

IS IT TIME  
TO CELL  
OUT TO  
SOLAR?

**Where do you fit in?**

# Gratuitous Plug

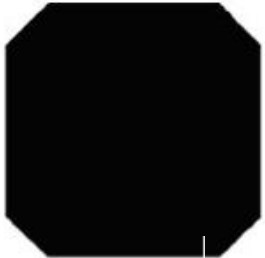
- Abundant Energy
  - Residential
  - Small Commercial Developer
- Florida wide partner channel
- Most MW of residential rooftop PV installed and under construction



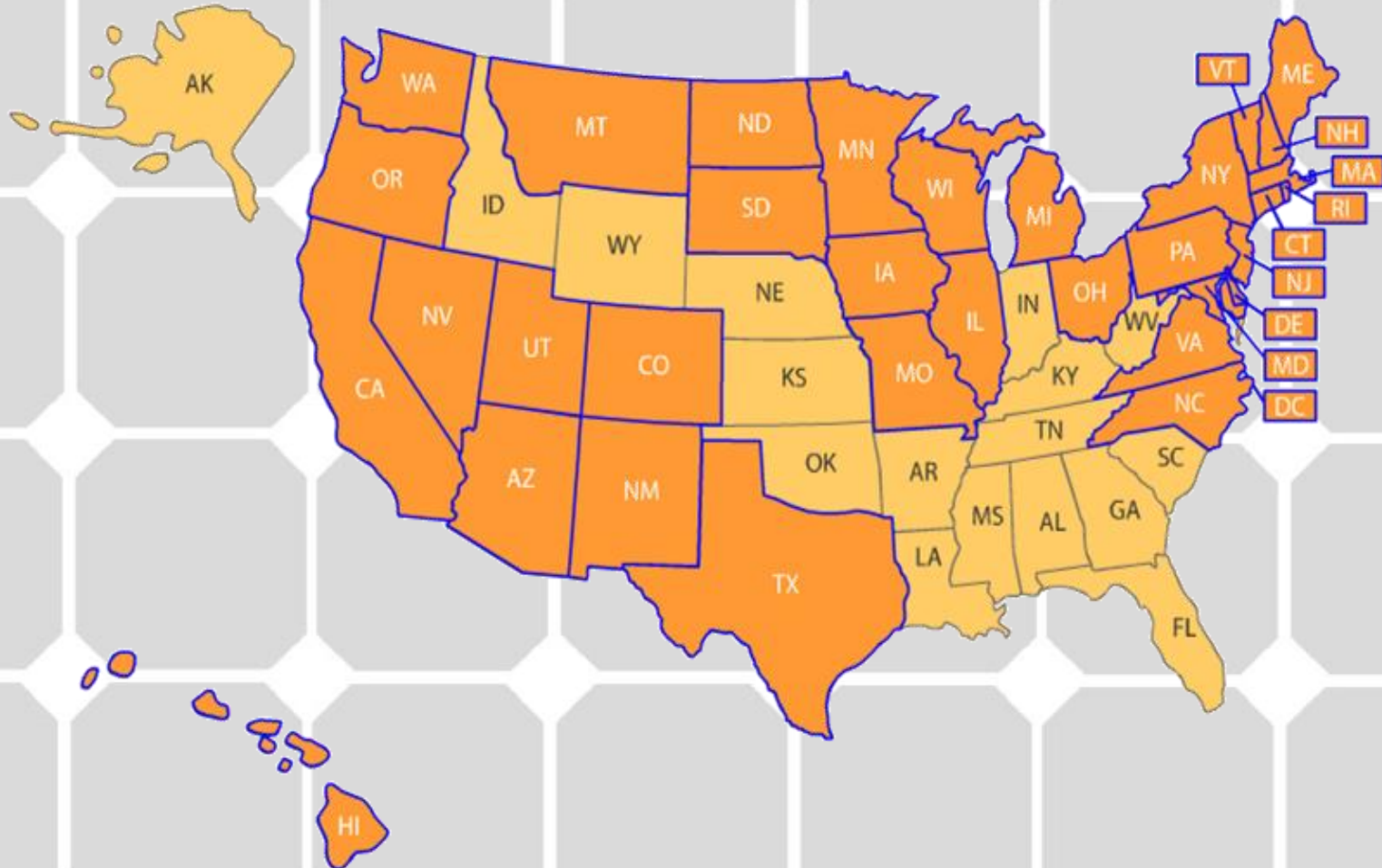
