



BLUE RAVEN
SOLAR

BASE RESIDUAL PAY PLAN



SPECIAL ANNOUNCEMENT FROM BLUE RAVEN SOLAR

\$100 RESIDUAL

PAID MONTHLY PER ACCOUNT IN PERPETUITY

offered to all Blue Raven sales reps and managers

\$100

each month per acct.
Base Residual

We are the **first solar company** to offer
a **substantial monthly base residual**

*Offered from Blue Raven Solar: the only solar
company pushing the boundaries of innovation
to create its best in class direct sales platform*



BLUE RAVEN
SOLAR

WE ARE PROUD TO ANNOUNCE THAT WE ARE THE FIRST COMPANY IN SOLAR TO PAY ALL OUR SALES REPS A MEANINGFUL AND SIGNIFICANT MONTHLY BASE RESIDUAL

For each installed account a sales rep will receive a \$100 monthly payment each month for as long as they work at Blue Raven

THE BASE SALARY CONCEPT

In most traditional sales jobs, the employer pays a base salary plus a commission and the sales rep is expected to hit a minimum quota each month. Anyone who is involved in direct sales understands that the pay in this industry is 100% commission. It has to be this way for several reasons, but the main reason is that the “pretenders” will all show up at the door the minute any type of guaranteed pay is offered. These pretenders ruin it for everyone else (because the pretenders do no real work and will milk the free base salary to death).

At Blue Raven we have solved this problem. Instead of the direct sales industry standard of 100% commission only, **we now offer a monthly base that you can rapidly build over time while still earning our standard sales commissions.**

The Base Residual payment is set by your total accounts produced and builds over time—thus rewarding the reps with consistent sales efforts. As you will see, **this Base Residual can quickly grow into a substantial monthly payment.**

So, how does this revolutionary base + commission work? Let's look at the Base Residual and the sales commission piece separately...



BLUE RAVEN SOLAR OFFERS A SUBSTANTIAL MONTHLY BASE RESIDUAL PAYMENT OF \$100 PER ACCOUNT

HOW THE BASE RESIDUAL PAYMENT WORKS

The monthly Base Residual is paid out at \$100 per installed account. Yes, you read that correctly. Our Base Residual pay is around **100 times greater than what our competitors pay out per account, per month**. And that's for our competitors that even pay out anything for a residual payment—most of them don't even offer anything at all in this pay category. They just start you from scratch every month for your pay.

Let's go over an example to see how it works: if a sales rep installs 1 account at Blue Raven, then he will receive a monthly Base Residual payment of \$100. Very simple. So if a sales rep installs 25 accounts at Blue Raven, he will have built up a Base Residual of \$2,500. Paid each month. Simple.

Another example: If a sales rep installs 100 accounts at Blue Raven, then he will have built a Base Residual of \$10,000 per month. Then, say that over time this same sales rep installs another 50 accounts—then his Base Residual will have escalated to \$15,000 per month. And the Base Residual just continues to build each month the more he sells. For each and every account that a rep installs they will get another \$100 added to their Base Residual. With no cap.

The more you sell, the more secure and predictable your earnings become each month. So yeah, this is kind of a big deal. Groundbreaking actually. Once again Blue Raven is innovating and pushing the ball forward and doing something that nobody else is doing in the solar industry.

Here are the details: The Base Residual is paid out monthly for as long as the sales rep is "active" and working at Blue Raven. See page 7 for the exact definition of "active"—don't worry, it's not difficult to remain in active status.

After 1 year if you have installed:			
Per Week:	1	2	3
Residual Per Month:	\$5,000	\$10,000	\$15,000



This is a game-changing pay innovation for the solar industry offered only by Blue Raven

Instead of just starting over from scratch each month, **wouldn't it be nice to start off the month knowing that you already have some guaranteed money coming in?**

HOW THE STANDARD SALES COMMISSION WORKS

Some of the questions you will undoubtedly have: How does the traditional sales commission work now? Does the standard sales commission go away? Does the Base Residual payment just replace the normal sales commission?

