

A Business Owner's Guide to Going Solar

California's escalating electricity rates and volatile utility pricing are placing growing pressure on the bottom line of businesses and nonprofits alike. The smartest organizations are taking control of their energy future by investing in on-site solar energy. Solar is no longer just an environmental decision – it's a strategic financial move.

At **TOP SUN Solar Experts LLC**, we specialize in helping commercial and nonprofit clients maximize the financial impact of solar energy. This guide is your roadmap to understanding how solar can transform your balance sheet, slash operational expenses, and create long-term economic security. With robust federal and California-specific incentives, combined with the rising costs of conventional energy, the financial case for solar has never been stronger.



Whether you're managing a regional nonprofit, a multi-site franchise, or a large industrial complex, the financial mechanisms supporting solar in California make it one of the most powerful tools to protect your future cash flow and enhance asset value.

The Financial Engine Behind Solar

1. Federal Investment Tax Credit (ITC) – 30%

The ITC reduces your federal tax liability by 30% of the total installed cost of a solar system. For a \$250,000 system, that's a \$75,000 immediate credit – real money back in your pocket.

2. Accelerated Depreciation (MACRS) + Bonus Depreciation

Commercial solar systems qualify for 5-year accelerated depreciation under the Modified Accelerated Cost Recovery System. Businesses can also leverage bonus depreciation, deducting a large portion in year one. Together with the ITC, this allows many businesses to recover over 50% of their investment within the first 3 years.

3. Utility Cost Avoidance

Electricity costs in California have increased over 50% in the past decade. Solar locks in your energy costs for 25 years or more. For many clients, utility savings alone cover the cost of their solar system in less than 6–8 years – with 18+ years of free electricity after payback.

4. Higher NOI and Property Appreciation

By lowering operating expenses, solar increases Net Operating Income (NOI). A \$20,000 annual reduction in utility bills can translate into \$300,000 or more in increased property value using standard cap rate calculations. And thanks to California's solar property tax exclusion, that added value won't raise your assessment.

5. Tax-Exempt? You Still Qualify

Thanks to the Inflation Reduction Act, nonprofits can now receive the same 30% ITC as a cash refund through the Direct Pay provision. This levels the financial playing field for tax-exempt organizations like schools, faith-based entities, and community clinics.

California-Specific Incentives

1. Net Energy Metering (NEM 3.0)

Under NEM 3.0, solar customers receive credits for sending electricity back to the grid – though at reduced rates compared to earlier programs. The key to maximizing value under NEM 3.0 is sizing the system appropriately and consuming most of your solar energy on-site. Storage systems can help shift excess production to expensive peak hours.

2. Self-Generation Incentive Program (SGIP)

This statewide program offers rebates on battery storage. Commercial and nonprofit customers in designated areas or serving vulnerable populations can receive thousands in upfront rebates, helping fund solar + storage solutions that protect against blackouts and demand charges.

3. Local Grants and Rebates

Several utilities and municipalities provide localized rebates for solar systems and EV infrastructure. Combined with federal incentives, these can push total savings past 60% of project cost.

4. USDA REAP (Rural Energy for America Program)

For businesses and farms in rural zip codes, REAP provides grants covering up to 50% of the project cost – and can be layered with the 30% ITC and depreciation for incredible ROI potential.

5. EV Charging Rebates

Adding EV charging to your property? Programs like CALeVIP and utility-sponsored make-ready incentives can offset tens of thousands in hardware and installation costs.

Financial Structures to Fit Every Budget

1. Cash Purchase

Maximum ownership, maximum tax benefits. Ideal for businesses with strong cash reserves and tax liabilities.

2. Commercial Solar Loans

Access low-interest, fixed-term financing while still capturing all available incentives. In most cases, monthly loan payments are less than the avoided utility costs.

3. Power Purchase Agreements (PPAs)

Install solar with no upfront cost. A third party owns the system and sells you electricity at a reduced, predictable rate. Great for nonprofits or businesses that prefer off-balance sheet assets.

