



IT'S THE YEAR OF SOLAR!

Dear Neighbor:

You have likely heard a lot of buzz about solar energy! If you're like most people, you have many questions and solar may seem complex and confusing. The Verona Solar Challenge was developed to help answer your questions about solar and to make it simple and easy to get a great deal on a solar energy system of your own.

The Verona Solar Challenge is a town-sponsored program that has partnered with EnergySage, an online solar marketplace that was developed with funding and support from the US Department of Energy. This free service will help you learn about and shop for a solar energy system with absolutely no obligation to make a purchase in the end. To participate in this great town-sponsored program, simply visit our new website www.veronasolar.org

The great news is the more than 50,000 New Jersey homeowners have gone solar and are saving money and the environment already. An average homeowner in New Jersey saves enough money each year from reduced electricity bills and other incentives to pay back their initial investment in 5-7 years. And, you can go solar with no money down through various loan and leasing programs!

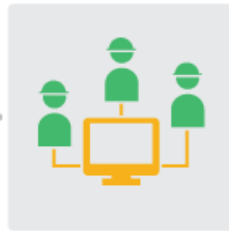
Sign up today for some free solar quotes and help us spread the word about the Verona Solar Challenge today. www.veronasolar.org

See you around town,
Steven J. Neale
Township of Verona | Department of Community Services

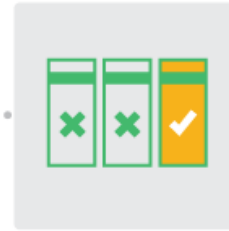
How the EnergySage Marketplace Works



Step 1:
Register online
Register and complete your property profile



Step 2:
Pre-screened installers submit quotes online
Installers compete for your business



Step 3:
Compare quotes online
Pick the best quote for you and save with solar!




Estimated Savings with Solar

This is a ballpark estimate, and not specific to your property. Actual numbers will vary depending on roof characteristics, selected hardware, and financing.

Estimates are based on Real-Time EnergySage Marketplace Data in NJ.


PAY CASH

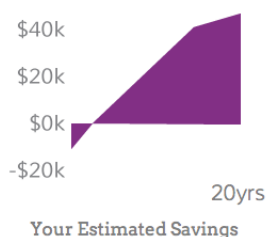
Own the system; maximize savings 

\$42,000 20 Year Net Savings 


\$14,000 Net Cost 

4.7 Years Payback

3% or more Increase in Property Value 




\$0-DOWN LOAN

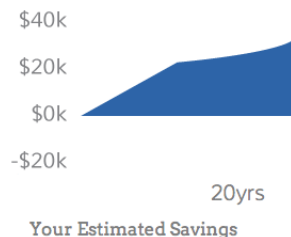
Own the system; no up-front cost 

\$34,000 20 Year Net Savings 


\$0 Out-of-Pocket Cost


Immediate Payback

3% or more Increase in Property Value 



\$0-DOWN LEASE/PPA

Rent the system; no up-front cost 

\$9,900 20 Year Net Savings 

\$0 Out-of-Pocket Cost

Immediate Payback

0% Increase in Property Value 