



Norman Solar Initiative RFP Response

eighttwenty.com/norman





Traveling 670 million mph,
the sun's light reaches Earth in
eight minutes and **twenty**
seconds.

YOUR TRUSTED SOLAR PARTNER



The American
Institute
of Architects



ACCREDITED
MASTER
ELECTRICIAN



Enphase
Gold
Installer



Google Reviews
4.9 ★★★★★

THE PERFECT TIME

The federal government has allocated \$369B to enable Norman businesses, nonprofits and residents to be part of an energy transition. Teach your citizens how to access them.

The **Norman Solar Initiative** is focused on educating and executing projects for Norman stakeholders to maximize local opportunities as we invest in our energy future.



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Cover Letter

EightTwenty is eager to partner with the City of Norman to make a difference for the community that we serve.

Norman Solar Initiative

01



Powering A Brighter Future for Norman

EightTwenty's purpose is to empower businesses and residents to live solar. We are an Oklahoma based company that ensures our culture, values and quality standards are more than words. They are foundational to every decision we make.

Our market strategy is simple: deliver on the customer experience and turn each customer into a raving fan. No marketing tactic can compete with a trusted brand supported by raving fans.

EightTwenty employs a full-time staff of in-house teammates, including four licensed electrical contractors. EightTwenty has two NABCEP PV Design Specialists (PVDS) as well as a NABCEP PV Installation Professional. In addition, we have in house professional services including an architect, structural engineer, and licensed CPAs.

A core focus of ours is to serve in our region. With our headquarters in Oklahoma City, the Norman Solar Initiative is a meaningful opportunity for our local teammates, our company and community.

Our pedigree in delivering results for city solar initiatives is unmatched in the region. In 2022, we won Solarize OKC and delivered 1.5MW of solar making it the 3rd largest solarize program in national history. The winning combination is engaging education, dynamic events, and a strong partnership with the city that builds trust at the highest level. We believe Norman's program can deliver even stronger results based on Norman leadership's vision, the commitment of coalition members in your community, and your desire to support projects of all types, including: commercial, non-profit, and residential.

Our team is very excited submit a response to your RFP and are excited to partner with the City of Norman.



Tony Capucille, EightTwenty Founder & CEO

Company & Project Team Experience

EightTwenty is experienced at scaling successful businesses & committed to making the Norman Solar Initiative a success.

Norman Solar Initiative



02

WE EXIST TO CREATE RAVING FANS

EightTwenty has an unwavering commitment to make solar succeed in Norman.



Pioneers of Solar in Oklahoma

In 2018, Norman made history as the first city in Oklahoma to embrace clean energy.

By installing a 2MW+ solar plant at your Water Treatment Plant and Water Reclamation Facility in 2022, you took a significant step towards realizing this commitment. Today marks another milestone as we expand solar energy to businesses, nonprofits, and homeowners throughout your community, bringing you closer to your clean energy goal.

Fortune 500 executives built EightTwenty infrastructure to scale, making us the largest commercial solar installer in the state. Iconic projects, including Devon Energy and The Regional Food Bank of Oklahoma, showcase our commitment. Partnering with Home Creations, historic districts in Norman, and Solarize OKC in 2022-2023 for 1.5 MW of solar energy demonstrates our community focus.

We prioritize fair and accessible solar financing, offering clarity with zero-point loans and transparent communication on options.

The Norman Solar Initiative program, with your commitment to commercial and nonprofits, has the potential to clear 2 MW, making it the largest in the nation. We are excited to bring our energy to partner with Norman in creating an incredible Norman Solar Initiative. **The time for solar is now.**

Team Experience & Values

EightTwenty started with the plan to build a fully integrated regional engineering, procurement and construction (EPC) solar company with seasoned professionals who have successfully scaled Fortune 500 companies and built award-winning cultures. With five years of successful electrical contracting experience, we began performing solar installations in February 2021.

Striving for excellence, we established a highly experienced team with more than 200 years of combined electrical experience, installing 2,400+ previous projects. We have scaled quickly and installed numerous commercial and residential projects of various sizes.

More importantly, we consistently receive accolades from inspectors for our quality craftsmanship and clean installations.

EightTwenty is also positioned as the leader in commercial and industrial solar solutions in Oklahoma. We have completed approximately 100 commercial solar projects in the last two years, including the largest rooftop solar project in the state.

