

SOLAR IS SMART, SOLAR IS SIMPLE

As a homebuilder, chances are, you've already considered building solar homes. You know it's the right thing to do for the planet. You know buyers are becoming more and more informed, looking for energy efficient and solar-powered homes. You know that the price of solar continues to drop as technologies rapidly advance. You've heard that Washington incentives are available.

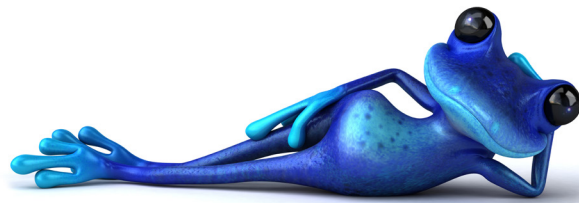
Now is the **time to offer solar** with your new homes.

Smart Solar sells homes. In a competitive market with informed buyers, solar differentiates your homes.

Homebuyers are increasingly concerned about climate change, energy security, and rising energy costs. In a recent survey, 8 out of 10 Americans want builders to offer solar as an option for new homes. Half of those surveyed said they would pay up to **10% more** for a solar-equipped house.

Your homes lead the market for energy efficiency. But the market is catching up. Now energy efficiency is expected. Solar takes your homes one step further, empowering your buyers to reduce their energy bills, cut their carbon footprint, all at little or no cost to you, or to them.

And did we mention, studies show solar homeowners are more satisfied, and satisfied homeowners recommend their builders twice as often as neutral owners?



Simple We made it simple for you to offer solar homes. Blue Frog Solar and its partners take care of everything, from financing to installation. You provide solar-ready homes. We do the rest.

With the Blue Frog package solar is installed after a home is sold. The builder doesn't pay for the equipment – all transactions are between the homebuyer and the solar installer. This does not affect your budget, cash flow or closings – it only increases your bottom line.

It's that simple – by partnering with Blue Frog, you can offer solar at no extra cost to you. Your homebuyers enjoy solar homes, little or no energy bills, and homes that are worth more.



Solar Increases Home Values

A study by Berkeley Lab in California determined **existing homes with solar electric (PV) systems sold for a premium over comparable homes without solar.**

The findings showed that a home with a 3kW system (approximately 14 solar modules) sold for an average of \$17,000 more than a home without solar.

The study also showed that a **3kW solar array on new construction homes added roughly \$7000** to the home's selling price.

Many of the home builders studied reported that offering PV as a standard resulted in **faster sales and decreased carrying costs.**

BLUE FROG SOLAR PACKAGE

FOR DEVELOPERS AND HOMEBUILDERS

Blue Frog Solar offers a preferred homebuilder package, making it EASY for you to provide solar homes to your buyers. We have partnered with local Washington installers and **Puget Sound Cooperative Credit Union**, to create a complete financing, materials and installation package, offering the best pricing and simplest process to install Made in Washington solar arrays on new homes.

Pricing

The Blue Frog package offers the best possible pricing for materials and installation to homebuilders and developers. You won't find better pricing anywhere for Made In Washington Equipment. Your homebuyers get access to the best pricing on the installed equipment, we do all the work. You sell solar homes. It couldn't be easier.

Financing

Solar in Washington State pays for itself and can be financed separately from a mortgage, after closing. In addition, buyers may apply for financing for up to \$35,000 toward their solar package, often with zero money down and at interest rates similar to current mortgage rates. After securing financing for the solar package, buyers sign a contract directly with A&R Solar Installers. You don't have to do a thing but assist in coordinating installation dates.

Helping You Sell Solar Homes

Builders' experiences indicate that making solar standard is more profitable than offering it as an upgrade. Selling solar homes as a standard simplifies the buyers decision process which in turn streamlines your sales process. When solar is offered as a standard option, choosing solar does not preclude buyers from selecting upgrade options for their homes. Solar homes generally sell for more than their counterparts - PV systems add around \$5.50 per watt to the value of the sale of a home - that is \$33K for a 6kW system.

Blue Frog Advantage

Blue Frog has partnered with local Washington installers to create a package that includes:

- Made in Washington equipment
- 25-year equipment
- Installation
- 3-year maintenance plan
- Paperwork and permitting
- Homebuyer education outreach

With this plan you do what you do best – build and sell spectacular homes. We do the rest and it is as simple as that.



What You Do

- Build solar-ready homes
- Offer solar installation as an option to your buyers
- Host solar informational events

What We Do... Everything else

