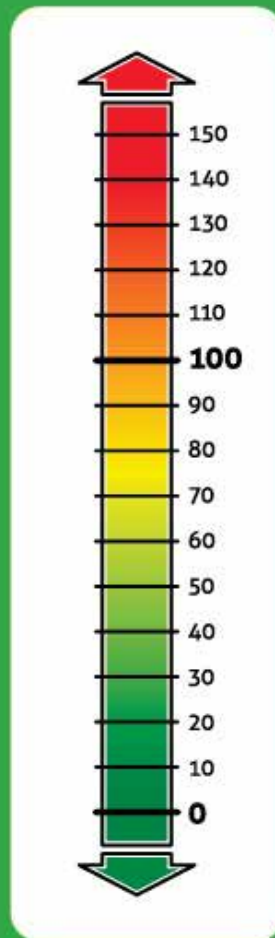
HOME ENERGY RATING SYSTEM

RESNET
RESIDENTIAL ENERGY SERVICES NETWORK

What is the HOME ENERGY RATING SYSTEM (HERS) INDEX?



- ✓ The **national standard** by which a home's energy efficiency is inspected and rated.
- ✓ A typical home built to 2006 energy efficiency standards scores 100 on the HERS Index.
- ✓ A 1-Point change in the HERS Index represents a 1% change in energy use.
- ✓ A lower Index Score means a home uses less energy.
- ✓ A home with a HERS Index Score of 0 produces as much energy annually as it uses.



- ✓ A simple, easy to understand system for prospective homebuyers, Realtors, Appraisers and utilities to compare the energy performance of homes.



The HERS Index accounts for a home's energy consumption of heating, cooling, water heating, lighting and some appliances.



WHY BUILDERS SHOULD GET HERS INDEX SCORES



MARKETING ADVANTAGE

Demonstrate energy efficiency features in your homes with an independently verified HERS Index rating. 170+ Builders have become RESNET EnergySmart Builders by having all their homes HERS rated.



OPPORTUNITY TO INCREASE APPRAISED VALUE

With RESNET's Appraiser Portal, your appraiser can verify the HERS Index Score and annual energy cost savings of 2+ million homes and compare your home to other HERS-rated homes in your area.



CODE COMPLIANCE

More than 15 states and 300+ local jurisdictions allow a HERS Index Score to be used for energy code compliance. This number will grow significantly over the next 3 years.



LOWER MORTGAGE DEFAULT RISK

Lenders are taking notice after a study that showed Energy Star labeled homes with a lower HERS score have a 32% lower mortgage default rate.



Going green benefits both the environment and your bank account. Energy-efficient home upgrades help shave dollars off your utility bills, but they can also earn you some sizable savings on your tax bill. In an effort to incentivize citizens to opt into the green movement and consume fewer resources, the United States federal government is offering significant tax credits which can be applied to your annual income tax return. In order to do so, you'll need to submit Form 5695 Residential Energy Credits. Not sure how? Keep reading to learn more about IRS Form 5695, which energy efficiency improvements qualify, and how to claim them for tax credit.

What is Form 5695?

Federal tax Form 5695 is used to calculate your residential energy credit, and must be submitted alongside Form 1040 with your income tax return. It's divided into two parts based on the two different tax incentive programs, but you only need to complete whichever portion(s) are relevant to your home improvement project. If you're not sure whether your home improvement purchases qualify for credit, it's best to seek help from professional income tax preparation service.

Form 5695 Instructions

Those who plan to file Residential Energy Credits Form 5695 by themselves should take caution; making an error—even one done by mistake—could lead to penalties or an audit, neither of which are enjoyable. Take your time and double check your numbers on every line, carefully calculating the numbers based on how they appear exactly on your receipt. Don't round up; perfectly even increments are a red flag in the eyes of the IRS.



Instructions: Part I

The first portion of IRS Form 5695 is for the residential energy-efficient property credit. It will ask you to input the amount you spent to purchase and install any energy-generating devices on your property. Be specific with the amount spent on different types of qualifying items, such as solar systems and geothermal heat pumps. On line 14, you'll be required to enter your credit limit based on your tax liability; refer to page 4 of the Form 5695 Instruction worksheet to calculate this number. At the bottom on line 15, you'll find the necessary instructions for how to claim your tax credit on Form 1040.

Form 5695 Residential Energy Credits

The Bipartisan Budget Act of 2018 (signed February 2018) reinstated a number of tax credits for residential energy efficiency that had expired in 2016. Tax credits for non-business properties are now retroactively available for purchases made through December 31, 2017. The IRS offers two residential energy credits to tax payers—the non-business energy property credit and the residential energy-efficient credit—which must be claimed using IRS Form 5695 or “Residential Energy Credits”.

