

THE FUTURE OF ENERGY. TODAY.













BLUE RAVEN
SOLAR

BLUE POWER PLUS™

Introducing BluePower Plus+™: an exciting new solar financing product exclusively from Blue Raven Solar, which includes 18 months of free solar power.

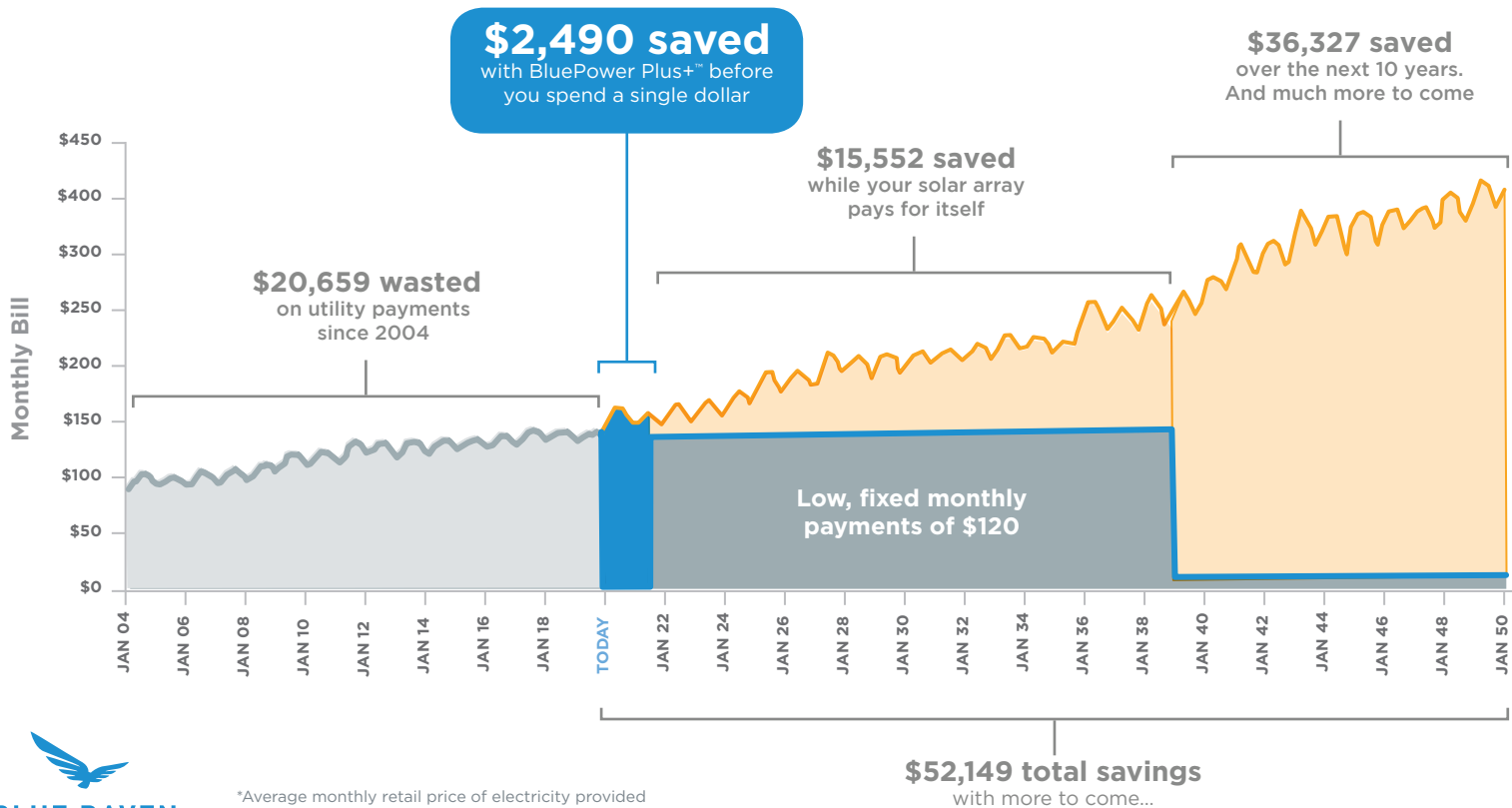


The Top 10 BLUEPOWER^{PLUS} Advantages

1		You own it.
2		BluePower Plus+™ includes 18 months of free solar power!
3		Turn a monthly power bill into an asset. Stop renting power from the utility! Own it instead. Stop flushing money each month! Build equity in your home.
4		Your monthly payment and interest rate is fixed with no escalator for the life of the loan.
5		With BluePower Plus+™ you may pay off the loan at any time with no prepayment penalty and enjoy free, clean power for life.
6		With BluePower Plus+™ you get the federal solar tax credit along with any state tax credits.
7		25-year panel warranty including a production, maintenance & workmanship guarantee.
8		Top-rated panels and inverters come standard. We use the modern black solar panels which are more aesthetically pleasing and blend in better on the roof.
9		Appreciates your home's value. Multiple studies show that owning roof-top solar significantly increases the value of your home.
10		Increase your self reliance and feel proud doing your part to reduce dirty carbon-based energy.

18 Months of FREE Solar Power with BluePower Plus+™

Sample Projected Savings Over Time



Key Terms of Your BluePower Plus+™ Solar Purchase

\$0

Pay \$0 up front for design, permitting and installation costs

**18 Months
FREE Solar**

Enjoy free solar power for your first 18 months

\$0

No escalation in the monthly payment over the life of the loan

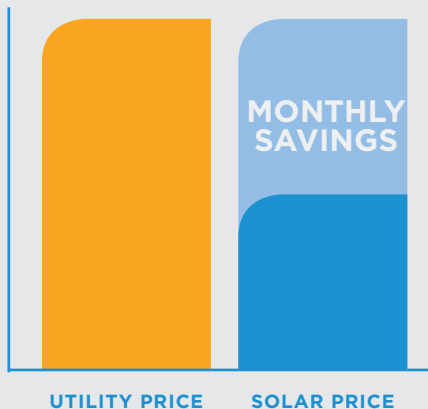


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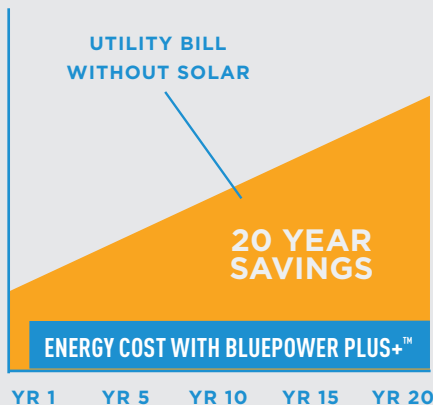
Our promises to you:

- Your interest rate and monthly payment is fixed for the life of the loan.
- You may pay off the loan at any time with no prepayment penalty.
- You get the federal and state tax credits.
- We insure, maintain, and repair the system (including the inverter) at no additional cost to you, as specified in the agreement.