4. Solar Leases

Like a car lease, you make fixed monthly payments to use the system while the provider owns and maintains it. Option to buy the system later at fair market value.

5. C-PACE Financing

Commercial Property Assessed Clean Energy financing lets you repay solar and energy upgrades through your property tax bill. 20-30 year terms. Transfers with the property.



Adding Value: Battery Storage & EV Charging

Solar + Storage = Maximum Savings

Battery systems allow you to store solar energy for use during expensive evening hours and during grid outages. This reduces peak demand charges, improves energy independence, and aligns perfectly with California's time-of-use rate structures.

SGIP rebates and the federal 30% tax credit apply to batteries, slashing payback times. For clients under NEM 3.0, storage can dramatically enhance project ROI by reducing grid exports and shifting usage to high-value times.

EV Charging Integration

Pairing solar with EV charging is a natural progression for forward-thinking businesses. It supports employee and customer demand, offsets commercial fleet fuel costs, and may qualify for generous local and state rebates.



Tailored Solutions for Every Organization

Small Businesses

- Offset 40-60% of operating costs
- Short payback periods with loans or leases
- Energy independence boosts budgeting confidence

Midsize Enterprises

- Improve EBITDA and NOI with fixed energy rates
- Storage cuts demand charges and adds blackout protection
- Eligible for REAP, SGIP, and C-PACE financing

Large Corporations

- Portfolio-wide ROI tracking
- Onsite solar aligns with ESG and emissions targets
- Position for green certifications and investor appeal

Nonprofits

- Direct Pay refunds make ownership viable
- Grants and solar-as-a-service options reduce capital barriers
- Savings reinvested into mission-critical operations



Why TOP SUN Solar Experts LLC?

At **TOP SUN Solar Experts LLC**, we deliver more than just solar installations – we deliver certainty.

Our proprietary **ACE Guarantee** – Advanced Consumer Energy analysis – gives clients access to:

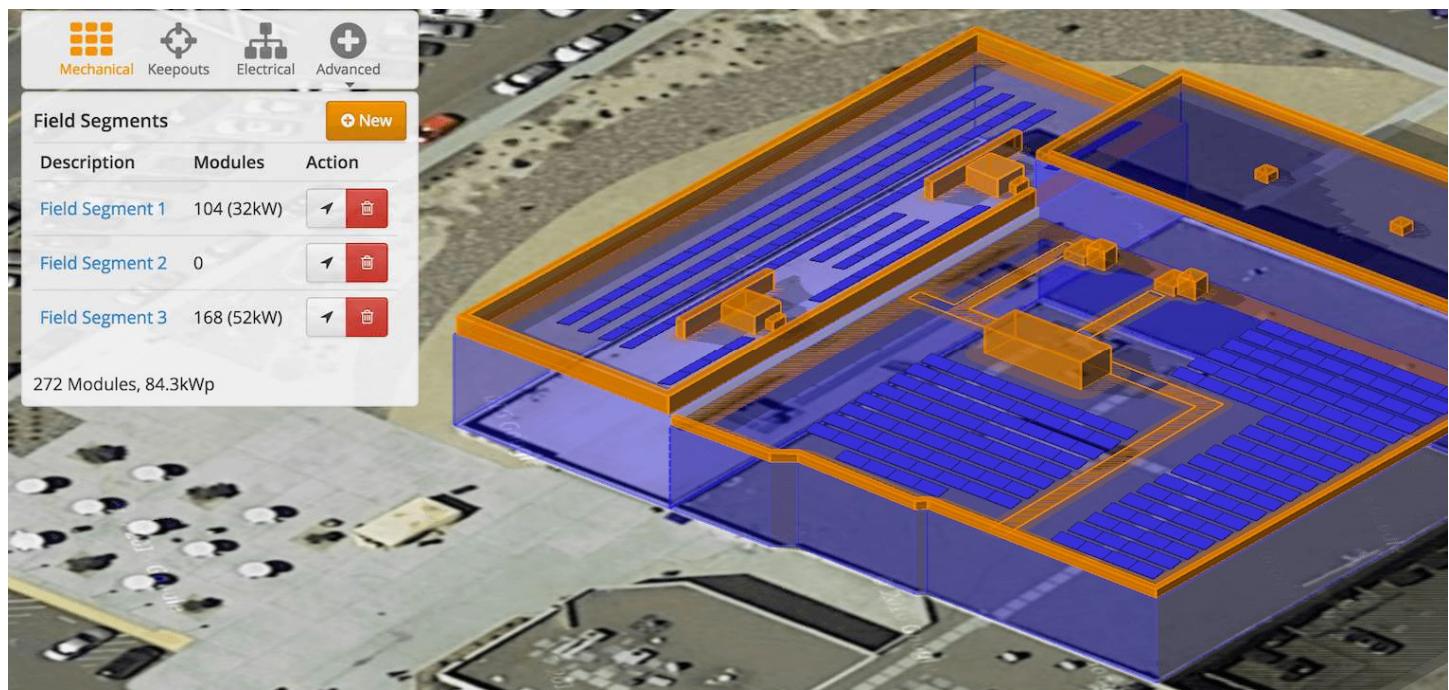
- Hour-by-hour usage data analysis
- Load pattern forecasting
- Accurate sizing & savings projections
- Top-tier technology and trusted installers

