



SMART HOME ENERGY

# A Smarter Way to Own a Home Battery

How Save On Solar Now helps homeowners unlock thousands in upfront savings — without giving up ownership

# The Reality Most Homeowners Face

## Batteries Make Sense. Until the Price Appears.

Home batteries provide essential benefits that modern homeowners need:

- Backup power during outages — keeping your family safe and comfortable
- Lower electric bills through smart energy management
- Protection from rising utility rates and time-of-use charges
- Energy independence and peace of mind

Yet many homeowners pause the moment they see the upfront cost. The sticker shock is real, even when the long-term value is clear.



- **The question becomes:** "Why does something this practical cost so much up front?"



# What Drives Battery Prices

Battery pricing remains high for one primary reason that most people don't understand:

## The Tax Credit Challenge

**Most homeowners cannot fully use available tax credits and incentives.** Federal tax credits can be worth thousands, but they only work if you have enough tax liability to claim them.

## Partial Value Capture

Credits may exceed personal tax liability, meaning incentives can go partially unused. The value exists on paper — but practical access is limited for many households.

## Full Retail Pricing

When incentives aren't fully captured, pricing stays at full retail. You pay the same price but receive less benefit, making the economics less attractive.

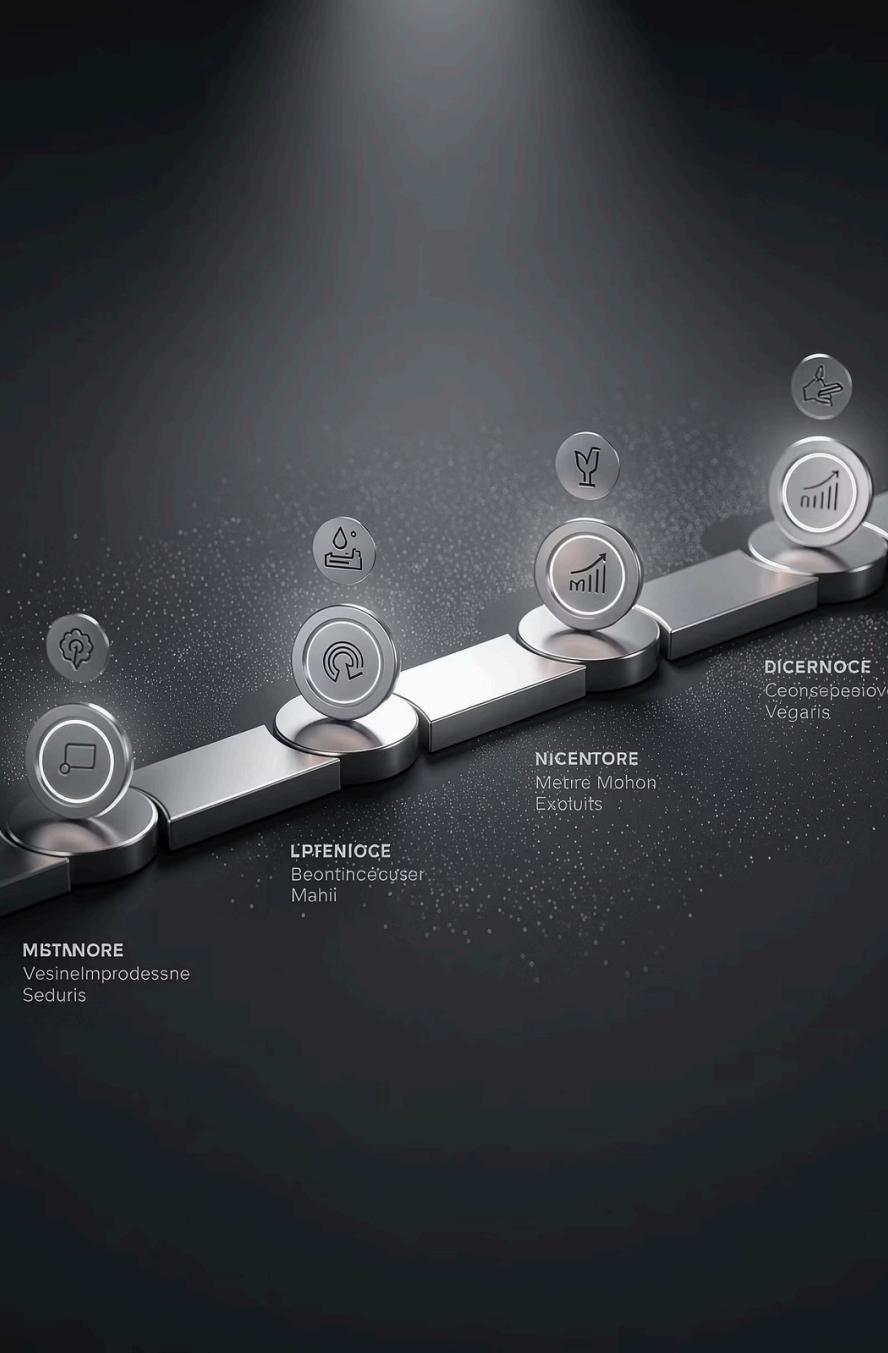
# The Save On Solar Now Approach

Save On Solar Now partners with innovative programs that approach ownership differently. These aren't traditional loans or leases — they're structured ownership arrangements designed to maximize value.

Instead of placing the entire incentive burden on the homeowner, ownership is structured so incentives are captured **up front** by entities that can fully monetize them.

That value is then reflected immediately as **lower pricing** for you — often saving thousands of dollars compared to traditional purchase options.





 6-YEAR PROGRAM

## The 6-Year Ownership Structure

Save On Solar Now offers battery programs supported by trusted partners such as **Participate Energy** and **HDM Renewable Finance**. These programs have helped thousands of homeowners access battery storage at significantly reduced costs.

The programs follow a simple, transparent three-step process that balances immediate savings with long-term ownership. Each step is designed to maximize value while maintaining simplicity and transparency.