Residential Energy-Efficient Property Credit

Existing homes and new construction both qualify for this tax credit on purchases of:

- **Geothermal heat pumps** — these source the earth's natural heat from the ground in order to provide heating, air condition, and hot water. The heat pumps must meet the requirements of the ENERGY STAR program.
- **Small wind turbines** — a turbine collects kinetic energy from the wind and converts it to electricity compatible with residential homes. To meet this tax credit requirement, the turbine can generate no more than 100 kilowatts of electricity.
- **Solar water heaters** — these come in many different designs, but all include a collector and storage tank. They use the sun's thermal energy to heat water, but the solar tax credit can only be claimed for heated water used inside the dwelling, not swimming pools or hot tubs.
- **Solar panels (photovoltaic systems)** — this solar tax credit is a great option for homeowners who would like to capture light energy from the sun and convert it directly into residential electricity. Be sure your system meets applicable fire and electrical code requirements before filing IRS Form 5695.

You can claim the residential energy-efficient property credit using tax Form 5695 for primary residences as well as secondary homes. Remember that the cost of installation is included in your tax credit and to include it on your Form 5695. You can receive up to 30% for systems placed in service by 12/31/2019. The current tax credits for all residential renewable energy products have been extended through December 31, 2021. Make your qualified improvements and file Form 5965 sooner than later; the tax incentives will gradually step down in credit value, and investing now will result in greater savings.



Instructions: Part II

The latter half of tax Form 5695 is dedicated to the non-business energy property credit. In this section, you'll need to identify whichever energy-efficient improvements you made to your home and exactly how much they cost. Lines 23 through 28 guide you through determining how much tax credit you can claim. Use the information on page six of the Form 5695 instruction worksheet to calculate your credit limit, then follow the directions on line 30 to transfer your established credit onto Form 1040.

Non business Energy Property Credit

The following qualified energy efficient improvements may be claimed using Form 5695 for existing, principal residences — new construction and rentals do not apply:

- Air source heat pumps
- Central air conditioning
- Gas, propane, or oil hot water boiler
- Gas, propane, or oil furnaces and fans
- Water heaters (non-solar)
- Advanced main air circulating fan
- Biomass stoves

The following energy-efficient improvements may also be claimed on IRS Form 5695, however their cost of installation is not covered:

- Insulation
- Roofing material
- Windows, doors, and highlights

Keep in mind that in order to receive credit via federal tax Form 5695, your new appliances must receive the ENERGY STAR seal of approval. Be sure to save your receipts and the Manufacturer's Certification Statement for your records in the event you receive an audit.

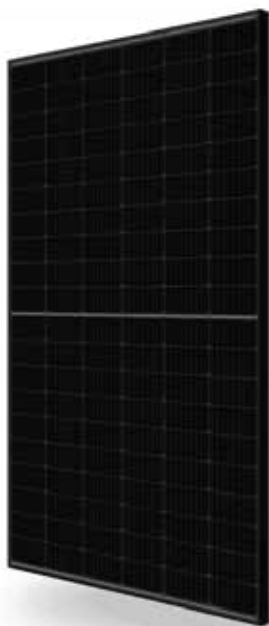
Community Tax Filing Services

If you're researching how to file Form 5695, you're probably interested in learning how to lower your tax bill. The professionals at Community Tax know each and every tax break and credit to look for, and will make sure you get the most out of your return. By opting to have our tax practitioners file a tax return with Form 5695 on your behalf, you could discover deductions and write-offs you didn't know you were eligible for, thereby substantially lowering your tax obligation. Contact us today and see how we can help you keep your hard-earned tax dollars in your bank account—not Uncle Sam's pocket.



BUILDER BUNDLES

Everything you need to install a Solar Electric system!
Builder Bundles come in 4 standard sizes:



IRONRIDGE
Solar Mounting Made Simple.



[e]enphase
ENERGY



- Solar Electric Panels
- Rails
- Microinverter
- J-Boxes
- Mounting Hardware
- Wiring
- Conduit
- Breakers
- Labels
- Engineering
- Marketing Materials
- Energy Calculations
- HERS Rating
- Add-Ons Available



UPGRADE TO ECO-ENERGY

PLATINUM PACKAGE

SAVE \$750 on your total package by adding **BOTH**
Solar Pool Heating & a Hot Water system to your Builder Bundle!

