

SENSIBLE SOLAR AZ™

SUN CITY SOLAR AZ™



Sensible Solar Az
Business ID: 1000036348
BBB Rating: A+

WHY WAIT to get solar?  Amazing Programs

I offer a free no-obligation Solar analysis Discovery meeting

Our analysis and Discovery meeting are informal. All it normally takes is one hour in the comfort of your home for us to show the amazing benefits of solar energy vs. traditional expensive utility energy. I educate and answer any question you have with our 'no pressure' approach.

It always makes sense to conclusively find out if solar is a good 'fit' for you, and in less time than watching one television movie!

Below are responses some express to not want to schedule a time to meet and find out:

"I'm really busy right now, I'm don't have time, I have too many things going on, I'm able to pay my bill, I'm going to wait till later in the year, Maybe next year, I need to do more research, I'm not in a hurry".

Reorient your thinking, as most of us have been conditioned our entire lives to mindlessly pay the energy bill, many never being shown that solar is a more cost-effective and a risk-free solution.

Fact. Hundreds of thousands of Arizonans have switched to solar over the last decade, with the number of new installations increasing monthly. While there are a few dissatisfied solar owners, studies show these are the sadly the result of poor analysis and insufficient power output, easily avoided with a true professional analysis that our company always performs.

I now have 2000+ delighted residents in Sun City, and thousands more throughout the Valley of the Sun, all no longer subject to the APS energy monopoly and record price increases.

I walk you through how easy the transition to solar is.

Hundreds of tests conducted around the United States have decisively demonstrated that solar produces clean, reliable power for significantly less than utility companies.

People who had solar installed 20-25+ years ago are still reaping the rewards.

Panels, inverters, and components are now made and built in the United States.

0\$ Program – No investment necessary, and no money is ever spent on the system, so there is never any stress associated with signing up and starting saving the day the system becomes live.

Remember, most crucially, that your system will never cost you anything; you just pay for the low-cost energy it generates. We install, warrant, maintain, and monitor it for 25 years without deductibles, providing you peace of mind. Truly a win-win for you as a consumer.

Another excellent benefit is that if you decide to sell or have a trust, your program transfers with no fees to the new title holder, retaining all remaining warranties and the same electric rate.

Purchase Program: Instant ownership. Individuals can benefit from federal and state tax breaks.

We provide the collecting system (panels, inverters, batteries, and all necessary gear).

I act as general contractor, getting all necessary permissions from the APS, county, city, and homeowner associations. You can relax I handle everything for you. In 2-3 months, you will be up and running, generating your own solar electricity and saving money.

Fact: Solar energy from the sun is always free; it never increases in price!

ACHIEVE ENERGY INDEPENDENCE

Why wait when each month you are paying excessively for your utility energy!

What is Sensible Solar ?

A simple explanation is a professionally done discovery analysis that gives you the just the right amount of solar, guaranteeing you the best mix of energy vs. cost. I have a unique partnership with our elite installer for outstanding solar+battery® programs.



I show you conclusively you can now be in control, save money with low-cost solar, and at the same time benefit the environment for the future, for your children and grandchildren.

On our website and in our literature, you will read about our exciting solar programs and the Tier 1 panels, including Tesla batteries made entirely in the USA.

With inflation and energy rates going up yearly, solar is a sensible and smart move.

Solar once and for all frees you from the monopoly of the utility company.

'They bill, and you pay'.

Solar frees you from rate-hike ladder to use your energy the way you want and when you want.

Solar electricity is unequivocally less expensive by 25–40%.

No out-of pocket costs with the amazing \$0 Program, thanks in part to the 2022 Inflation Reduction Act, which has made billions available for home solar.

Cash or financing customers, I have excellent pricing plus you may be also benefit from Federal and State tax incentives.

All systems carry a 5 Star 25-year bumper-to-bumper warranty.
Your roof is even insured!

Solar is a sensible, prudent and smart investment.

ELECTRICITY PRICES

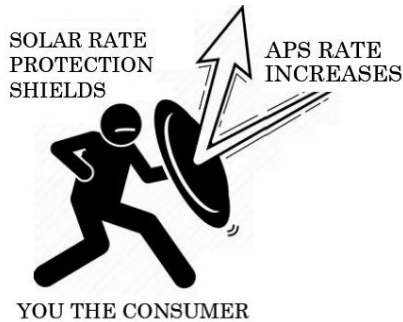
THE TRUE COST SOLAR VS. UTILITY

According to the U.S. Bureau of Labor Statistics current national average price is \$0.17-18 for "Electricity per KWH". **APS is a monopoly, 'they bill and you pay'**. Historically rates for many doubled since 2002, predicted double 8+ years. Why continue to buy at high cost.