We are happy to answer no, the traditional sales rep commission does not go away and will still be paid out. The new sales commission rate is \$170/kW. **But, to give you time to build your Base Residual, we give you an elevated commission structure, called QuickStart, for the first 5 months.** If you install more than 1 account per month, your Base Residual will build fast enough to make up for the monthly commission drop down to \$170/kW.

As you will see with the examples on the following pages, in addition to providing stability, **this Base Residual will greatly enhance your total pay over time and can effectively multiply by many times what you would have earned with just a standard base commission only.**

This is a game-changing pay innovation for the solar industry that only Blue Raven is offering. We know that other companies will eventually try to copy this Base Residual plan over the next few years; do you want to wait around to find out if your company is going to be one of them?

THE DETAILS

The best part about the Base Residual plan is that if for some reason a sales rep misses his monthly quota, the Base Residual does not permanently go away

WHAT DOES IT MEAN TO BE “ACTIVE”?

The Base Residual continues for each month a sales rep works at Blue Raven and remains in “active” status. The definition of “active” is simple:

1) the sales rep has not quit or been terminated and 2) The sales rep has hit their quota for the month.

The quotas are set as follows: if a sales rep has a Base Residual of less than a \$1000/month, then their quota is 1 Final Design signed each month. If a sales rep has a Base Residual between \$1001-\$3000, then their quota is 2 Final Designs signed each month. And finally, if a sales rep has a Base Residual of \$3001+ per month (up to as high as you can get it), then their quota is only 3 Final Designs signed each month. Never more. That’s it. As

your base grows, your quota goes up slightly, but is never unreachable.

The best part about the Base Residual plan is that if for some reason a sales rep misses his monthly quota, the Base Residual does not permanently go away—the sales rep will not receive the Base Residual payment just for the month that they missed the quota. If the sales rep hits the minimum quota the very next month, then the Base Residual starts up again. No catches. No gimmicks. No games.

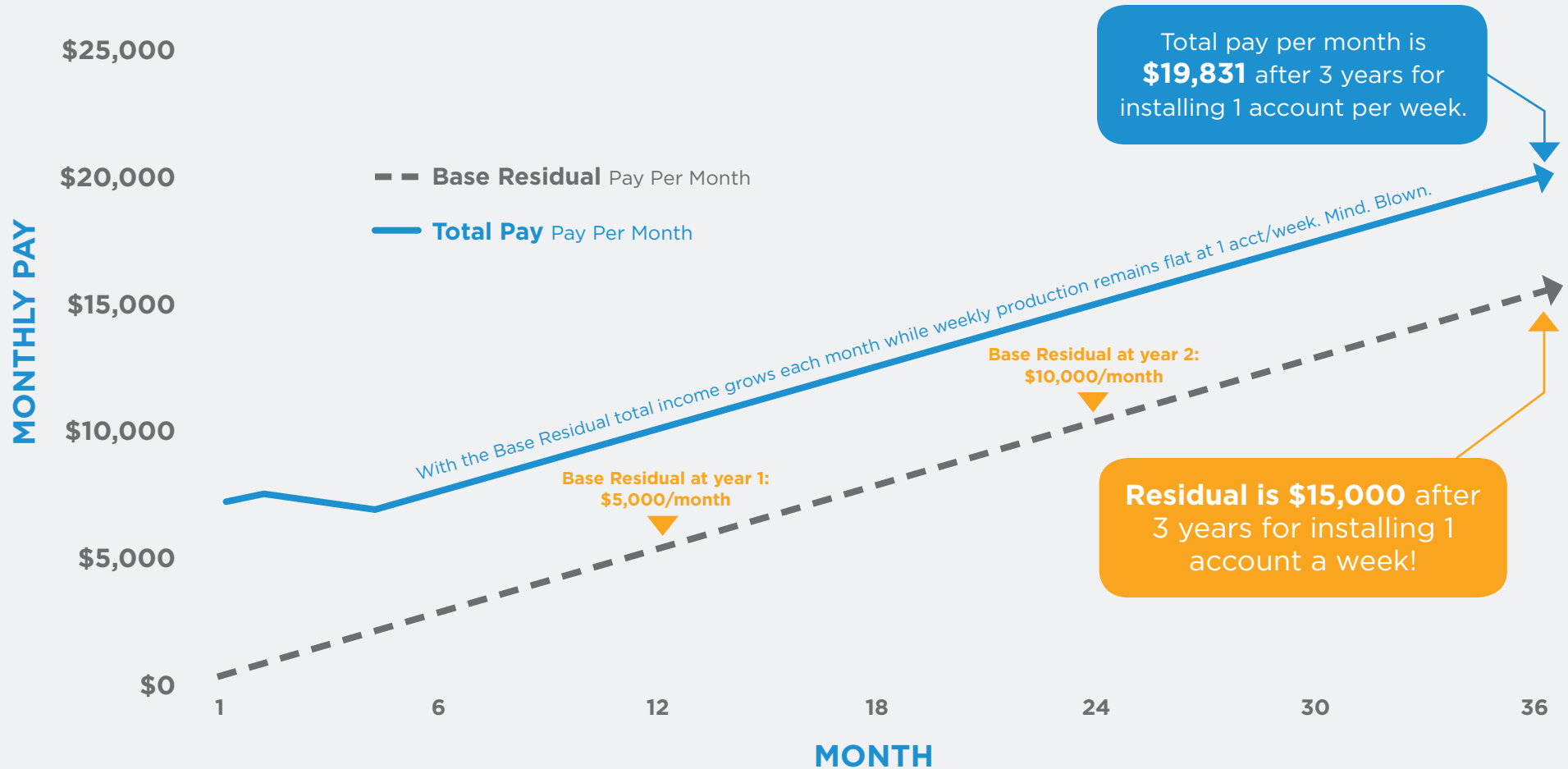
Just like at a traditional sales job where a salesperson receives a monthly base salary, you must hit your quota. If a sales rep doesn’t produce any-