GOLD PACKAGE

SunValue Solar Pool Heating

- For New Construction Homes With Pools
- Optimal Energy Efficiency
- Extended Swim Season for Homeowners
- Saves up to Thousands in Annual Heating Costs Compared to Electric or Gas Heat Pumps
- 12 Year Warranty



\$750

Average Annual Savings

COST OF OPERATIONS

Annual costs to heat a pool can add up quickly for Homeowners when using Electric or Gas heating systems.

POOL PUMP
with
SUNVALUE



\$1,704
yearly

**GAS HEAT
PUMP***

* Based on a 1,000 SR, uncovered outdoor pool in Atlanta, GA heated to 78° between April 1 and October 31. Figures provided by the U.S. Department of Energy website: www.energysavers.gov

SILVER PACKAGE

Rheem® Hybrid Electric Water Heater

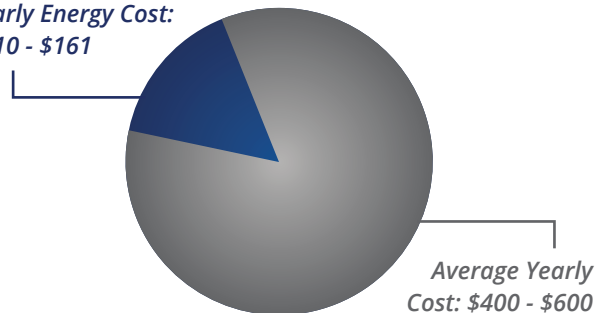
- High Efficiency 3.55 - 3.70 UEF
Reduces Operation Costs
- Delivers Hot Water Faster Than Most Standard Electric Water Heaters
- ENERGY STAR® Rated
- Multiple Control Settings
- LCD Screen with Built-In Water Sensor Alerts
- 1 Year Labor + 10 Year OEM Warranty



