

DIRECT SOLAR

AMERICA



2022

NO-NONSENSE

Solar Handbook

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1. Introduction

So, you're thinking about going solar? You're not alone!

Millions of Americans with all income levels have made the switch to save more money on monopolized utility companies. Be someone who takes control of their power, own your own power, stop renting it from your utility company.

Making money back from the grid and lowering monthly utility bills are the main benefits of going solar.

But some of the benefits of having solar panels installed are not limited to just saving money.

Increased Property Value:

If you're planning to sell your home in the future, studies show that home buyers pay a premium for solar, as it is an upgrade, like a renovated kitchen. Solar panels add instant equity to your home!

A study by Lawrence Berkeley National Laboratory showed that on average, solar increased the value of a home by about \$15,000!

Environmentally Friendly:

A study done by "Karina Veliz", a former Boston University Earth and Environment graduate student, and "Robert Kaufmann" a professor of Earth and Environment at Boston University's College of Arts & Sciences, suggests that as climate change warms the globe and we experience more consistent hot and humid weather, AC days will be more frequent, therefore energy bills are projected to rise.

[You can read the full study here](#)

Should this happen, you could cover a substantial amount of energy consumption with solar, as well as help the environment.

For every kilowatt-hour (kWh) of solar energy that you produce, you're significantly reducing greenhouse pollutants and reducing water consumption and withdrawal.



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These are just some of the reasons why you should go solar, but if you're still skeptical, this guide will help you get up to speed on the solar energy basics so you can make an informed decision.

2. Will a Solar Power System Really Help You Save Money?

Absolutely! There is strong evidence that switching to solar energy will save you big bucks. This is why solar has become popular, and the demand for installations is rapidly increasing.

Americans enjoy the benefits of having extra money to spend on things like family vacations, going out for dinner, college tuition, or completely paying off debt.

A study done by Robert Kaufmann, a professor of Earth and Environment at Boston University's College of Arts & Sciences, reviewing about 40,000 solar households and community groups revealed that solar not only saved each household a substantial amount of money, but the joint effort helped reduce electricity prices for approximately three million electricity ratepayers in the state, including those that had no solar!

[You can read the full study here](#)

An installed solar system will convert solar energy into instantly usable electricity to power your entire home smoothly, so you can say goodbye to costly electrical bills immediately.

You can even store excess energy in special batteries to use at night or on cloudy days, during power outages, or even blackouts, meaning you won't have to rely on using electricity from the grid, which saves you even more money!










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THE EXACT SAVINGS YOU WILL SEE WITH SOLAR DEPEND ON THE FOLLOWING:

-  Which state you live in
-  Electricity consumption
-  Solar energy system size
-  A purchased or leased system
-  Direct hours of daily sunlight
-  Size and angle of roof
-  Local electricity rates

You'll have to speak to a professional and answer a few questions to get a better estimate.



[CLICK HERE TO SEE HOW MUCH YOU CAN SAVE!](#)

Several states are even offering the “Net Metering” (see section 4) program for an additional financial break.

And because the Federal Government is really making a push towards solar...
You could get a TAX CREDIT!

The Federal Government is incentivizing you to switch to solar energy. So if you've paid taxes or will pay taxes this year, then you could qualify for the 26% FEDERAL TAX CREDIT.

But...This may not last long. The government has recently extended the 2021 incentive; however, they did not state if it was permanent.

Which means...If you decide to wait it out before going solar, you may miss out on zero upfront costs AND local, state and federal incentives.

Don't get left behind...The dropping prices of solar systems, plus government incentives have made solar energy solutions more affordable and accessible in the United States than ever before.



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How Do I Get The Tax Credit?

You'll have to see if you qualify for the Federal tax credits.

Speaking to a qualified professional who holds a certification is the best way to find out if you qualify.

Thankfully this isn't difficult to do.

- **STEP 1:**
You'll answer a few questions to get started with a free solar savings estimate.
- **STEP 2:**
An expert will check to see how much savings your home qualifies for.
- **STEP 3:**
A solar savings expert will get in touch to go over your detailed savings plan.

[CLICK HERE TO SEE IF YOU QUALIFY FOR SOLAR TAX CREDITS](#)

PRO TIP:

Tax credits have already gone down from 30% to 26%, and we don't know for how much longer they will exist. They may disappear entirely, so act quickly before you miss out on Zero upfront costs in addition to local, state and federal incentives and credits. Projections for 2023 are forecasting a credit drop to 22%.