We are excited to partner with Norman Solar Initiative and exceed everyone's expectations.

OUR CORE VALUES

The EightTwenty ethos & business approach are grounded in three core principles:

01. **Respect**
02. **Focus**
03. **Quality**

These principles act as a benchmark for all our decisions and actions.

Program Overview

Commercial & Nonprofit Program

EightTwenty understands offers a distinct program for commercial and nonprofit customers to go solar.

Residential Program

Our community buying program offers best-in-class products and fair financing to secure long-term value.

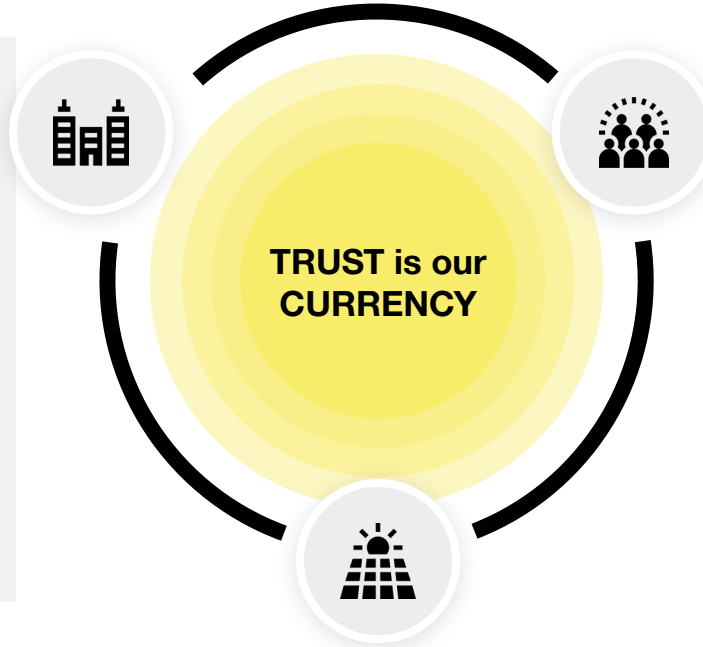
Norman

GOALS OF NORMAN COALITION

- Support Norman 100 & Norman Forward
- Activate \$369B IRA Legislation
- Attract and Retain Businesses
- Strengthen Nonprofits
- Provide Value to Homeowners

COALITION SUPPORT

- City Department
- Chamber of Commerce
- Other Forward-Thinking Members



Residents

CUSTOMERS

Businesses, Nonprofits | Tax Exempt, Homeowners

ROLE

- Assess Project
- Decide on Funding
- Tell Friends & Neighbors

EightTwenty

SOLAR INSTALLER

- Initiative Program Management
- Solar Education / Hosts
- Solar Experts (design, incentive, construction)
- Financing Options
- Community Project



Tony Capucille
CEO

Born, raised, & educated in Oklahoma, Capucille spent nearly two decades in the payments industry. He served as president of Heartland, U.S. Payment & Payroll (NYSE: GPN) from 2016 to 2019, accelerating the organization to over a \$2 billion top line with 400,000+ clients nationwide. He also played a key role in building its new headquarters connecting Automobile Alley with downtown OKC. Driven by his passion for environmental sustainability, Capucille left the industry to establish Sustainable Holdings, LLC, & EightTwenty, LLC.



Sandino L. Thompson
SVP of Business & Workforce Development

A community developer with 20 years of experience in social innovation & inclusive development, Thompson leads multiple initiatives, including the first major commercial development in NEOKC in over 30 years. He has won national & global recognition & serves on various boards, including Preservation Oklahoma, Lillian Timber Farms, IMCI, SixTwelve, DowntownOKC, NEOKC Renaissance, Bricktown Urban Design, Community & Neighborhood Enhancement Advisory, & Strong Neighborhood Initiative.



Kent Cissell
President

A partner at Sustainable Holdings, LLC and co-founder/president of EightTwenty, LLC, Cissell was previously Senior Vice President & Head of Strategy at Global Payments (NYSE: GPN). With 13 years at Global Payments, he managed over \$1.5 billion of recurring revenue, focusing on culture & transformative business systems. His teams received awards, including Selling Power's 50 Best Companies to Sell For, Computerworld's 100 Best Places to Work, & InformationWeek 500's Top IT Organizations.