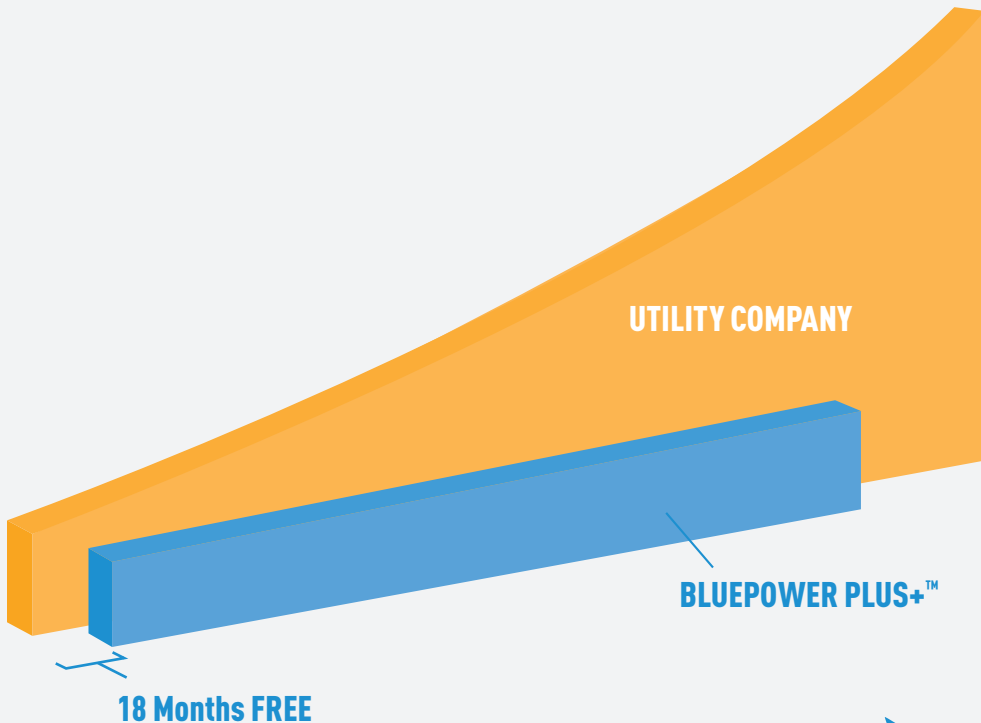
Save Money **Every Month**



Your Savings **Grow Every Year**



25 Year Cost with BLUEPOWER+™



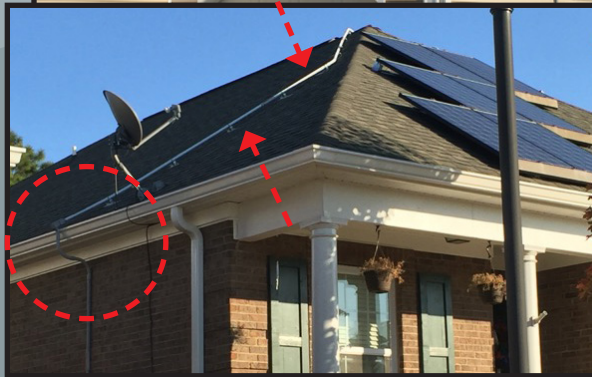
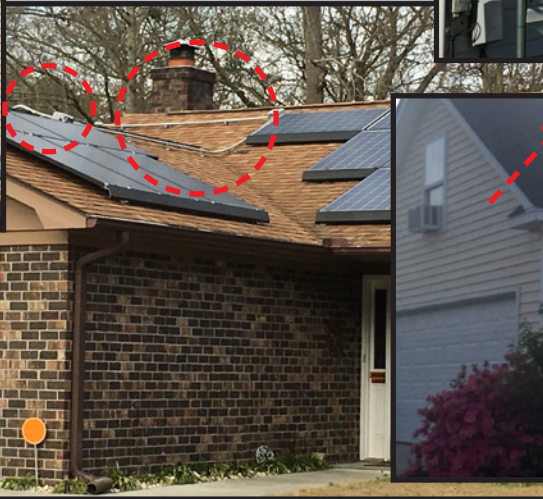