Data below will surprise many of Solar savings vs. Utility electricity costs

Utility projected costs of average 4% year increase (based on rate/fee increases since 2017)

SOLAR vs. APS	10-year Cost Comparisons	15-year Cost Comparisons	20-year Cost Comparisons
APS cost \$100/ mo average electric bill	\$14,404	\$24,027	\$35,733
Solar cost	\$ 10,083	\$16,819	\$25,013
Savings average 30%	= \$4,321	= \$7,208	= \$10,720
APS cost \$150/ mo average electric bill	\$21,607	\$36,001	\$53,600
Solar cost	\$15,125	\$25,201	\$37,520
Savings average 30%	= \$ 6,482	= \$10,800	= \$16,080
APS cost \$200/ mo average electric bill	\$28,809	\$48,053	\$71,467
Solar cost	\$20,166	\$33,637	\$50,027
Savings average 30%	= \$ 8,643	= \$14,416	= \$21,440
APS cost \$250/ mo average electric bill	\$36,011	\$60,066	\$89,334
Solar cost	\$25,208	\$42,046	\$62,534
Savings average 30%	= \$10,803	= \$17,315	= \$25,800
APS cost \$300/ mo average electric bill	\$43,215	\$72,081	\$107,201
Solar cost	\$30,251	\$50,457	\$75,041
Savings average 30%	= \$12,965	= \$21,624	= \$32,160



BUYER BEWARE! INSIDE THE 2024 APS RATE INCREASE

A PERFECT EXAMPLE OF WHY OUR 25-YEAR LOCKED-IN SOLAR RATES ARE A SHIELD AGAINST APS INCREASES AS THE COST OF THE SUN'S ENERGY CAN NEVER INCREASE

12News, Author: Joe Dana Published: 12:00 PM PST February 29, 2024 Updated: 6:48 AM PST March 2, 2024

PHOENIX — UPDATE: Since this story was published on Thursday afternoon, APS has submitted an updated bin analysis to the Arizona Corporation Commission. It shows residential customers are projected to see a bill hike average of 13.62% with a 25% increase of on-peak rates.

In 2021, former Arizona Corporation Commissioner Justin Olson warned regulators not to vote on a rate increase without reading the fine print. It was a message of “buyer beware.”

“It is imperative that I do not repeat the error of the previous Commission that failed to obtain this comprehensive bill impact evaluation,” Olson wrote to colleagues in an August 2021 letter. Olson’s letter refers to a chart – known as a bin analysis - detailing how a proposed rate plan would impact customers based on their historical power usage. **When the Arizona Corporation Commission voted last Thursday on a new rate hike for APS, they had a bin analysis that did not reflect changes made to the proposal. Judge orders APS to provide updated bin analysis and other details**

By Friday morning, Commission Chair Jim O’Connor was assuring the public they would get an updated analysis. Customer advocacy groups filed requests for APS to produce the analysis as Ill. In response, the administrative law judge overseeing the case responded by ordering APS to produce a new bin analysis, along with other details of the rate plan, by March 4. Olson, no longer on the commission, tells 12News the bin analysis allows commissioners to know why some ratepayers will see larger or smaller changes on the average bill.

“The bin analysis was particularly important when a rate case included substantial changes to the rate design as these changes could lead to a large variety of individual ratepayer impacts,” Olson told 12News on Thursday.

APS has stated the new rate hike - set to go into effect in March - will have an average impact of 8% on residential customers, or about \$10.50 per month. Rates vary for many reasons - impacted by individual plans, lather, the number of days in a billing period, and whether a customer is a business, a rooftop solar owner, or a school.

The director of the PIRG Education Fund alleged the commission “failed to ask the questions necessary to ensure they had adequate and complete data before voting on the entire rate plan” and a prominent consumer advocate said he is worried the advertised 8% increase “may be temporary or lowballed to avoid negative publicity.”

Editor's Note: Story updated to clarify that commissioners voted without having an updated bin analysis.

COMMON OBJECTIONS TO SOLAR WITH ANSWERS

#1. I'm good. I'm ok with no solar.

Fact: What do you really mean by that statement?

Is it really ok to be paying 20-40% more each month for energy than you need to?

When you get solar it never changes in price - the sun is free. Once you buy or lease a solar system, it is reliable maintaining power output for 25+ years. **With solar you are in total control of your energy cost.** Traditional utility energy is more and more expensive. Arizona utility boards keep approving dramatic multi-year price increases currently being implemented. **APS and SRP rates have increased 10-20% in the last 2 years.**

#2. You really don't save any money. Solar is Expensive

Fact: Solar energy is in 2025 is much less expensive than utility energy. Panels have come down in price 72% in the past 10 years. **Solar can be generated by you for an average of 10-12 cents per kilowatt, whereas the utility companies sell energy to you for 16-20 cents per kWh!** Solar unequivocally, "always saves you money" - our analysis is free to find out your exact cost for energy.

#3. I'm going to wait until the technology improves. I don't like China.

Fact: We are on the 5th generation panel/inverter technology with panels now at 90% power output at 25 years guaranteed with life of 30+ years. Like big screen TVs, they are lighter, stronger, more reliable with 25- year warranties on Panels, Inverters & racking, Batteries 10-15 years. Tesla™, Q-Cell™, Enphase™ & Solar Edge™ are all manufactured in the United States.

#4. I don't like the look of the panels and would not want them on my roof.

Fact: The best orientation is south/west, but through custom placement it is sometimes possible to **locate on other parts of the roof not so visible** or placed on an adjacent structure such as a garage, or as a ground mount installation. **It comes down to a personal decision as to the esthetics of solar on a roof verses the savings solar gives.** We have clients when we pointed roof top installations on their street admitted they had not noticed!