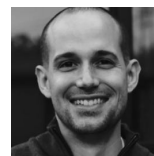
Mike Mannschreck
SVP of Operations

Mike, with almost two decades of experience, is a proven leader in scaling operations. His expertise includes building high-performance teams, demonstrated during his roles at American Energy Partners & Heartland/Global Payments. Highly regarded by both employees & peers, Mike earns respect for his knowledge, genuine care for others, & ability to scale repeatable, high-quality processes. His track record reflects a strong commitment to excellence in operational management.



Trey Raymer
CFO

Trey brings 20 years of financial leadership in the energy sector. Formerly Vice President of Accounting & Corporate Development Projects at Contango Oil & Gas Company, he led the successful merger with KKR-backed Independence Energy, forming Crescent Energy Company. A native of Oklahoma, Raymer spent 11 years at Ernst & Young, serving Fortune 500 clients, followed by roles in accounting & finance senior leadership at a private equity-backed energy company before joining Contango. He is a Certified Public Accountant.



Brian Workman
Head of Technology

With almost 15 years of fintech expertise, Brian leads platform & software architecture at EightTwenty. His recent role as Senior Advisory Solutions Architect at IBM highlighted his leadership & technical prowess. Brian's career includes pivotal roles at Global Payments, Beyond, ZirMed, & Heartland Payments, enriching his knowledge. Holding a bachelor's degree in computer engineering from the University of Louisville, his strong educational background complements his experience, making him a key contributor to EightTwenty's innovative success..



Matt Snell

Director of Information

Matt joined EightTwenty from the financial services industry, serving as a senior data engineer. With significant expertise in software development, data architecture, & mobile/web-based reporting & analytics, he now holds the position of Director of Technology. In this role, Matt leads key initiatives for business process improvement across the organization. His diverse skill set & financial services background uniquely position him to drive technological advancements & enhance operational efficiency at EightTwenty.



Mark Moore

Head of Electric

Matt joined EightTwenty from the financial services industry, serving as a senior data engineer. With significant expertise in software development, data architecture, & mobile/web-based reporting & analytics, he now holds the position of Director of Technology. In this role, Matt leads key initiatives for business process improvement across the organization. His diverse skill set & financial services background uniquely position him to drive technological advancements & enhance operational efficiency at EightTwenty.



Evan DeWalt

SVP Brand & Marketing

Evan leverages over 20 years of brand-building experience. His recent role at Rhumbix, a Silicon Valley-based labor & resource management SaaS platform for construction, adds to his track record. Evan excels in marketing leading athletic brands & developing marketing/demand generation systems for SaaS tech startups, consistently delivering impactful customer experiences. He holds a bachelor's degree in business administration & marketing from the University of Notre Dame.



Tommy Wilkerson

SVP of People & Experience

Bringing to EightTwenty more than a decade of expertise in team-building & cultivating organizational culture, Tommy has an extensive background in leadership, having led a team of over 100 individuals responsible for shaping the employee experience at a Fortune 500 company, where he hired over 3,000 teammates & spearheaded the development & implementation of comprehensive recruiting, training, & onboarding platforms & systems before making a significant impact at EightTwenty.



Greg Smith

Electrical Superintendent

Greg boasts an impressive background as an electrical contractor, with over 20 years of experience in guiding electrical crews through the successful completion of multimillion-dollar projects across both Oklahoma & Texas, showcasing his proficiency in diverse environments. Greg's expertise extends beyond the field to include estimating & leadership roles, making him a well-rounded professional. In his current role, Greg leverages this extensive experience to drive excellence in project execution & team leadership.



Matt Brodine

Senior Energy Systems Engineer

With a career spanning over two decades in the energy sector, Matt, an accomplished Electrical Engineer & NABCEP certified designer, leads complex design efforts, employing meticulous planning to ensure the seamless delivery of construction projects. His understanding of electrical systems, storage solutions, & distributed generation, coupled with his extensive experience, positions him as a highly valuable asset adept at navigating the intricacies of energy system design & implementation with expertise.

Board-Certified NABCEP Staff

NABCEP®

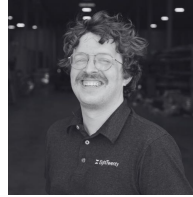
Raising Standards. Promoting Confidence.