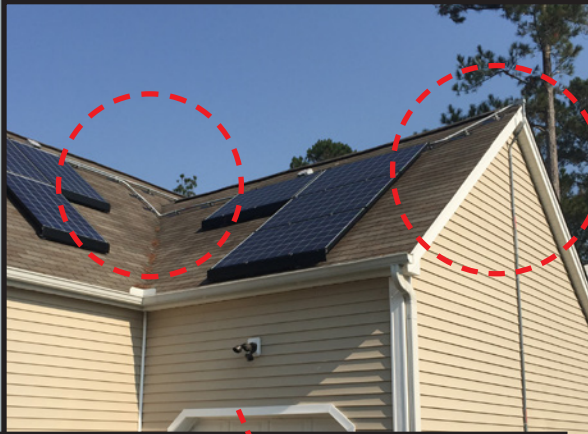
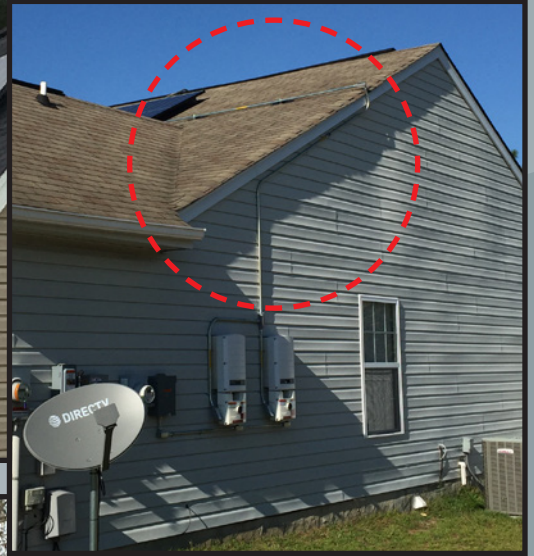
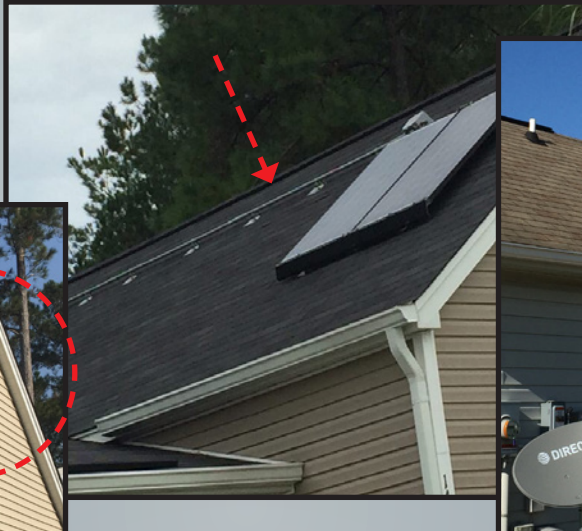
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Blue Raven Solar Sample Installs