**AbundantEnergy**

*Tomorrow's Energy, Solutions Today!*

# States with Renewable Policy Standards



May 2009



**Fewer than 1% of homes have solar**

## Solar adoption stuck in first gear



**72 Million**  
owner occupied  
homes in US



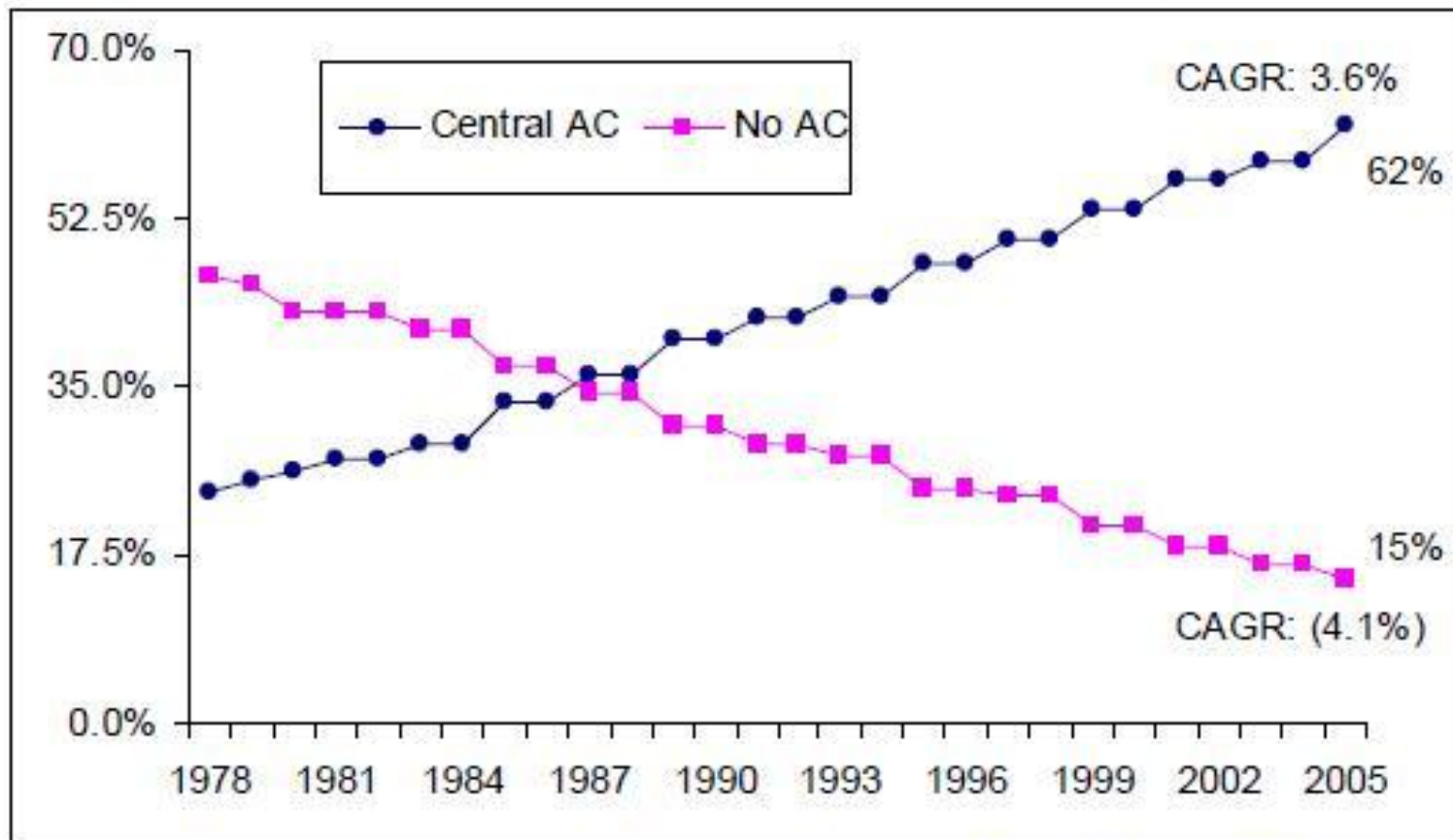
**18.3 Million**  
day 1 savings with  
solar if financed