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3. How Solar Energy Will Power Your Home

The sun produces heat and sunlight, which creates solar energy. Solar panels capture the solar energy and convert it to DC (direct current), which then flows to the inverter.

The inverter will convert the DC electricity to AC (alternating current), which can then be used as a reliable and reusable source of electricity to power your entire home perfectly.

The right solar system design is 100% effective in running your home with free energy during the day as you do the laundry, play video games, watch TV or work from your home office.

It is also the best way to reduce power bills, especially when used in conjunction with energy-saving appliances and devices.

Solar system installations are such a seamless replacement for the outdated way of getting energy. As you run your bath, make a cup of coffee, or while you relax to watch some TV, you won't notice the transition at all.

The only thing you will notice is more money in the bank, more shopping, and maybe even some neighborhood envy.

WHAT HAPPENS IF I GENERATE TOO MUCH ELECTRICITY?

If you produce too much energy, you could do one of two things:

1. You could feed energy back into the grid to be used elsewhere. Eligible customers could receive monthly bill credits for energy fed back into the grid called Net Metering.
2. If you have an energy storage battery, any excess energy can be stored in your battery and used later, like on extra cloudy days and during the night.

PRO TIP:

Opt into adding an electrical storage battery to gain more control over your energy



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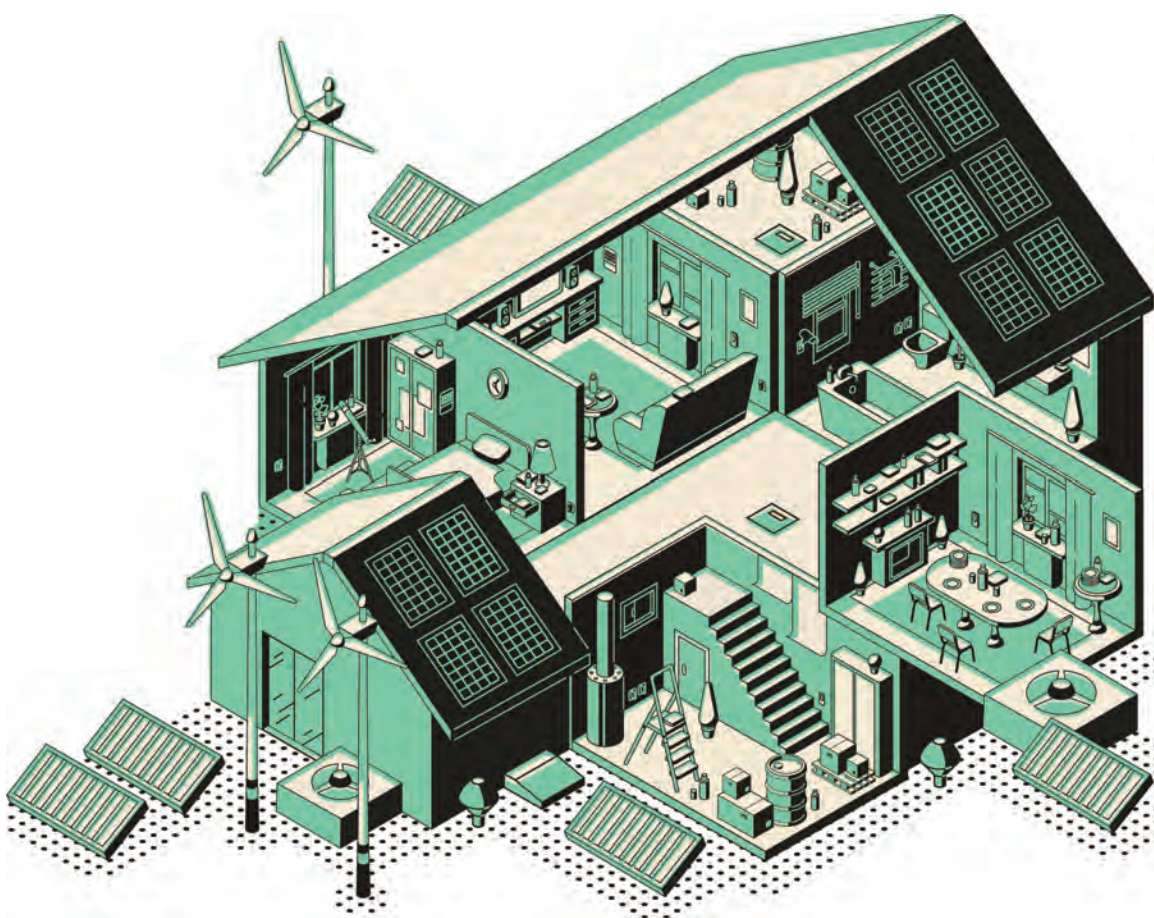
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WOULD I BE ABLE TO COVER ALL OF MY ELECTRICITY NEEDS WITH SOLAR?