\$550

Average Annual Savings

*Estimated Hybrid
Yearly Energy Cost:*
\$110 - \$161



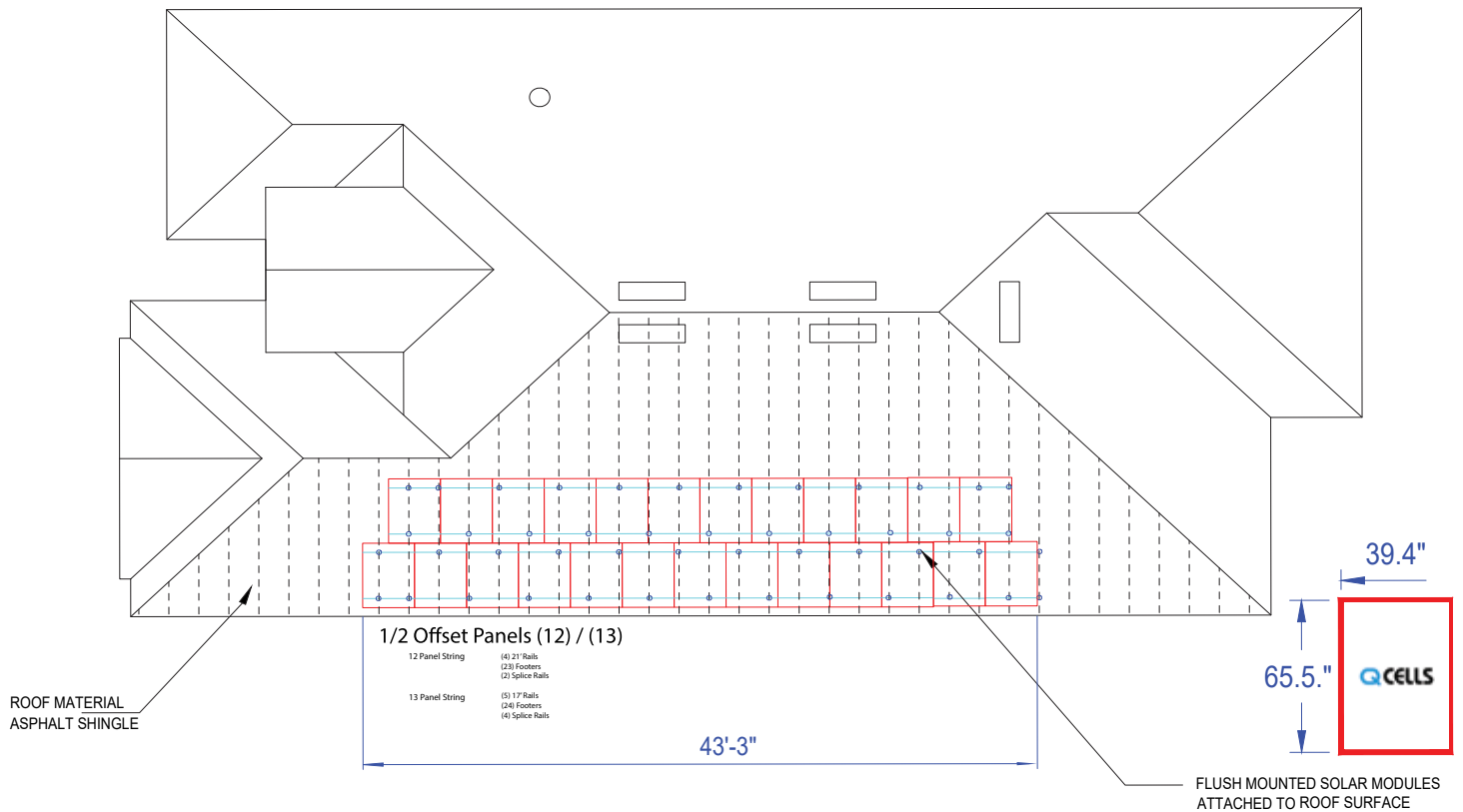
PRODUCT SPECS

50, 65 and 80 Gallon Capacities Available
Electric Breaker Size: 30 Compressor Btu/H: 4200
208-240 Volt / 1 PH Electric

SAMPLE SYSTEM

10kW Builder Bundle

(25) 400w Q Cell Black/Black DUO Modules



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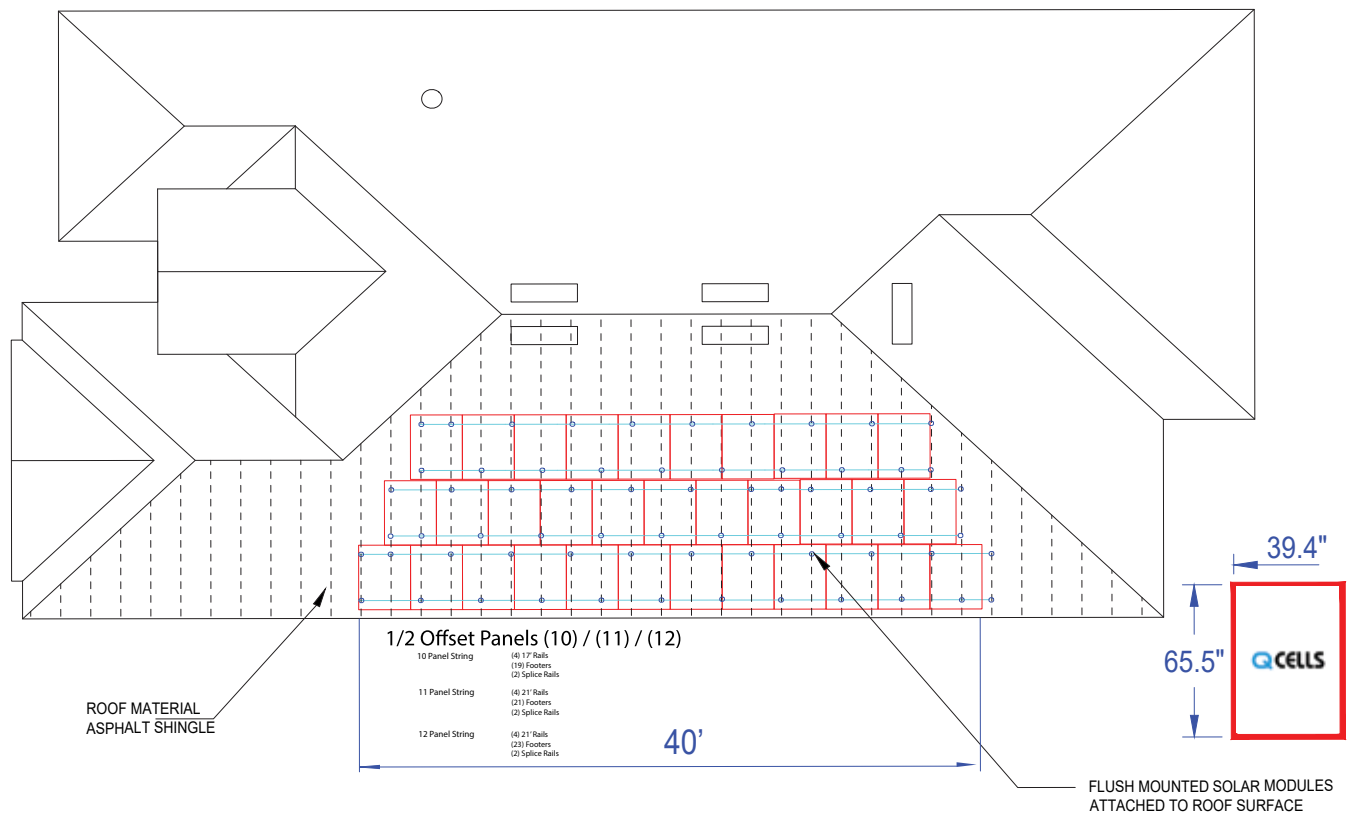
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SAMPLE SYSTEM