Matt Brodine

Senior Energy Systems Engineer

- *NABCEP PVIP and PVDS*
- Electrical engineering background with 15+ years of experience developing energy efficiency projects for educational, public, and municipal customers around the country.
- Extensive training with Solar Energy International
- OSHA 10 certification
- Former Certified Energy Manager (AEE)



Adam Thornbrugh

Solar Designer

- *NABCEP PVDS*
- Bachelors in Mechanical Engineering from UCO, December 2020.
- Extensive training with Solar Energy International.
- OSHA 10 certification.

OSHA-Certified Staff



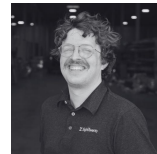
OSHA 10



Tommy Wilkerson
SVP of People / Safety



Matt Brodine
Senior Energy Systems Engineer, NABCEP PVIP & PVDS



Adam Thornbrugh
Solar Designer, NABCEP PVDS

OSHA 30



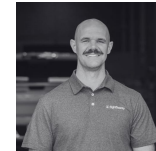
Mark Moore
Head of Electric, Contractor



Greg Smith
Electrical Superintendent

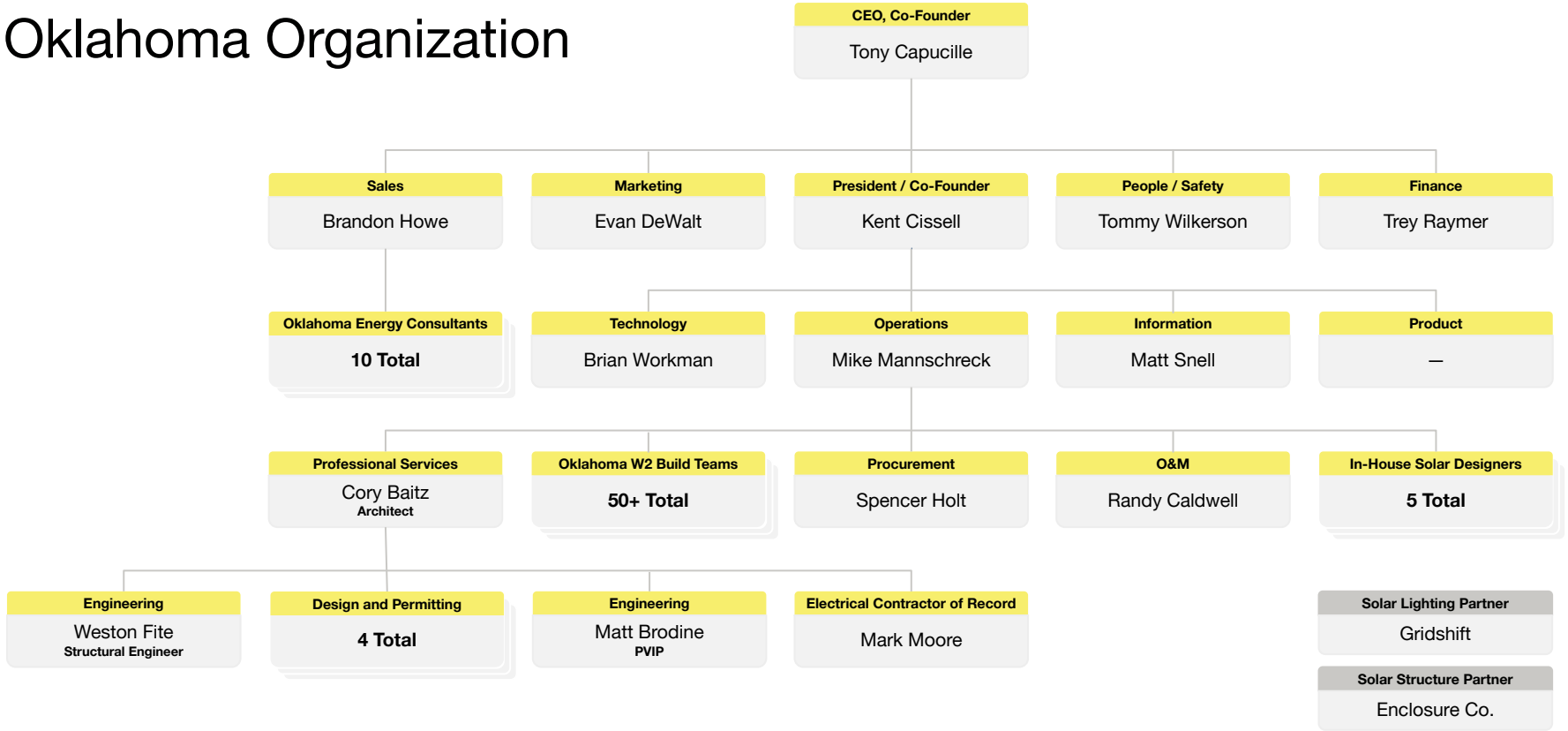


Randy Caldwell
Service & Support Lead



Josh Evans
Project Manager

Oklahoma Organization



Team Member Stories

To truly understand a company's culture, listen to its employees and observe what is really rewarded. Here are some heartfelt insights from EightTwenty employees.

EightTwenty's leadership, experienced in scaling, played pivotal roles in small to midsize companies with successful exits like IPOs and Fortune 500 status. They've hired thousands nationally, creating recognized top workplaces. In the state of Oklahoma, they've generated 1,000+ jobs, fostering local economic growth. Employing over 100 employees over the past three years, EightTwenty remains poised for growth, attracting skilled talent. Their culture and quality standards draw interest, with a focus on professional development as the team expands.

“

...I know they care about me as an individual. They invest in me, care about my future, and encourage me to invest in myself.”

Michael Lapach

“

...I quit my job & planned to leave solar altogether. Then I discovered EightTwenty, a solar company that actually keeps its word.

Ben Moss

“

...EightTwenty shares my values and cares about customers as much as I do.

Randy Caldwell

“

...EightTwenty respects customers and honors its commitments to them. I can confidently sell solar, knowing we will keep our promise.