**0.09 Million**  
homes with  
solar today

# Who needs A/C?

## U.S. Residential Penetration Of Central Air Conditioning (%)



Source: AC, Heating and Refrigeration Institute: <http://www.ahrinet.org>

**Fact:**



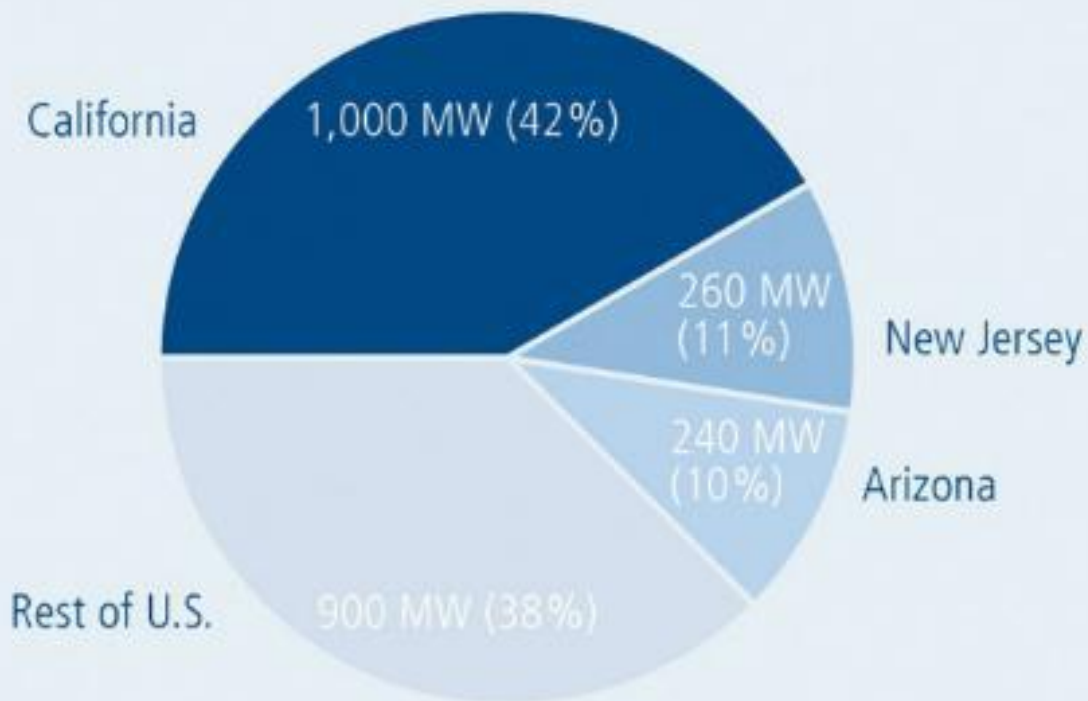
**If you live on the same block  
as someone who has gone solar**

You are **222%** more likely to get it yourself

**90%**



## U.S. Solar Installations to Rise 166% to 2400 MW in 2011

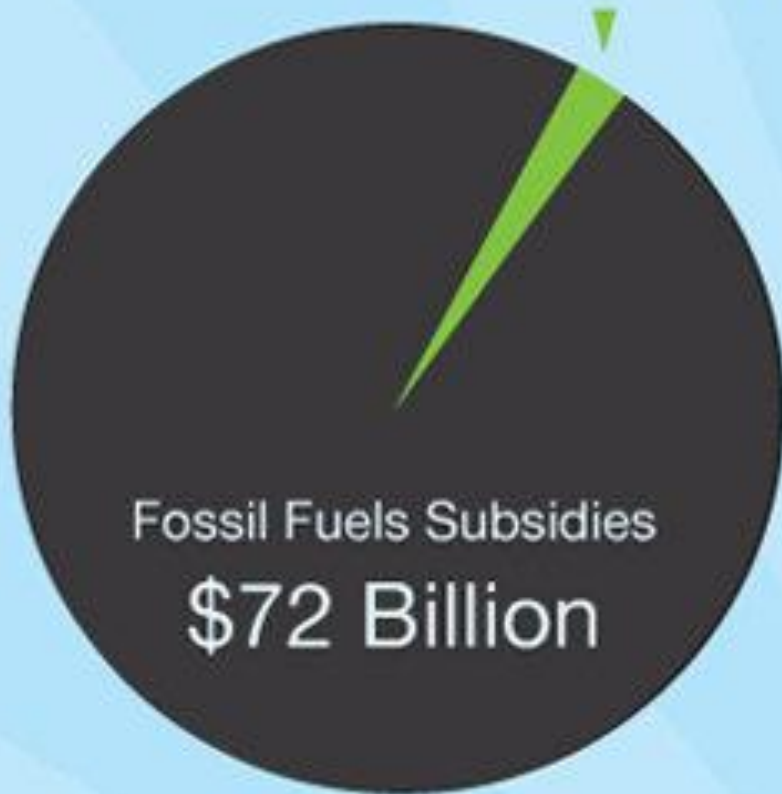


Graphic may contain rounding differences.