Most states in the U.S. are lucky to have a lot of sun throughout the year. Even states with lower solar resources can benefit from utility bill savings.

The sun's power makes it possible to generate most if not all of your power demands daily.

If you have solar batteries, you can even store the excess energy you produce for later use.



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4. Net Metering - How Does it Work?

You wouldn't have to worry about powering your home during the day, as there is enough sunlight to get the job done, even if it's a bit cloudy.

So what would you do at night?

If you choose not to add an energy storage battery to your solar system, you'd have to rely on buying energy from a utility company to power your home at night effectively.

Luckily, most states will offer an energy bill credit called Net Metering to solar energy users that deposit their unused energy back into the grid.

The Net Metering program is ideal for homeowners who choose not to have a battery installed or have small batteries.

CAN I GET CASH BACK INSTEAD OF A CREDIT ON MY BILL?

Every utility company may approach Net Metering slightly differently. While it MAY be possible for some energy companies to allow cashback in the future, it is pretty unlikely that solar energy users can trade in their bill credits for cash right now.

PRO TIP:

Contact your utility company to get all the Net Metering details.



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5. How Do You Choose the Right Solar System?

Having more money to spend on whatever you choose is the ultimate goal, and the right solar system package can make that happen.

Now, that doesn't mean the biggest or smallest solar package will be the most ideal. There are several things to take into consideration:



APPLIANCES:

Are you currently using high efficiency products?



HOUSEHOLD CONSUMPTION:

Do you have friends over to watch events on TV every other weekend? Do you work from home? Do you live with gamers?



SIZE OF YOUR HOME:

Do you have a tiny house, medium home or large home?



SPACE FOR INSTALLATION:

Does your roof have enough space to install panels safely?

WHAT IF I'M NOT SURE WHAT I EVEN NEED?

The questions above may seem a bit overwhelming, as most people probably don't stop to think about the space on their roof or if their toaster is high efficiency.

No worries at all...Even if you're not sure what you need, a professional will help you figure this all out. They will make sure you have the most beneficial system to cover your needs.



[CLICK HERE TO SEE IF YOU QUALIFY FOR SOLAR REBATES](#)



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6. What about Do It Yourself Solar Kits?

Installing your own solar system gives you control over your project, and can help you save some money because you're removing the cost of labor.

But you still have to...

- Do the research yourself and hope you're learning from a reputable source
- Cover the cost of all the equipment, including up front costs
- Assure you are purchasing quality (on average a solar system should produce for 25-30 years.
- Dedicate quite a bit of time and patience
- Make sure you have access to warranty in case something gets damaged
- Assure the manufacturer will continue to produce parts

Something else to keep in mind is, the kits you generally find in stores and online, are not the same quality as what a licensed installer would get, and you definitely don't get a price break.

Installers normally buy their equipment in bulk at better rates from distributors that don't sell to the general public.

Another thing to consider is that, for now, most DIY solar kits are not designed to be connected to the utility grid. They are designed for off-grid use.

Which means...If you don't have solar batteries that are big enough to collect all the energy you need for the night and day, year round consumption, you'll be left in the dark when you run out of energy.

Right now, the best way to install solar is through a qualified professional who holds a certification and works with high-quality solar panels.

They can assure you get the best quality, warranty options, rates and more.



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7. How do you Know Which Solar Company to go with?

Here's the good news. When solar companies compete, you save a WHOLE lot more...and that is where we come in.

We're not a solar company...we actually go find all the solar options around you and use the free market to make them compete to give you the best deal.

No matter your situation, we can find options that can spread the cost of your solar panels across anywhere between 10 - 25 years, making the cost of switching to solar easy and affordable.