Matt Hull

Program Implementation Plan

EightTwenty's solar plan is designed to exceed customer expectations.

Norman Solar Initiative



03

Schedule of Capacity

EightTwenty excels in scalable solar installations, consistently surpassing customer expectations. We efficiently manage key processes, enabling us to execute dozens of monthly solar installs across multiple states. Our culture prioritizes managing expectations, delivering quality results, and meeting deadlines.

With extensive experience in large-scale solar projects on commercial properties, we seamlessly integrate them into our workflow. We have capacity to handle hundreds of daily leads, conduct over 80 consultations weekly, provide 80+ quotes weekly, and complete 15+ 5 kW arrays weekly.

For the Norman Solar Initiative program, our scaling capacity exceeds the target needs, ensuring completion of typical projects within 120 days of contracting. Our quality assurance involves NABCEP-certified teammates, an in-house structural engineer, and adherence to best-practice standards.

In operations and maintenance, we monitor performance for the first year, offer self-monitoring tools, and provide various solutions for ongoing assistance or one-off projects. After a year, customers receive a proactive "EightTwenty Report" detailing their system's performance relative to expectations.

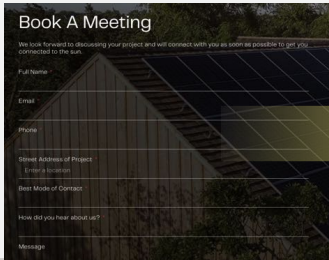


EightTwenty continues to exceed our expectations & help educate our customers about solar energy.

MJ Farzaneh, Chief Operations Officer of Home Creations

Customer Relationship Management

LEAD MANAGEMENT



- Scalable process from any source
- <https://eighttwenty.com/norman/>

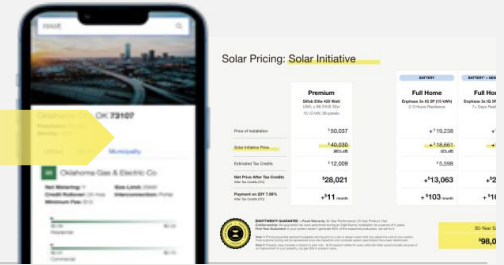
CUSTOMER RELATIONSHIP MANAGEMENT



EightTwenty CRM

- CRM manages client experience from lead to installation to support
- Automation to reduce manual steps
- Centralized design resourced for efficiency

SALES TOOLS



- Qualify with Proprietary Utility & Municipality tool for quick estimations
- Alignment between sales, design & build for clear and detailed communication
- Proposal generation tool with checks & balances for accuracy

The EightTwenty Guarantee

Performance Guarantee

Modules are warranted to perform for over 30 years.