## Installation

- Your battery is professionally installed at your home by certified technicians
- It operates exactly like a purchased battery — no limitations on performance
- You receive backup power and bill optimization immediately
- Full monitoring and control through your smartphone app



From day one, the system is working for you. Your lights stay on during outages, and your electric bill starts dropping immediately.



## Program Period (Years 1–6)

During this six-year period, the structure that enables your savings takes effect:

### How It Works

- A financing partner temporarily owns the battery
- They capture tax credits and incentives at scale
- You use the battery as if it were your own
- No restrictions on daily operation or control

### What You Don't Have

- No traditional loan with interest charges
- No lien on your home or property
- No restriction on system performance
- No complex tax filing requirements

This unique structure is what enables **significant upfront savings** — often \$5,000 to \$10,000 compared to traditional purchase options.



## Ownership Transfer



At the end of the six-year period, the transition to full ownership is straightforward and predetermined:

1

### Transfer Occurs

Ownership automatically transfers to you, or a defined buyout option is exercised according to your program terms

2

### Battery Is Yours

The battery becomes fully yours with no ongoing ownership limitations or restrictions

3

### Continue Saving

You continue enjoying backup power and lower bills for years to come

You arrive at full ownership — at a **lower total cost** than traditional purchase methods. The battery typically has 15-20 years of remaining useful life after the six-year program period.

# Why This Structure Lowers the Price

The economics are straightforward when you understand how incentive capture works in the energy industry:



## Full Incentive Monetization

Instead of tax credits being partially lost due to insufficient tax liability, they're fully monetized by partners who specialize in energy financing. Every dollar of available incentive is captured and used to reduce your cost.



## Capital Efficiency

Institutional capital absorbs upfront system costs while capturing long-term value from incentives and energy savings. This capital efficiency allows for immediate price reductions that individual buyers cannot access.



