



CRE Tech Talks

Episode #13: The Value of Solar: It's not just about cheaper, greener electrons

5 Reasons to Evaluate Solar for your Building

Phil Cavallo, Chief Executive Officer of Beaumont Solar

- 1. There are potential tax benefits:** If you run a profitable business and have great returns, you most likely have a considerable tax appetite. Solar is a very reliable investment and the federal government and IRS have incentives available for energy savings building project investments.
- 2. It may help attract tenants:** There is an overwhelming trend happening today of social awareness and environmental consciousness that fuels leasing decisions. Solar can help in terms of selling space to companies that appreciate a smaller carbon footprint.
- 3. Private and public programs can offset cost:** For example, some roofing companies will replace a roof for free and own the solar system on top of the roof. The owner of the building will get a new roof, access to solar and can lock in their power rate.
- 4. Lower cost of solar:** In the last 6 months alone, the cost of solar panels have dropped 35%. This has also led to a considerable drop in manufacturing costs. Now is the time to take advantage of dropping costs and investment incentives.
- 5. Your building may be a perfect fit:** Skinny buildings with little roof area aren't ideal for solar, but sprawling parking structures, retail and industrial roofs with a large energy footprint are prime for solar. Think about matching square footage for solar to your building's power consumption. If you can't project savings of at least 20-30% of total consumption through solar, then it might not be the answer.

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