Source: iSuppli

# Cost effective

Solar Subsidies - \$1 Billion



Amount you've paid towards fossil fuel subsidies as a taxpayer over 5 years: **\$521.73**

Amount you've paid towards solar: **\$7.24**

- Assume a 7% IRR

## Places where **solar energy** is cheaper than grid power\*



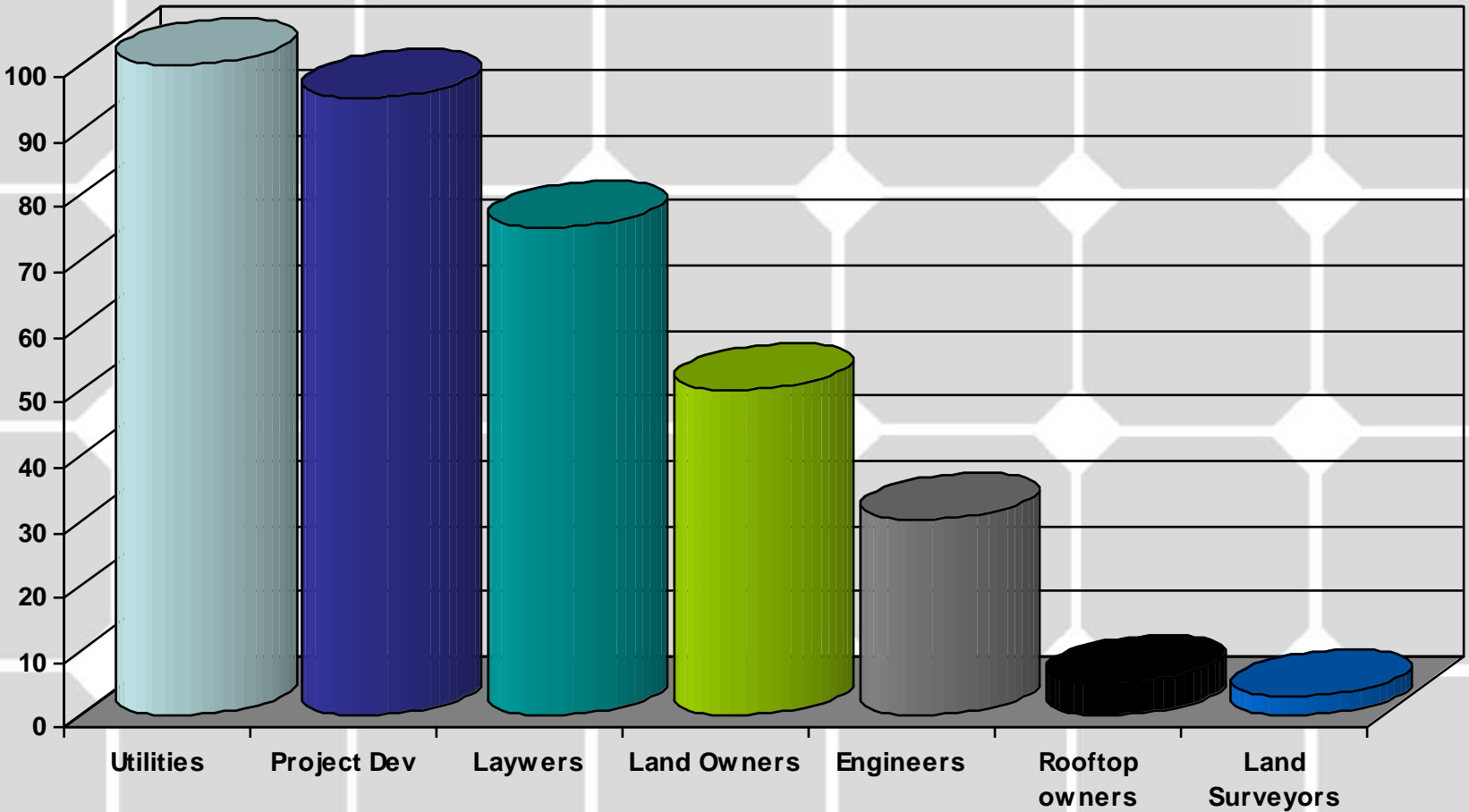
Today - with current solar subsidies



If solar got the same money as fossil fuels

# Who's cashing in big!?

- Project developers
  - All downstream counterparts
  - Land surveyors
  - Municipal easement issues
  - All product suppliers
  - Land preparation
  - Concrete forming
  - Land owners (odd land owners)
  - Architects / Land Planners / Engineers



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