thing the company employing him will cease to pay his base salary. That’s common sense. Same concept here: if a rep with a Base Residual doesn’t hit the minimum quota on a given month, then he will not receive the Base Residual the following month. But with Blue Raven, you can get right back on the next month. Try getting rehired by a company that fired you for missing your quota. Not going to happen.

Even then, we realize that sometimes life intervenes, so Blue Raven is granting one “grace month” each calendar year for those who have reached a monthly Base Residual of \$3001+. If a rep misses their minimum quota they will still receive their Base Residual for that month.



TOTAL PAY PER MONTH, INCLUDING RESIDUAL, FOR INSTALLING 50 ACCOUNTS PER YEAR, PLOTTED OVER 3 YEARS



Example residual pay for a sales rep that installs 50 accounts per year (~1/week)

Inputs	
Installs/week	0.96
Installs/mth	4.2
Installs/year	50
Residual/mth per account	\$100

Note his monthly residual payment at the end of year 1 = \$5,000 per month, end of year 2 = \$10,000 per month, and by year 3 his monthly Base Residual is \$15,000 per month!

All he had to do was install about 1 account per week on average—that’s super easy to do with consistent work effort.

Plus, in addition to his high ongoing monthly Base Residual pay, he still earns over \$4,800 monthly for his standard sales commissions.

YEAR 1	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
Standard Commission Pay	\$6,536	\$6,536	\$5,968	\$5,399	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$63,085
Total Monthly Residual Payment		\$833	\$1,250	\$1,667	\$2,083	\$2,500	\$2,917	\$3,333	\$3,750	\$4,167	\$4,583	\$5,000 Monthly Residual End of Year 1	\$32,083
													\$95,168

YEAR 2	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
Standard Commission Pay	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$57,970
Total Monthly Residual Payment	\$5,417	\$5,833	\$6,250	\$6,667	\$7,083	\$7,500	\$7,917	\$8,333	\$8,750	\$9,167	\$9,583	\$10,000 Monthly Residual End of Year 2	\$92,500
													\$150,470

YEAR 3	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
Standard Commission Pay	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$4,831	\$57,970
Total Monthly Residual Payment	\$10,417	\$10,833	\$11,250	\$11,667	\$12,083	\$12,500	\$12,917	\$13,333	\$13,750	\$14,167	\$14,583	\$15,000 Monthly Residual End of Year 3	\$152,500
													\$210,470

FAQ



As we have rolled out this plan, we have received many of the same questions. To preemptively answer your questions please read our list of **Frequently Asked Questions** below.

