

Energy Independence Begins Today

Every dollar you spend on electricity should be an investment in energy independence. Instead of paying the utility for something you don't own, invest your dollars in your own electricity generation.

We're here to help you begin producing your own clean power today.

How do we do it?

Community Solar Investment - *community members invest directly in your solar energy, keeping your dollars close to home*

Monetizing Tax Benefits - *by partnering with tax equity investors, our model eliminates up to 40% of your cost - this is particularly beneficial for entities ineligible for tax credits*

All project members must be residents of and located in Wisconsin. Membership may have other requirements as well, based on each project's specific circumstance.

Monetizing Renewable Energy Credits (RECs) - *in addition to the money saved on your electricity bill, you also have the option to sell your RECS on our local and independent market*

We Buy RECs from local independent generators

*For system owners of up to 100kW of solar and wind power, we pay \$13/REC reported. (each kW fixed axis solar = 1.25 RECs/year = \$16/kW installed/yr)
Generators can register with Ethos to get their RECs to market
We take care of the rest.*

*Larger generators can inquire about pricing for volume purchases.
For details or to register for an account www.ethosrepower.com*

Our Ethos team has 25 years of combined experience in financial markets, portfolio management, and renewable project development.

Trust and credibility are at the core of our business ethics.

solar@ethosrepower.com 608-616-5375



Driftless Region Group Solar

August – October 2014



your marketplace for energy independence

Invest in your own clean energy system today. Ethos offers three ways to become energy independent through on-site solar electricity.

Our group buy program runs through October 2014, and ensures you the lowest cost solar power available. Email solar@ethosrepower.com by September 1st for your free, individual consultation.

Investment Option	Set up and Install fees included *	Tax Credit applicable **	Focus on Energy Grant ***	Own the system	Maintenance and repair included	Monthly Payments	Reduces Energy Bills
1) Purchase	✓	✓	✓	✓			✓
2) Finance	✓	✓	✓	✓		✓	✓
3) Lease ****	✓		✓	✓ Option to buy	✓	✓	✓

* Installed price is approximately \$3,400 per Kw

** Federal Tax Credit = 30% of the system cost

*** Focus on Energy grant depending on utility and subject to funding availability

**** This option will be available with enough group interest

CONTACT solar@ethosrepower.com

Alicia and Dan will walk you through the steps to clean solar power

Located in the Landmark Center



your marketplace for energy independence

Purchasing Option Financing Option Leasing Option

Lowest Purchase Price	Local financing option with WCCU	No down payment
Includes, set up, install and project management	Includes, set up, install and project management	Includes, set up, install and project management
Focus Grant of up to \$2,400 available (limited time).	Focus Grant of up to \$2,400 available (limited time).	Focus Grant of up to \$2,400 available (limited time).
Responsible for maintenance costs over time.	Responsible for maintenance costs over time.	No maintenance or repair costs.
Can utilize the tax credits equal to 30% of the system.	Can utilize the tax credits equal to 30% of the system.	Not eligible for tax credit.
Average cost is \$3,400 per KW system installed.	Average cost is \$3,400 per KW system installed.	Average cost is \$3,400 per KW system installed.
You own the system.	You own the system.	Option to buy out at the end of the lease.
No monthly payments.	Monthly payments.	Fixed lease payment.

The Math

An average system of 5Kw \$ _____
 Focus on Energy Grant - \$ _____
 Federal Tax Credit - \$ _____
Total \$ _____

Savings Projections

10 Years
 _____ ¢ per Kwh
 \$ _____
20 Years
 _____ ¢ per Kwh
 \$ _____
30 Years
 _____ ¢ per Kwh
 \$ _____

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