This ensures your system is engineered for precision and built for performance.

We handle every detail, including:

- Site evaluations and ROI modeling
- Incentive qualification and application support
- Financing guidance and project management

We're not just solar providers – we're your strategic energy partner.



Your Next Step Toward Financial Independence

The numbers speak for themselves. Solar energy is not only a sustainability play – it's a financial engine that enhances profitability, property value, and operational certainty.

By leveraging incentives like the ITC, MACRS depreciation, SGIP rebates, and EV charging grants – your business or nonprofit can reduce costs, generate capital value, and gain control over an unpredictable energy future.

TOP SUN Solar Experts LLC and our exclusive **ACE Guarantee** provide the data, strategy, and execution you need to make your solar transition successful and financially rewarding.

Don't leave savings on the table.

We'll help you convert your rooftop into a revenue-producing asset.

Contact us today for a customized solar and financial analysis.

TOP SUN Solar Experts LLC Your Partner in California Commercial & Nonprofit Solar Excellence. Start with your hour-by-hour Advanced Consumer Energy (ACE) review & Your ACE Guarantee, detailing your precise solar energy needs.



YOUR ADVANCED CONSUMER ENERGY (ACE) PROFILE

KWH USAGE	DAY (5AM-4PM)		PEAK (4PM-5PM)		OVERNIGHT (5PM-5AM)		TOTALS	
	MM	Month %	MM	Month %	MM	Month %	MM	Month %
Jan	468	46.8%	220	22.3%	308	30.0%	1,001	8.4%
Feb	360	49.7%	187	26.8%	177	24.5%	724	6.1%
Mar	368	52.6%	167	22.5%	174	24.5%	700	5.9%
Apr	162	34.8%	122	28.2%	103	38.1%	656	3.9%
May	200	38.2%	140	28.4%	174	33.4%	521	4.4%
Jun	393	38.9%	217	31.4%	298	29.7%	1,009	8.5%
Jul	650	39.6%	307	36.8%	388	23.5%	1,643	13.9%
Aug	543	39.5%	460	33.0%	379	27.5%	1,374	11.6%
Sep	610	39.9%	473	31.0%	444	28.1%	1,526	12.9%
Oct	617	51.1%	380	28.8%	290	18.1%	1,206	10.2%
Nov	397	51.4%	191	24.7%	184	23.8%	771	6.5%
Dec	445	40.4%	235	25.8%	239	26.0%	919	7.7%
TOTALS	5,211	43.9%	3,474	29.2%	3,177	26.7%	11,862	100%



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ANNUAL kWh
11,862

DAYTIME: 5,211 **44%**
4-9 PEAK: 3,474 **29%**
AT NIGHT: 3,177 **27%**

PROPERTY ADDRESS
1 _____
BEAUMONT, CA 92223

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