#5. I don't have the money right now.

Fact: We have programs that can put solar on your roof with programs that are \$0 out- of-pocket that start you saving the day the panels are turned on. Our free consultation reveals how you get a top-notch system with no gimmicks. For APS customers a special Solar Lease program is available with easy qualifying.

#6. I may be selling in the near future and don't think it's a good idea now.

Fact: Adding solar adds equity value giving very **good reasons to sit down with our consultant for expert free advice.** We can show purchase or lease options as both offer easy guaranteed transferability to a new owner. **You save \$\$ during these years while making your decision when to market - a smart move.**

#7. Free Government solar.

Stay away - scams to capture & sell your personal data.

#8. I am concerned about roof damage or voiding a roof warranty I have.

Fact: We only use certified installers that are the best in Arizona. Your roof is inspected and state certified prior to install, you receive a no-deductible \$500,000 **no-leak roof warranty.**

Note: Solar installations **do not void** any existing roof warranty you have.

#9. I know someone with solar having to pay Aps still!

No reason not to explore solar. Insights:

#1. Many didn't get enough solar initially or 5 years ago APS limited solar, this ended 3 years ago.

#2. Quite a few companies were inexperienced and sold systems way too small. We create systems using Aurora™ rated independently at 98.5% accurate; phenomenal savings with our integrated battery technology.

#3. Unfortunately many have aging systems of Chinese manufacture known for low power output made with inferior materials. We use USA made top-rated same used in extreme weather climates of middle-east.



A PERSONAL NOTE

Carl Johnson Owner, Specialist and Expert

For years, I have been demonstrating and teaching homeowners about solar energy, and I have developed a unique program named Sensible Solar Az™.

It is trademarked in Arizona created to demystify solar energy and highlight its many advantages for you: inexpensive reliable energy produced on your own roof creating a shield from yearly utility rate increases.

I recently created Sun City Solar Az to service the residents of Sun City.

The fact is solar energy is always less expensive than utility energy with added benefit that the utility is required by law to buyback and pay you for each kWh of electricity you don't use! In the fall, winter, spring your roof becomes an income producer; if you are a snowbird your roof generates income in the summer!

I'm a senior citizen who has lived in the valley for 22+ years with extensive experience in the residential solar industry. I have technical knowledge of every aspect of solar, but most importantly, have firsthand experience because my wife and I have a solar system on our home.

I can confidently guide you through the entire process of obtaining and owning solar.

Many homeowners have had "door knockers" pitch solar. They are typically young adults between the ages of 20 to 30 who are dispatched in groups to canvass a neighborhood with pre-rehearsed sales pitches; while some are local companies an increasing number are from out-of-state companies located in California and Nevada. These "door knockers" are promised large commissions for "selling" you solar systems, with most having little to no knowledge of the technology and in most cases never owning solar.

I cut out the middleman and work directly with our installation partner saving you money and vastly simplifying the process of getting solar; who maintain, warrant and monitors your system.

Experts at integrating Telsa™ Powerwall® & Enphase® batteries. Panels made in the USA.

My company never uses "scripted" sale pitch when I talk with you; instead endeavor to educate and demonstrate solar can be a significant part of life, regardless of your age—30, 50, 70, 90, our oldest is 103.

A crucial step in the process is listening to your concerns, particularly "why solar for me?"

Being truthful and open with our clients is something I value most.

Our goal is to educate and schedule a personal meeting. I encourage you to checkout our website as provides you with a wealth of current information with our current brochures and many useful downloads.



Between me and my installation partner, I have decades of solar experience with 20,000+ installations.

My Arizona top-rated installer is privately owned and so I ensure that every installation complies with all applicable state, county, and city codes and regulations for decades of clean and reliable power production.

Use 'Discovery Meeting' QR code at bottom or on the site (2 minutes to fill out) to start your solar journey with a solar expert, if you haven't already made an appointment, I encourage you to do so.

I am absolutely no pressure at the appointment, my goal educate and should you want to go forward, great.

I have phone, text and email options for contacting.

I encourage you to begin the complimentary, no-obligation process.

See for yourself the savings with our detailed energy analysis.

My engineering team simply uses the past 12 months of your energy usage from your utility; this data is used to create a custom system based upon a sophisticated 12 point analysis including sun exposure to your roof and current and future projected kWh usage.

I schedule a sit-down Discovery Meeting to present a personalized Solar Savings Report and quote.

In this Discovery meeting I show you this tailored program on a laptop, complete with rooftop satellite imagery showing panel location on your home.

My goal as a company is to educate and provide you with the knowledge you need to determine if solar is a "good fit" for you and how to obtain it for cash, financing, or the Amazing \$0 program.

Blessings – Carl Johnson

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SCAN QR CODE
View our Solar Programs



Business ID: 1000036348

BBB Rating: A+



Free Appointment



Use this QR code or go to our website
Use the 'Get a FREE Quote' link.
Fill out the 1 minute form.
We will contact you and start
you on your solar journey.