



Kevin Holme

Pull Your Head Out of Your Shell

Many people are reluctant to change, especially today. Even if you are among the 88% of Americans that still have a job, the economic times we are living in make the simplest decisions more difficult. And like a turtle in its shell, when we all "pull in" to protect ourselves we also lose the ability to see new opportunities.

Buying a solar electric system is THE opportunity for this generation. Our lives are powered by electricity, more and more every day. After all, we are living in the digital age and, with the exception of our fingers, everything digital needs electricity. To say that electricity has become a necessity in our lives would be only the very tiniest of exaggerations. When was the last time you woke up and said "It's a beautiful day, I think that I will not use any electricity today?"

Just like a car, electricity is more of a "need" than a "want". You can go without it but it would cause a serious decrease in the quality of your life. So to have a car, most of us borrow money and make our purchase, knowing full

well that the moment we drive that car off the lot it will lose about 30% of its value. And if we get ten years of use out of that car we will be doing pretty well. We have been told over and over that a car is a horrible investment. So why do we continue to buy them? Because we like the quality of life that it gives us. Besides, what is the alternative to buying? Leasing that car is even more costly in the long run, and renting a car long term would be a really poor financial decision. So bad that you probably don't know anyone who rents their car. So the universally accepted solution is to borrow money and purchase a car. In the end it gives us the car we want for the least money. So why do you rent your electricity?

If you are honest with yourself the answer to that question is probably... "Because I always have."

I grew up in Upland in the 1960's. If the power went out, it was not the crisis that it is today. You lit a candle and carried on with your life. The phone still worked. The only thing we really lost

was the one TV in the house that went dark. We really did not use electricity for much back then, and it was cheap! Gasoline was 30 cents a gallon and 90% of electricity was generated from cheap fossil fuels.

Things are different today. When the power goes out, life stops. Gasoline has increased about 1,300% and the United States is still getting over 67% of its electricity from fossil fuels. 20.4% comes from nuclear plants, 7.4% from hydro-electric, and only 4.9% from "other" sources like solar. (These figures are from the U.S. Energy Information Administration's May 2011 report.)

So if you consider the electricity-hungry digital world we live in and the fact that over 88% of our power comes from gas, coal and nuclear, do you think that perhaps the energy crisis of today is just the tip of the iceberg?

The amazing thing about solar power is the fuel. Sunlight is the fuel source for solar panels, but this is difficult

for many people to grasp because they don't see it as fuel. They can't hold it in their hand or pour it into their gas tank. Imagine if I was selling a gasoline-powered generator that I could place at your home, and with it I supplied a GIANT underground tank of gasoline big enough to power the generator for 50 years. And imagine that my price for this power generator was the same as you were going to pay for your electricity over the next 6 to 7 years. Let's see, 50 years' worth of electricity for the price of 6 years' worth...

The value proposition here is clear, and the fact that everyone understands a generator and fuel supply makes it easy to sell. I cannot prove it of course, but I think more people would purchase my proposed generator system over a solar electric system because it is familiar - even though it's noisy, causes pollution, and requires lots of maintenance to last 50 years. My generator offer is in no way as good as my solar electric offer, but people would be more willing to buy the generator because they understand it.

Or, imagine if there was no physical product tied in with solar at all. If I was offering a purely financial investment with these features, what would you do?

- 20-30% annual rate of return
- Returns from 400-700% over 25 years
- Invest with money you are already spending
- Add equity to your home that exceeds the cost of the investment
- Fully recoup your investment in 6 to 7 years
- Little or no risk

In a world with 1% prime rates and a stock market that reacts if a fly sneezes in Tibet, my investment proposal probably seems too good to be true. I know, I hear that all the time. But purchasing a solar electric system offers all of this and more. Not to sound like a broken record, but that is why there are so many companies trying to convince you to lease a solar system. They know the financial

benefits, and they want to get rich off of your roof.

Do yourself a favor and pull your head out of your shell. Call RCC Solar and look into all of the benefits of solar ownership. The world is entering into a new age of energy, both in how we see it and how we use it. If you are a resident of southern California, and particularly if you are a customer of Southern California Edison, you are able to help us "save the world one roof at a time" and make a boatload of money doing it. So no matter what kind of green appeals to you, this is a giant win-win.

Oh wait, I almost forgot the best part. There are a number of great electric cars available either now or in the next few months. Check out www.PlugInAmerica.org for details. With solar on your home and a plug-in in your garage you will be able to drive for free. We already have a couple of customers doing just that.

Wow, just think about that for a moment.



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