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“After comparing the prices of new homes to older ones and knowing about the benefits of solar, it made more financial sense to buy a solar, energy efficient home. Sustainability is the way of the future, so if you buy a solar home it will continue to become more valuable over time.”

– Morgan J., solar homeowner,
Carsten Crossings by Grupe Homes

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Arnold Schwarzenegger, Governor

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In January 2007, the State of California launched the Go Solar California campaign, a \$3.3 billion effort that aims to install 3,000 megawatts of new grid-connected solar by the end of 2016, and to transform the market for solar energy by dramatically reducing the cost of solar.

As part of the statewide solar effort, the California Public Utilities Commission initiated the investor-owned utility solar program, known as the California Solar Initiative (CSI). The California Energy Commission’s New Solar Homes Partnership is a component of the CSI which provides financial incentives and marketing support to home builders for new home construction.

To find a California Sun Certified Energy Efficient new home builder in your area, visit www.GoSolarCalifornia.org.

The investor-owned utility program administrators for the New Solar Homes Partnership:

Pacific Gas & Electric
Southern California Edison
San Diego Gas & Electric



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Realtors®
Save Your Home Buyers
Money and Energy
in a New California Sun Certified
Energy Efficient Solar Home



POWER YOUR SALES WITH SOLAR

Solar homes use photovoltaic (PV) panels to effortlessly generate clean, renewable energy from the sun to power the home. Rooftop solar PV systems are low-profile and installed as part of the roof system. Coupled with additional energy efficient building methods, these new solar homes help to lower the homeowner's utility costs up to 60 percent while protecting our environment.



The New Solar Homes Partnership (NSHP) is working with home builders throughout California to bring new, energy efficient solar homes to the market.

“California Sun Certified” homes offer high quality, energy efficient features and solar panels that generate electricity from the sun. Look for the California Sun Certified seal when visiting a new home community to help your clients find the greatest value for their budget. Combining energy efficiency with solar technology helps reduce a home's utility bill and could increase the home's resale value.

SOLAR directly benefits your clients

Solar Is WORKING

SOLAR saves money.

Combining energy efficiency with solar technology helps reduce a home's utility bill. The savings are immediate and happen every month.

SOLAR earns tax credits. Solar homes qualify for a federal tax credit of up to 30 percent of the solar installation. In addition, California home buyers can take advantage of a \$10,000 state tax credit for buying a new construction home and first time buyers can also qualify for an \$8,000 federal tax credit. *Consult your tax professional or the IRS for details.*

SOLAR technology is proven. Tens of thousands of California homeowners are already enjoying the benefits of solar.

SOLAR saves the environment. Solar power reduces global warming by significantly cutting air pollution and greenhouse gas emissions.

SOLAR is effortless. Solar roof panels are virtually maintenance-free. A ten-year system warranty protects against defective workmanship, system or component breakdown, or degradation in electrical output of more than 15 percent.

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“The potential for lower electricity bills and greater environmental friendliness were both significant factors in my decision to purchase a solar home.”

—Stacey N., solar homeowner,
Orchard Heights by Pinn Brothers

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Research* released by the California Energy Commission reveals that California home buyers want solar and energy efficient homes:

- 91 percent of Californians view a home's energy efficiency as an important factor when considering the purchase of a new home
- 70 percent said the cost of the monthly electricity bill was an important factor in their decision to buy a new home
- 81 percent believe that a solar electric system lets a homeowner start saving on monthly living costs immediately

*The NSHP market research was conducted by an independent contractor, Fairbank, Maslin, Maullin & Associates, from March to May 2007.

Solar Is SMART

Solar Is NOW!