So you pay \$100 each month, forever, for each account that I install?

Yes.

Are you serious? This Base Residual plan sounds crazy! Is this pay plan too good to be true?

No, it is not too good to be true— this plan is for real. There are no catches other than you must remain in active status which means you must do the Final Design quota each month to receive your Base Residual payment.

Come on... what is the catch?

There is no catch other than you must hit your quota each month. This is no different than any other sales job in the real world: you don't receive a monthly base salary if you don't hit a quota. In fact, you'd probably get fired. This is just common sense. Committed sales reps that work each month won't be worried about getting the Base Residual payment because they will always hit the minimum quota (they are easy to hit if you are working).

Okay, this is crazy— so how is Blue Raven able to do this monthly bonus plan?

It's simple... just like we have been able to innovate in so many other key ways in our company's history... we just did it. We are always breaking new ground as a company and pushing things forward in the solar industry. We saw an opening and did what we always have done: we innovated and found a better solution. We have been working on this plan for nearly 2 years and we have recently entered into a financing agreement that allows this Base Residual plan to be possible.

Why not just pay a base salary from the start?

First of all, we don't pay a salary. This Base Residual is not a salary. Second, if we did pay a guaranteed salary, then we would just attract a lot of "pretenders" who aren't here to do any real work—they are just answering the call to easy, free money. We have no interest in attracting this crowd of people. This plan will attract and incentivize the right people and the right behaviors. It provides monthly stability very quickly to those that earn it, without capping the upside. Salaries provide some capped security to everyone regardless of

whether they earn it. That doesn't work in direct sales. Our Base Residual plan is the right mix of both security and upside for what we do. We are happy to pay out a ton of money each month for this Base Residual plan to those who actually work and produce. It's really a simple concept: those who produce will receive a lion's share of the reward. Those who quit or don't sell anything won't share in the upside. It's a very fair system.

So let me get this straight: you guys still pay a normal sales commission PLUS you pay this huge Base Residual?

Yes, that's right. Our QuickStart pay plan allows the sales reps to avoid a reduction in their total income as their Base Residual ramps up. The pay plan was built to slowly descend over 5 months from \$230/kW to \$170/kW as the monthly Base Residual builds. As sales rep commission payments gradually go to \$170/kW over 5 months, the reps build up their monthly Base Residual to offset the reduction. Very soon the total payment from the sales commission plus the Base Residual far exceeds the standard sales commission. Most reps will earn more money on this system by month 6 and have a very nice Base Residual built. See the previous 2 pages (9 and 10) for a graph and chart on how the pay works.

Why is Blue Raven doing this bonus pay plan? What is your objective with this?

Our aim with this Base Residual is to make the job a long term and more permanent position. Blue Raven is a place where people can build a long-term employment option for a decade and beyond. Also, the plan is to reward those who have produced to build up Blue Raven. Another objective to the bonus payment plan is that by paying a Base Residual, we will expand Blue Raven into the sales professional market beyond just the traditional direct sales world. By offering this Base Residual, we are effectively paying a hefty monthly base to open up the direct sales solar world to others that previously might have shied away from direct sales (where most companies only pay 100% commission).

Is the Base Residual plan for just the managers—or for all the sales reps?

It is for everyone: all sales reps and managers. Anyone who sells an account will get paid the Base Residual.

How does this work for overrides? Does Blue Raven still pay manager overrides?

Yes, we still pay out our standard manager override as we always have.

Is there a cap on the bonus payment and how much I can make each month?

No.

Does the bonus payment reset and start over every year at \$0?

No, it just continuously builds month after month. The longer you stay and produce the more you make over time. It's a beautiful thing. If you work here for 5 years you will build an eye-popping monthly Base Residual. Do the math.

When exactly is the Base Residual paid out?

The Base Residual is paid out the month following the signed Final Design.

What about account cancellations?

This question is usually asked by someone coming from the home security or pest control industry. This is solar—as a reminder, once the account has been installed there are no cancellations. Get the account installed and you get paid on it forever.