We'll even help you take advantage of incentives such as the...

- 26% Federal Tax Credit
- Local State Tax Credits
- \$0 Down Options

ARE THERE ANY AFFORDABLE FINANCING OPTIONS?

As solar solutions continue to grow in popularity, there are more financing options available to you through various programs. Our team of experts will find and present everything available to you.

PRO TIP:

Some may argue that financing will increase their utility bill rendering solar pointless, but this is further from the truth. You'll be able to off-set the cost and cover your solar installation with the ability to pay it off quickly. Once it's paid, you'll be able to take full advantage of free energy!



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8. Top 6 Solar Energy Questions Answered

1. HOW MUCH WILL A SOLAR SYSTEM COST?

There are many contributing factors that may affect the cost of a solar system, like the size of your home and the average usage of your household.

2. HOW LONG WILL A SOLAR SYSTEM LAST?

Solar systems typically last for over 25 years. However, the quality of the equipment and installation plays a big role in the longevity of the system. Direct Solar America makes sure you always have the best, so your system will last.

3. WILL A CLOUDY DAY AFFECT MY SOLAR SYSTEM'S PERFORMANCE?

Solar panels will collect and convert more solar energy during a sunny day. However, they will still work on cloudy days. Adding a battery will store extra power for days when more is needed.

4. CAN I REALLY POWER MY ENTIRE HOME WITH SOLAR ENERGY?

Solar panel output varies based on several factors like the size of your system or the amount of time your home gets direct sunlight. The amount of energy consumption your home requires also plays a role.

5. HOW LONG DOES IT TAKE TO INSTALL A SOLAR SYSTEM?

Installing a solar system in your home can take up to 2 days from start to finish, but several steps happen prior to install.

6. WILL THERE BE CHANGES IN THE QUALITY OF MY LIGHTING AND HOW MY APPLIANCES RUN?

No, you will not notice a difference in the quality of your lighting or how your appliances run after a solar system installation.



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9. Top 4 Solar Energy Myths Debunked

1. IT IS TOO EXPENSIVE TO INSTALL SOLAR SYSTEMS

Solar may seem expensive to most, but there is plenty of rebates and other programs available to help cut down costs, meaning a solar energy system is achievable for any household on any budget.

2. SOLAR ENERGY IS A FAD THAT WILL FADE OUT

The sun is here to stay, so solar is an inexhaustible resource, meaning you won't need to spend time and energy looking for a new solution down the road. The Federal Government is also pushing for more homes to go solar and are projecting for all homes to eventually have a system.

3. SOLAR PANELS ARE TOO HARD TO MAINTAIN

There is less maintenance than people think. Solar panels are made of tough hardened glass, so they will last years without changing parts, meaning you save time, energy and money.

4. SOLAR SYSTEMS ARE A WASTE IF YOU HAVE TO WORK ALL DAY

Absolutely not. Your home is always running even when you aren't home. Appliances like fridges, freezers and water heaters need constant energy to work efficiently. If you have a solar battery, you can collect energy while you're at work so you can use it when you get home.



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9. Ready to go Solar? You're in Good Company!

TEAM UP WITH US AND GET THE BEST DEAL ON SOLAR!

Here at Direct Solar America, we work for you! Our job is to find you the best deals by comparing solar rates across different installers.

We take full-service solar to new heights with a custom-designed savings plan, allowing you to harness the sun to meet your home's energy needs and shield you from the ever-rising energy prices.

Expect practical, personalized insights to help you save energy and money with easy-to-read monthly updates as a Direct Solar America customer.

Make the smart choice - put our energy experts (and your home) to work for you!

Now that you know the basics of solar energy, the only thing left to do is take the next step towards free energy and greater financial freedom!

[CLICK HERE TO GET YOUR FREE CUSTOM HOME SAVINGS PLAN TODAY!](#)

Disclaimer: Any mentioned estimated savings or numbers are based on a typical solar installation throughout different states in the U.S.A. Individual system outputs may vary based on environmental, obstructive factors such as orientation, shading & soiling. Your actual savings based on the % of the electricity that your system will feed to the electricity grid, will depend on your individual consumption behaviors. This handbook only serves as a guide and should not be used to make any financial decisions. This guide was created in 2021 and may be outdated during later dates. Do your own research and speak with a solar expert before you purchase solar. We do not compare all solar companies, only our partners.



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