



When the time came to invest in solar, our client had a plan. He understood some of the intricacies of electricity in general but needed to expand his comfort level in other areas.

The timing was everything. His plan was to get a new roof before installing solar panels. He also wanted to make sure he would be able to benefit from some of the state and federal tax incentives, specifically those with an expiration date.

Finally, he planned to purchase his solar panel system outright. He opted to max-out his energy consumption during his peak months of use rather than get a system that would average out to zero throughout the course of the year, so he could achieve the maximum amount of savings possible.

How did he do this? With the help of Lumina Solar!



## The Challenge

Once he made the decision to go solar, it was time to find a solar company that met all of his needs. Choosing the right solar company boiled down to a number of factors, including:

- The Quote Process
- Timing of Installation and Overall Appearance of Panels
- Possibility of Maximum Savings Via the System and Tax Incentives
- Overall Cost to Buy v. Solar Loan or Power Purchase Agreement (PPA)



### The Quote Process

After taking all of the above factors into consideration, our client decided to work with Lumina Solar. He did his due diligence and spoke with five separate solar panel installation companies before making his decision. Of the five, only two made it through to his final consideration and Lumina Solar came out on top. The reason? As we mentioned, our client had done his due diligence, and that included researching different makes and models of solar panels. He decided that he wanted a high efficiency all black panel installed and we were able to deliver while other vendors said they could not (or would not) procure these panels for the project.



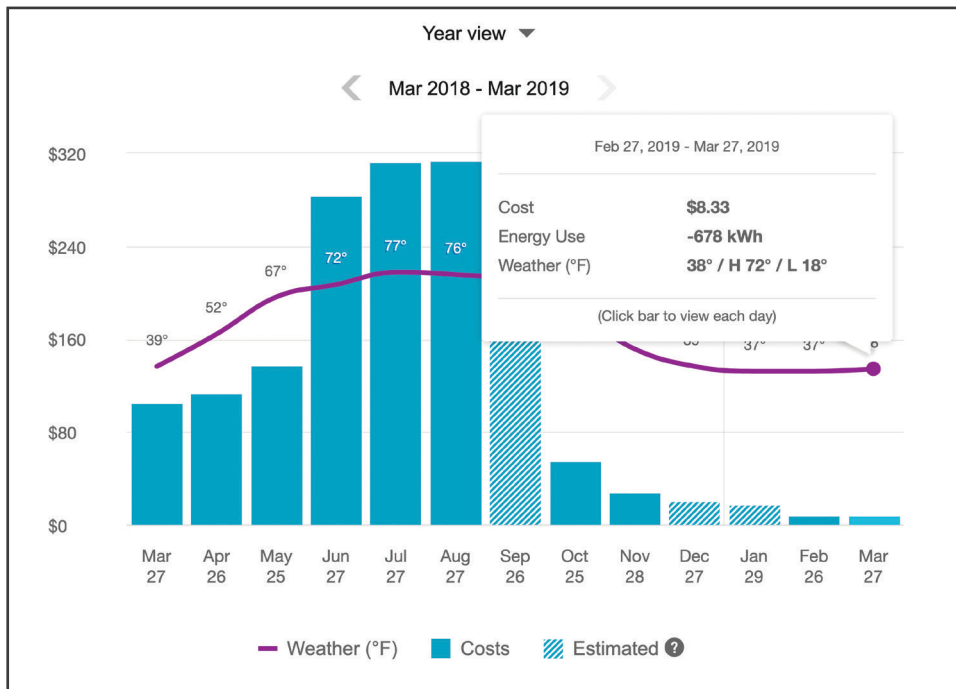
## Installation and Appearance

The first part of the entire project involved a new roof installation. He decided to go with a dark shingle in order to help attract more sunlight and have the panels blend in a bit more with their surroundings. In his estimation, if you were to drive by his home you wouldn't even notice the panels, which is exactly the look he was going for.



## Achieving Maximum Savings

Once the roof was ready, it was time for us to jump in and get the installation underway. Our client's primary goal was to get his home "as close to zero Kilowatt-hours used during [his] peak months of electric consumption and use of electricity." To do this, we needed to design a system that would cover his energy usage during his highest use months in the summer, so that during his lower use months he would be overproducing and able to "cover the distribution and line maintenance fee charged by [his utility company] Potomac Electric Power Company (PEPCO)."





*If I had to do it all over again, I would still use and I **HIGHLY RECOMMEND** the Lumina Solar team. They are good people and true professionals!*



His robust system would also need to be designed, installed, and put into use within a timeframe that allowed him to take advantage of the remaining federal tax incentives. Since he purchased his system outright, he wanted to be able to immediately enjoy the benefit of receiving a 30% federal tax credit, a \$1,000 credit from the State of Maryland, and the Maryland Alternative Energy Tax Credit which is applied to the homeowner's property taxes. These incentives have various end-dates, deadlines, and fluctuating availability. So making sure he could maximize his benefits by getting them all was key to his plan for long-term financial savings.



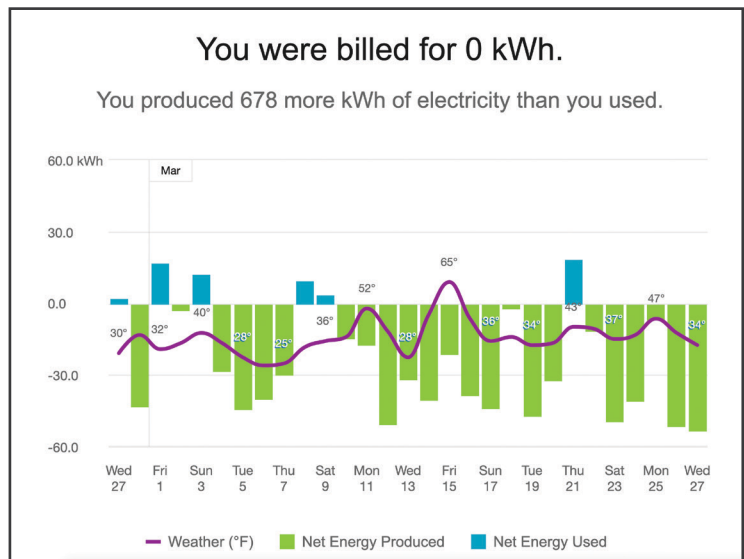
### Cost of System Installation

Finally, as we mentioned, our client chose to purchase his system outright. For him, the upfront cost of the system was well worth it because he could drastically reduce his home's electricity bill. The outright purchase also meant there would be zero payments due to a solar panel installation company through a solar loan or PPA. In the months where he was able to zero-out his electricity consumption, he would only owe about \$16 to PEPCO to cover the distribution fees. (Note: The distribution fees from a utility company are paid by all utility customers, even if their panels cover over 100% of their usage.)

### The Solution and Benefit

At the end of the day, Lumina Solar was able to deliver. According to our client, we started winning points right off the bat with excellent customer service. From there, we impressed him with our willingness and ability to procure the exact make and model of panels he wanted to be installed. By his own admission, the entire process took a bit of time to finally get right due to his new roof installation and then difficulties he faced with PEPCO, but he says he's pleased with his Lumina Solar experience.

As of the date of his review - even "through the short days and bad weather" (which, of course, affect the amount of solar energy produced), his system has overproduced 650 Kwh that are being credited to his utility account.



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