

WHY GO SOLAR?

- Save money on your energy bills
- Increase the value of your home
- Hedge against rising utility prices
- Switch to clean, renewable energy



READY FOR SOLAR?

Solar-electric systems are working for Wisconsin homes, businesses, and communities, producing clean, renewable energy and saving money. If you're thinking about solar for your own home, here are some questions to consider.

Q: How does solar power work?

Solar panels capture the sun's energy and channel it through wires to an inverter, where it's converted to electricity to power your home. When your solar electric system produces more power than you need, it feeds the power back into the electricity grid.

Q: What kind of home is a good fit for solar?

Rooftops unshaded by trees or other objects are ideal for solar. Homes with roofs that face south are best, but east- and west-facing rooftops can generate adequate electricity if unshaded. Electricity usage and habits play a big role too. Getting a free site assessment will help you learn more about your home's solar potential.

Q: Is solar a good investment?

Installing a solar system means you buy less energy from your utility, generating cost savings over the life of your solar project. Many residential solar systems become "cash-flow positive" in 10 years and produce energy for 20 years or more.

Q: What happens when the sun isn't shining?

Most solar systems are "grid-tied" which means a local utility company delivers the power you need beyond what your solar panels produce. Your utility will continue to maintain a reliable grid.

NOW IS THE TIME!

- Solar is now affordable for many homeowners. Costs to install solar have dropped over 70% in the last decade.
- With the passage of the Inflation Reduction Act, a Federal Investment Tax Credit for residential solar systems are available for 30% of the system's cost. This tax credit will remain at 30% until 2032 and will reduce to 26% in 2033.
- Focus on Energy rebates are available for \$500 for residential solar installations.
- Need help with financing? A solar loan makes it easy to own your system and take advantage of energy cost savings.