Clean Installs - Interior Conduit



Competitor Installs



HOW IT WORKS

1 SOLAR PANELS

Solar panels on your roof convert sunlight into direct current (DC) electricity.

2 INVERTER

The DC electricity is run through an inverter to make the conversion into alternating current (AC) power (the standard electrical current used in your home).

3 ELECTRICAL PANEL

The AC power is run through the electrical panel where it can be distributed throughout your home.

4 UTILITY METER

The utility meter is used to measure your electrical supply. When solar energy is received through the solar panels, your utility meter will turn backwards. If you produce more power than you actually used, your utility company will offset your next bill.

5 UTILITY GRID

You will always be plugged into the utility grid. When your solar panels are producing less electricity (i.e. at night), your home's power runs from the utility grid.

6 SYSTEM TRACKING

Online monitoring offers easy access to your solar account at any time. You can check your solar production, specifications, plus many more features.



Remote sensors. The smarter solution.



A smart thermostat comes in the standard BluePowerPlus+ package



CONTROL YOUR THERMOSTAT FROM ANYWHERE.

Free yourself from your old thermostat! With a data or WiFi connection you can monitor or change your thermostat settings from anywhere.



IT LEARNS YOUR HABITS TO HELP YOU SAVE.

Unlike an ordinary thermostat, ecobee3 uses wireless remote sensors to measure and adjust temperatures in multiple rooms to keep you comfortable in your home while saving you money.



ecobee3



BLUE RAVEN
SOLAR

LED Lighting for Your Home

LED lighting for your home comes standard with BluePowerPlus+

Acting like incandescents, LED light bulbs are an energy-efficient and long-lasting way to light your home.