## Immediate Savings

Savings are delivered to you immediately at installation, not years later through tax refunds. You benefit from the full discount on day one rather than waiting to recover value over time.

- Without this structure, batteries would be priced at full retail — potentially \$15,000 to \$25,000 for a typical home system. The six-year program structure can reduce that by \$5,000 to \$10,000 or more.

# For Homeowners Paying Cash

A common question: "If I'm paying cash, why do I need the six-year structure?" The answer reveals how this approach maximizes value:



## Cash Pre-Pays Participation

Your cash payment pre-pays your participation in the incentive capture structure. You're not bypassing the program — you're securing your position in it with a single upfront payment.



## Future Ownership Secured

Future ownership is secured at a discounted present value. You lock in ownership rights today while benefiting from the same incentive monetization as financed participants.



## Maximum Value Capture

You're using cash to maximize savings — not give them up. The effective price you pay is lower than what you'd pay buying the battery outright through traditional channels.

**Important distinction:** Paying cash in these programs is not the same as purchasing outright. It's a strategic way to participate in incentive capture while avoiding financing costs.

# Why Many Cash Buyers Choose This



Cash buyers — often retirees or high-net-worth individuals — frequently prefer this approach because the math simply works better:



## Lower Effective Price

The effective price is lower immediately — often \$5,000 to \$8,000 less than buying the same battery system outright



## No Tax Complexity

Personal tax liability is not a factor, and tax complexity is handled by the program partner, not you



## Ownership Guaranteed

Ownership is still the guaranteed end result — you're not giving up control, just optimizing the path to ownership



It's about **efficiency**, not just speed. Smart buyers recognize that the lowest-cost path isn't always the most direct one.



 KEY INSIGHT

## The Key Takeaway

“**The six-year ownership period exists to unlock value that would otherwise be unreachable for most homeowners.**

### Remove It

The discount disappears. You're back to paying full retail pricing with partial incentive capture.

### Use It

Ownership becomes more affordable. You access thousands in savings while maintaining the path to full ownership.

This isn't a compromise — it's a strategic structure designed specifically to make battery ownership economically viable for homeowners who couldn't otherwise justify the investment.

# What Save On Solar Now Does Next

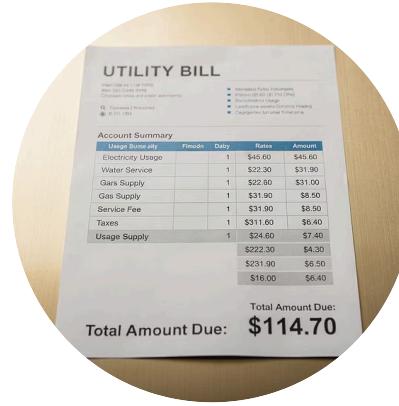
Every home is different, and there's no one-size-fits-all answer. The best option depends on multiple factors unique to your situation:



## Energy Usage Patterns

How much electricity you use, when you use it, and whether you have solar already installed

A short review with Save On Solar Now determines the most cost-effective path for your specific situation. The consultation is free, and there's no obligation to move forward.



## Utility Rate Structure

Your current rates, time-of-use charges, and how rates are expected to change in your area



## Financial Comparison

Whether purchasing outright or using a program creates more value based on your tax situation and available capital

# See What You Qualify For

Save On Solar Now offers a simple, no-pressure evaluation to help you understand your options and make an informed decision.

01

## Confirm Eligibility

Verify that your home qualifies for available programs and incentives

02

## Compare Pricing Options

See side-by-side comparisons of purchase vs. program pricing for your specific situation

03

## Identify Best Path

Discover the lowest-cost path to battery ownership based on your goals and circumstances

[Schedule Your Review Today](#)

[Learn More](#)



- ❑ Most homeowners discover they can save \$5,000 to \$10,000 compared to traditional purchase options. Find out what you qualify for in just minutes.