



THE TRUTH BEHIND THE MOST COMMON SOLAR ENERGY MYTHS

MYTH 1: Solar Power Is Very Expensive

Not true! While true just a decade ago, the cost of solar panels and equipment has dramatically declined. Neighbors, friends and families are sharing all the great benefits of solar power. It's a no-brainer. Solar power is less expensive than most utility rates, but the true benefit is avoiding those rate hikes in future years.

PG&E is the best example of the lack of control and unpredictability of traditional utilities throughout the entire country. There were FOUR rate increases in 2016 and TWO rate increases already this year.

MYTH 2: I Won't Live in My Home Long Enough to Make My Investment in Solar Back

Not true! Depending on your system and location, solar panel arrays can pay for themselves within six to 15 years. Combined with state and federal tax credits and incentives, you could start seeing a return on your investment within two to four years.

MYTH 3: Solar Panels Will Cause My Roof to Leak, Deteriorate or Collapse

Not true! Most solar panels are not attached directly to the roof, but rather to a mounted railing system. Solar panels actually protect and preserve the portion of the roof they cover from the elements.

Installers add sealants to fill in any gaps, and often mounts are surrounded by metal "flashing," or coverings that act as an extra barrier from the elements. If that isn't enough, most companies offer a roof warranty with installation.



MYTH 4: I Will Be Off Grid and Store Solar Energy in Batteries

Not True! Most solar homes are still connected to the power grid. Solar systems usually produce more electricity than is needed during the day. Being connected to the power grid allows homeowners to feed excess daytime electricity to the grid under a program called “Net Metering.”

Every month your system produces a certain amount of power. Some months it will produce MORE than what you use. This excess power turns into credits. Some months it will produce LESS than what you needed. When that happens, you’ll get the extra power you need from PG&E. PG&E will apply any credits you have on file first. The credits will roll over from month to month if unused.

Net Metering ensures no power generated by your solar system is lost. The power is actually monitored by your meter, which credits your PG&E account for energy sold back to the power grid.

MYTH 5: Solar Will Hurt My Home’s Resale Value

Not true! Solar power adds to your home’s resale value. Study after study shows solar power immediately adds value to your home.

A study by National Renewable Energy Labs found that homes with solar panels sold 20% faster on average than other homes—and at a 17% higher sale value non-solar homes. Also, according to the Appraisal Journal, America’s largest professional association of property appraisers, your home’s value rises by \$20,000 for every \$1,000 in reduced annual electricity cost.

The Wall Street Journal reported that researchers who examined homes with photovoltaic (PV) solar systems vs. homes without solar systems found that those with a typical PV system sold for an average \$24,705 more than homes without solar systems. Every 1-kilowatt increase in the systems generating capacity resulted in a \$5,991 increase in sale price of that home.

About US

Utilize Solar is a consulting firm that educates consumers about effective energy options for their home and/or business.

Customers are provided a clear cost-benefit analysis to determine whether solar power is the right decision for them.

Mark Wanser founded Utilize Solar after working for one of the largest companies in the solar industry, Mark learned that for many, the transition to solar can be intimidating and confusing. Complicated terminology, outdated figures on costs and installation, and misleading information about home resale values all add up to hesitation when it comes to choosing renewable energy.

Mark noticed a real lack of focus on educating and empowering the customer to make a truly informed decision about solar. He founded Utilize Solar to help consumers easily and confidently MAKE THE SWITCH.

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