LED LIGHTING BENEFITS

- Efficiently directs light
- Compact size
- No UV or infrared emissions
- Withstands breakage
- Long-lasting
- Instantly turns on



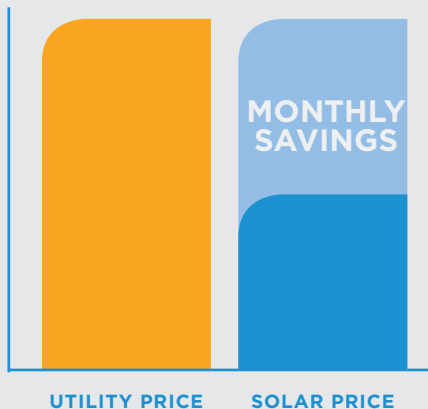
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Solar Ownership vs. Solar Lease

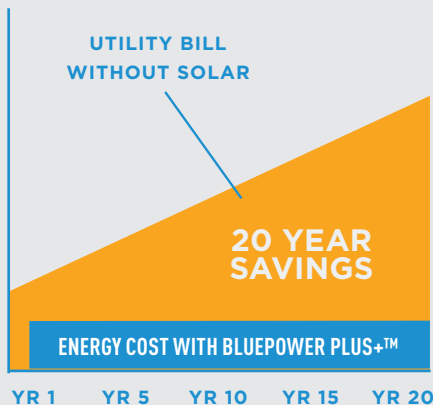
	OWN	LEASE
Maintenance, workmanship and production guarantee	✓	✓
25-year panel guarantee	✓	✓
Free monitoring	✓	✓
NO up-front cost	✓	✓
NO buyout clause	✓	✗
NO 3rd party owner dictating terms	✓	✗
NO prepayment penalty	✓	✗
YOU keep 100% of power savings	✓	✗
Appreciates your home's value	✓	✗
YOU keep federal and state tax incentives	✓	✗
FIXED monthly payment (vs. escalator)	✓	✗

Stop renting power! **Own your system instead of forever renting power from a 3rd party.**