Do I lose the Base Residual if I leave Blue Raven?

Of course. If you sold cars at a local dealership and they paid you a base salary and then you left their company, would they still pay your salary after your departure? Remember, this Base Residual is intended to be something that only active sales reps receive who are doing monthly production (similar to a base salary in a traditional sales job). No production = no pay. There is no free lunch.

What happens if I miss my quota and I lose my place as a rep in “active” status—do I lose my residual forever?

No, you only lose it for the month that you missed the quota. If you hit your quota the following month you will again begin to receive the Base Residual payment. And remember, there is a 1-month grace period each year for those with a \$3,001+ residual.

How do I remain in “Active” status to make sure that I receive the Base Residual each month?

The definition of “active” is simple:

1. You have not quit or been terminated.

2. Hit the following quotas:

- If a sales rep has a Base Residual of a \$1000 or less per month, they must do at least 1 Final Design per month.
- If a sales rep has \$1001-\$3000 Base Residual, they must do at least 2 Final Designs per month.
- If a sales rep has a Base Residual of \$3001+ per month, they must do at least 3 Final Designs per month.

Note: For example, if your residual climbs to \$4000 per month, your monthly quota does not rise to 4 Final Designs. **3 Final Designs per month is the maximum quota per month.**

I am new to solar and am not familiar with the term “Final Design”? What is a “Final Design” and how do I do it?

Final Design simply means that the customer has agreed to go solar, decided how they want to finance it, and approved their final panel layout.

A COMPARISON

TRADITIONAL SALES JOB VS. THE BLUE RAVEN BASE RESIDUAL PLAN

QUESTION	TRADITIONAL SALES JOB	BLUE RAVEN BASE RESIDUAL PLAN
How am I paid?	Base + Commissions	Base Residual + Commissions
How is my base determined?	You negotiate it when you are hired.	You build it over time.
What happens if I miss my quota?	You get terminated.	No Base Residual is paid for that month.
Can I get back on my base if I missed my quota last month?	Um. No. We fired you. Stop bothering us.	Yes. Just hit your quota this month.
Can I still have my base if I don't work there anymore?	Seriously, are you asking that? No wonder we fired you.	Of course not.
If I leave your company for a while and then want to come back, can I have my base back? Please?	Dude, you can't just come and go as you please. We're trying to run a business here. No wonder we fired you.	No. The point of a base is consistency and dependability. From us and from you. If you get terminated and want to come back, you start from scratch.

Example residual pay for a sales rep that installs 100 accounts per year (~2/week)

Inputs	
Installs/week	1.92
Installs/mth	8.3
Installs/year	100
Residual/mth per account	\$100

This is a snapshot of a rep that sells consistently each month (at least double digits each month in bookings).

Note his monthly residual payment at the end of year 1 is \$10,000 per month and by the end of year 2 he is getting \$20,000 per month in Base Residual pay.

And by year 3 his monthly Base Residual pay is \$30,000 per month! **By this point he is earning almost \$300,000 per year just in his Base Residual payments.**

YEAR 1	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
Standard Commission Pay	\$13,072	\$13,072	\$11,935	\$10,798	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$126,170
Total Monthly Residual Payment		\$1,667	\$2,500	\$3,333	\$4,167	\$5,000	\$5,833	\$6,667	\$7,500	\$8,333	\$9,167	\$10,000 Monthly Residual End of Year 1	\$64,167 \$190,337

YEAR 2	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
Standard Commission Pay	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$115,940
Total Monthly Residual Payment	\$10,833	\$11,667	\$12,500	\$13,333	\$14,167	\$15,000	\$15,833	\$16,667	\$17,500	\$18,333	\$19,167	\$20,000 Monthly Residual End of Year 2	\$185,000 \$300,940

YEAR 3	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
Standard Commission Pay	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$9,662	\$115,940
Total Monthly Residual Payment	\$20,833	\$21,667	\$22,500	\$23,333	\$24,167	\$25,000	\$25,833	\$26,667	\$27,500	\$28,333	\$29,167	\$30,000 Monthly Residual End of Year 3	\$305,000 \$420,940

Not a big seller? No worries.



