

# Thanks to the HERO Program, You Can Afford Solar Panels

One of the biggest roadblocks between homeowners and installing solar panels is simple: homeowners aren't sure if they can afford the switch. Many homeowners love the idea of having no energy bill, of going green, and of investing into their home. But they don't love the idea of paying a large amount of money and not seeing the payback for a few years.

That's where the HERO program comes in. The HERO program, or Home Energy Renovation Opportunity program, is a partnership between contractors and local governments. Contractors want work, and local governments want to see their cities renovated, become more environmentally friendly, and see neighborhood home values go up. HERO creates a way for this to happen. Instead of paying for their solar panels up front, HERO participants receive financing plans from HERO, with five to twenty year terms. And, instead of paying it off like a loan, homeowners pay it on their annual property taxes.

Semper Solaris, the #1 solar installation company in San Diego, has had a fruitful partnership with the HERO program. Many homeowners aren't able to afford the initial cost of a solar power system, but can afford to spread out the cost via their property taxes instead. Thanks to the HERO program, Semper

Solaris can install panels right away and homeowners can immediately slash their electric bills by up to 95%!

Robert Bessler, Executive Director of Operations for Semper Solaris, has helped several homeowners partner with HERO to install their solar panels. He shares, "Solar prices have reached a steady low rate, and financing

"They were extremely happy. It looked fantastic, and they were super excited to turn the switch, hear the pop, and see the meter start going backwards."

rates are so low right now with HERO. There's no reason to wait, because the minute you go solar you start receiving the savings." Once homeowners do go solar, Bessler remembers that, "They were extremely happy. It looked fantastic, and they were super excited to turn the switch, hear the pop, and see the meter start going backwards."

Homeowners have been especially excited about being able to install solar panels with Semper Solaris. Semper Solaris only uses SunPower



Semper Solaris only uses SunPower panels, designed in America.

panels designed in America, and SunPower holds the world record for the most efficient solar panels. Semper Solaris has a long history of customer satisfaction because of their strong military values. They have a reputation for following through with clients, showing the utmost respect, and paying close attention to details and quality.

The partnership between Semper Solaris and the HERO program was featured on The Approved Home Pro Show, a program involving a panel of home improvement experts. The program has radio shows, videos, and a website with home improvement tips and information. Bessler was also featured on the show, and he discussed his experience with the HERO program. When revealing how to communicate with homeowners about HERO and financing, Bessler shared, "We can show them that the value and payback will be there. You can receive two to three times the value of your solar energy system back before the warranty on the product runs out."

To start saving today, call Semper Solaris and ask about the HERO program. Finally, everyone can afford to Go Solar American Style.



## What Do Military Service and Solar Have to Do with Each Other Anyway?

When you choose Semper Solaris as your solar company, you get the best service in the solar industry. This is largely due to Kelly Shawhan and John Almond's dedication to instilling military level excellence into their solar company. Co-founder and US Marine veteran, Kelly Shawhan has been in the solar business since 1989. Still warmly called, "the Captain" by his team, he has never forgotten the values and skills he learned from his service years.



We honor and respect our military members.

The name of the company, Semper Solaris, is inspired by the Marine Corps motto, Semper Fidelis, which means always faithful. Kelly and John have worked diligently to make sure that each member of the company looks out for each other as well as other people, remaining faithful

to their mission to live out the honor and efficiency Kelly, and many of the other veterans on staff, learned in their military days. They work hard to create trust and selflessness in their company, leaving a legacy of faithfulness for their team, families, and customers.



Actual SunPower installation by Semper Solaris.

**FREEDOM FROM HIGH ELECTRIC BILLS!**

★ **GO SOLAR AMERICAN STYLE** ★

**SAVE UP TO \$3000\***

ON **SOLAR PANELS**

PLUS **GET YOUR 30%\* TAX CREDIT**

NEW ROOF ★ RE-ROOF ★ ROOF REPAIRS

**\$2000\* OFF NEW ROOF**

**DID THIS GUY INSTALL YOUR SOLAR? YOU SHOULD PROBABLY GET IT CHECKED!**

**SOLAR PANEL TUNE UP & DIAGNOSIS \$249\***

ONLY

**FULL SYSTEM DIAGNOSTIC INCLUDING:**

- ★ Inspection of Main Interconnection Breaker
- ★ Inspection of All Connections Between Main Service & Inverter
- ★ Inspection of All Connections Between Solar Panels & Inverter
- ★ Cleaning of Inverter
- ★ Analysis of Systems Compliance with Current Building & Fire Code.
- ★ Replacement of All Wire Nuts with Heavy Duty Equivalent
- ★ All Rooftop Connections Inspected & Tested
- ★ Shading Tests Performed
- ★ Inspection of Monitoring Equipment
- ★ Migration of Customers Monitoring Site to Semper Solaris Servers\*
- ★ Report of Findings & System Performance.
- ★ 90 Day Warranty on All Repairs\*

**Why Choose Semper Solaris?**

Proud to be SunPower's National Residential Dealer of the Year

- ★ SLASH YOUR ELECTRICITY BILL UP TO 95%
- ★ LOWEST PRICES ON SOLAR & ROOFING
- ★ IMPECCABLE INSTALLATIONS
- ★ EXCEPTIONAL CUSTOMER SERVICE
- ★ WE MAKE SOLAR EASY TO UNDERSTAND
- ★ WE DIAGNOSE, REPAIR & TUNE-UP EXISTING SOLAR SYSTEMS & ROOFS
- ★ LICENSED SOLAR & ROOFING CONTRACTOR

**ADDITIONAL DISCOUNTS**

**MILITARY & FIRST RESPONDERS**

**Local and Veteran Owned**

CO-OWNER FORMER USMC OFFICER KELLY SHAWHAN AND HIS FAMILY

CO-OWNER JOHN ALMOND AND HIS FAMILY

**Semper Solaris**

SUNPOWER® | Elite Dealer

**CALL NOW (619) 493-3830**

**SemperSolaris.com**

\*Savings awarded as a discount off system price or after installation. Cannot be combined with other offers. Taxpayer may claim credit of 30% of qualified expenditures for system of a dwelling unit in US that is owned and used as a residence by taxpayer. Some services may require additional cost due to site conditions. Very fragile roof types may preclude rooftop inspection. Cannot be combined with other offers. Savings based on size of roofing system and awarded as a discount off system price or after installation. Cannot be combined with other offers. Assumes customer has monitoring set. If customer agrees to any necessary fees. Expires 9/30/16 CSLB978152

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