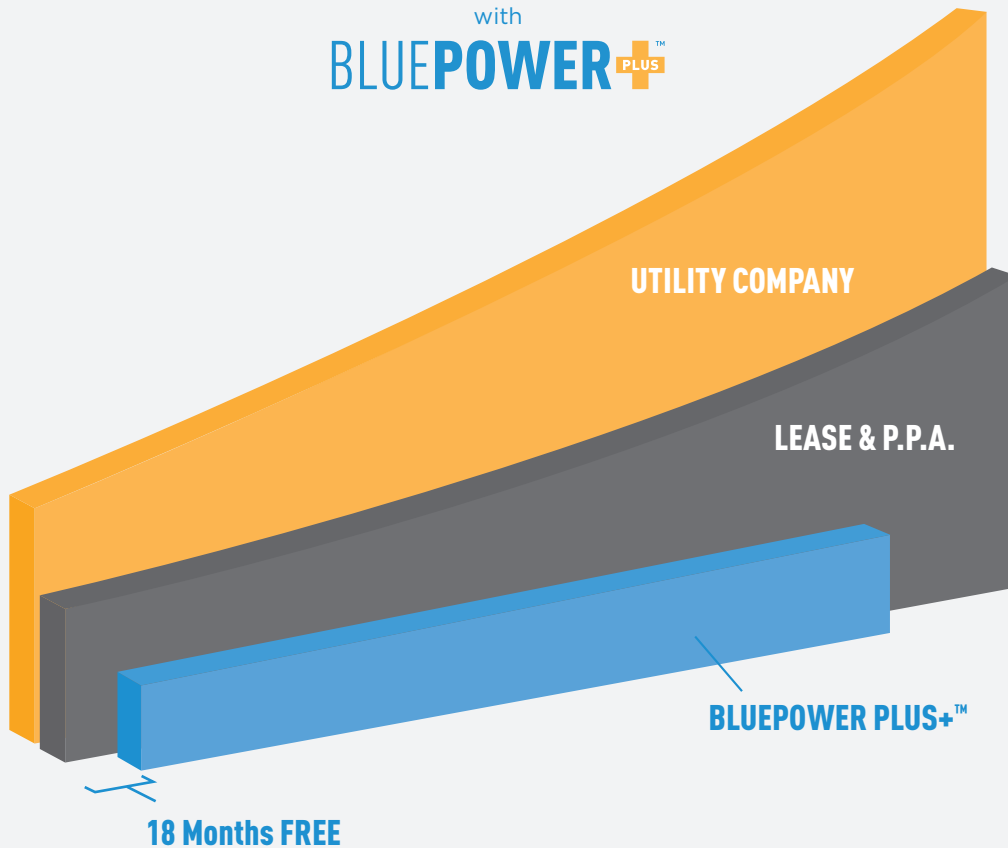
Save Money **Every Month**



Your Savings **Grow Every Year**



25 Year Cost with **BLUEPOWER+™**



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The 3 Types of Residential Solar

LEASE

Similar to a car lease

The Good:

- Provides equipment and installation at no cost
- Company maintains and insures equipment
- No tax considerations to qualify

The Bad:

- Customer only gets a limited portion of the power bill savings each month
- Customer builds no equity in their system and gets very limited home value appreciation with a lease
- A built-in 2.99% escalator means your monthly power bill doubles over 25 years
- Very low production guarantee means savings aren't guaranteed
- Moving from the home is nearly impossible without finding a qualified, interested buyer to take over the lease payments

P.P.A.

Another form of lease

The Good:

- Provides equipment and installation at no cost
- Company maintains and insures equipment
- No tax considerations to qualify

The Bad:

- Customer only gets a limited portion of the power bill savings each month
- Customer builds no equity in their system and gets very limited home value appreciation with a P.P.A.
- A built-in 2.99% escalator means your monthly power bill doubles over 25 years
- No production guarantee
- Moving from the home is nearly impossible without finding a qualified, interested buyer to take over the P.P.A. payments

OWNERSHIP

Best long term value for the customer

The Good:

- You own it and get all the financial upside
- Turn a monthly power bill into building an asset
- Ownership is the only option that appreciates your home's value by any meaningful amount
- Your monthly payment is fixed for the life of the loan (no escalators like on a lease or P.P.A.)
- Once the loan is paid off enjoy years of free, clean energy
- You get all the tax credits

The Bad:

- Tax considerations to qualify

BEST
VALUE



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Solar Ownership vs. Solar Lease

The BluePower Plus+™ solar financing product is far superior to anything on the market. BluePower Plus+™ combines the best aspects of a 3rd party owned solar lease (or P.P.A.) with the superior return and flexibility of solar ownership.

Because you own your solar system with BluePower Plus+™, you will not run into any interference from a 3rd party that controls the solar array on your roof for the next 20-25 years. You own the system and you alone have the freedom to decide what to do with it.

Be your own power plant instead of letting someone else control your roof and lease it to you.

With BluePower Plus+™ you don't have to bother with any of the burdensome problems posed by 3rd party ownership and the hassle of trying to assess the fair market value of the system to buy it out or transfer it in case of a move, death, divorce, etc.

Unlike with a 3rd party owned system where there is no option to terminate the 20-25 year contract early, with BluePower Plus+™ you can pay it off early at any time with no penalty.

Additionally, with the BluePower Plus+™ solar system we still offer all the benefits that a 3rd party owned system has like a production guarantee, free maintenance and monitoring, etc. You get all the benefits of a lease or P.P.A., without the backbreaking buyout clauses and inflexibility of someone else owning the power plant on your roof.

With solar ownership your home appreciation value far exceeds that of having a 3rd party system controlling your roof. Why let this benefit go to a 3rd party?

BluePower Plus+™ allows the best of both worlds from self-ownership and a 3rd party owned system, but perhaps most important: ALL of the power savings flow to you (not the 3rd party).

With BluePower Plus+™ it's simply easier: you own the system—no hassles from a 3rd party dictating terms to you.



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