13.2kW Builder Bundle

(33) 400w Q Cell Black/Black DUO Modules



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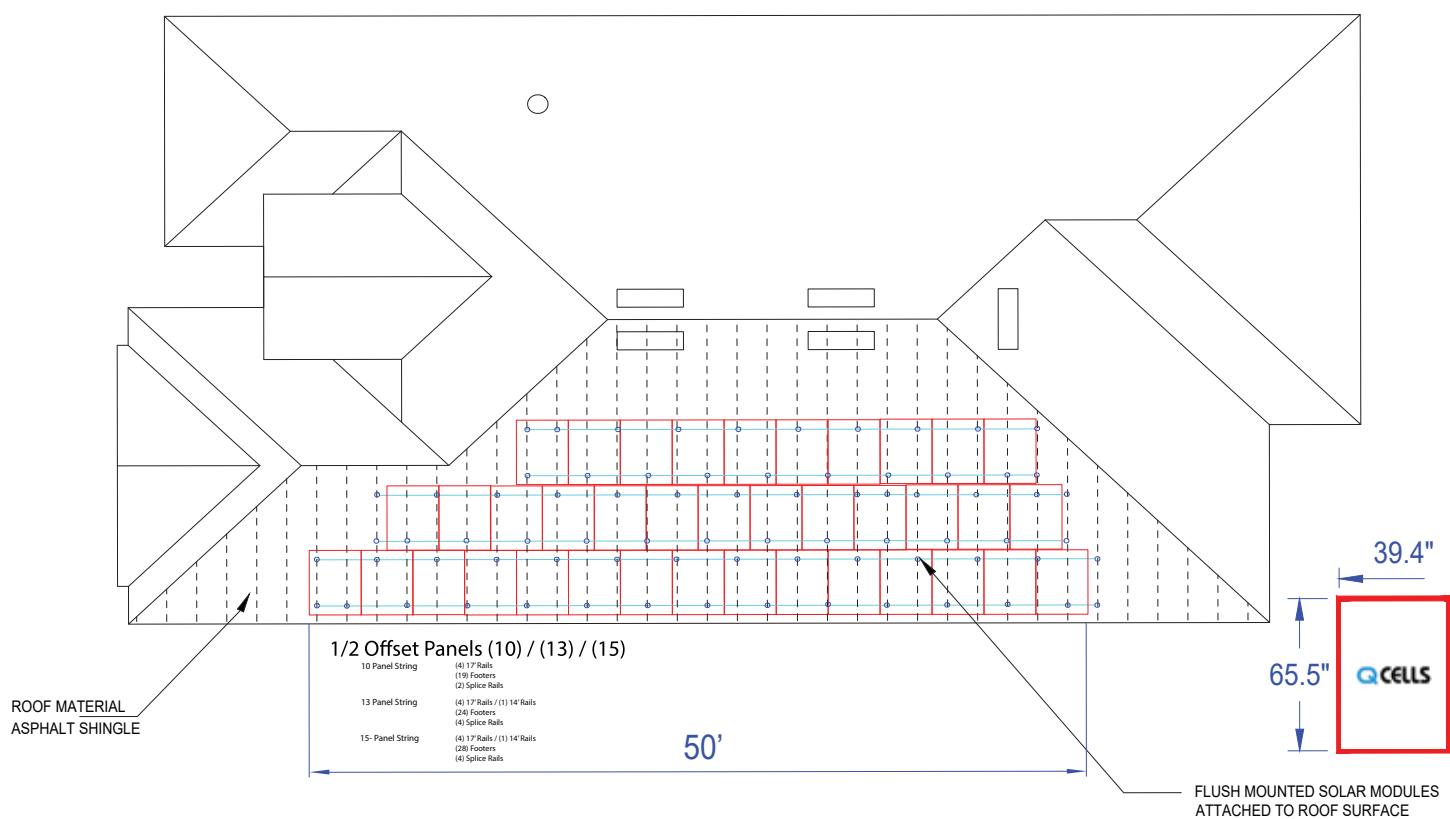
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SAMPLE SYSTEM

15.2kW Builder Bundle

(38) 400w Q Cell Black/Black DUO Modules



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