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Check out this example of the residual pay for a sales rep that installs just 25 accounts per year—or less than .5 accounts per week (~2/month)

Inputs	
Installs/week	0.48
Installs/mth	2.1
Installs/year	25
Residual/mth per account	\$100

This guy installs an average of just over 2 accounts per month (just 2 accounts!) and his monthly Base Residual check is still worth **\$5000 per month by the end of year 2**. Not bad.

And **by the end of year 3 he is earning a total of over \$100,000 per year**—all for doing just 25 accounts per year. Not bad at all...

YEAR 1	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
Standard Commission Pay	\$3,268	\$3,268	\$2,984	\$2,700	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$31,543
Total Monthly Residual Payment		\$417	\$625	\$833	\$1,042	\$1,250	\$1,458	\$1,667	\$1,875	\$2,083	\$2,292	\$2,500 Monthly Residual End of Year 1	\$16,042 \$47,584

YEAR 2	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
Standard Commission Pay	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$28,985
Total Monthly Residual Payment	\$2,708	\$2,917	\$3,125	\$3,333	\$3,542	\$3,750	\$3,958	\$4,167	\$4,375	\$4,583	\$4,792	\$5,000 Monthly Residual End of Year 2	\$46,250 \$75,235

YEAR 3	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12	TOTAL
Standard Commission Pay	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$2,415	\$28,985
Total Monthly Residual Payment	\$5,208	\$5,417	\$5,625	\$5,833	\$6,042	\$6,250	\$6,458	\$6,667	\$6,875	\$7,083	\$7,292	\$7,500 Monthly Residual End of Year 3	\$76,250 \$105,235

HAS YOUR COMPANY STOCK PLAN STILL NOT PAID ANYTHING OUT?

FINALLY A REAL BONUS INCENTIVE PLAN FOR SOLAR WITH NO GIMMICKS

Are you still waiting to get paid out on that mythical stock bonus plan they offered years ago? Where are all those millions that were promised? When are the sales reps going to wise up to the fact that these stock plans are not ever going to be worth anything?

At last there is a legitimate, honest way to build steady, consistent wealth over time for the solar industry. This is a gimmick-free bonus plan that doesn't rely on false promises or inflated hope of millions that will never come.



GUARANTEED PAYMENTS DEPOSITED EACH MONTH INTO YOUR BANK ACCOUNT

With our Base Residual plan there is no waiting it out for years to see if a deflated stock price ever comes back up. Or waiting to see if your company will ever go public or sell out so your stock plan becomes worth anything. Stop relying on their promises that the mirage of a higher stock price or a company sale is just around the corner.

Instead of sketchy promises and false hope, you can instead get paid guaranteed money EACH MONTH based on what you have produced. There is no deception and no waiting for years to get your money: with the Base Residual plan you are paid everything by the following month after signed Final Design.

Take the sure path—not the gimmicks and the hope they are selling you. Come and build a massive Base Residual payment each month for the accounts that you have produced.

The Base Residual is simple and easy to understand: \$100 paid out each month in perpetuity for each account produced. Paid on time each and every month. With no tricks or deception. Only from Blue Raven Solar.

Isn't it time to start putting actual money into your bank account each month instead of just hoping your company stock plan will someday work out?

AT BLUE RAVEN WE ALWAYS ASK: **WHAT'S NEXT?**

This Base Residual pay plan is a game changing pay innovation for the solar industry that only Blue Raven is offering. We know that other companies will eventually try to copy this Base Residual plan over the next few years; do you want to wait around to find out if your company is going to be one of them?

- When is the last time your company innovated and came out with a new solar financing product to help you sell more accounts?
- When is the last time your company offered you a new form of compensation to help you build a stable monthly income?
- When is the last time your company took on any extra risk for the sole purpose of helping you sell more accounts or earn more money?

This is the mindset at Blue Raven: we continue to innovate and push the boundaries of what is possible in the solar direct sales industry. We do this to help our sales reps make more money through differentiated solar financial products and pay plans (like this new and innovative Base Residual plan).





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To learn more about the Blue Raven Solar sales program, download our brochure at blueravensolar.com/brochure