Product Guarantee

EightTwenty materials installed are warranted to be free from defects & a majority are all-encompassing for 25 years.

Craftsmanship Guarantee

We guarantee the work performed during an EightTwenty installation for a period of 10 years.

First Year Guarantee

If your system doesn't generate 90% of the expected production, we will fix it. We'll send a report after 12 months to compare actuals to expectations.



Performance & product warranties vary based on product type & apply under normal applications, use & service conditions.

Participant Experience

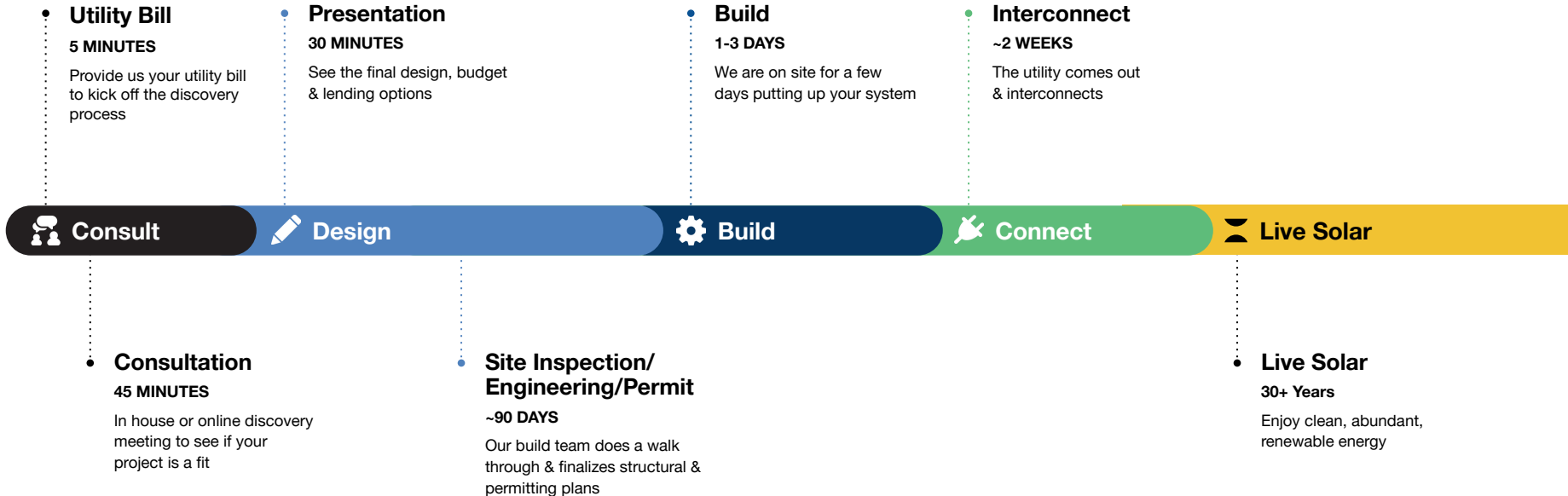
The EightTwenty experience turns customers into raving fans

Norman Solar Initiative

04

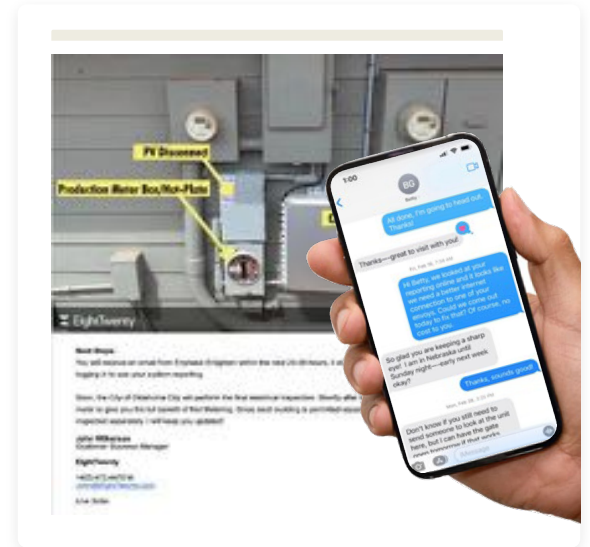
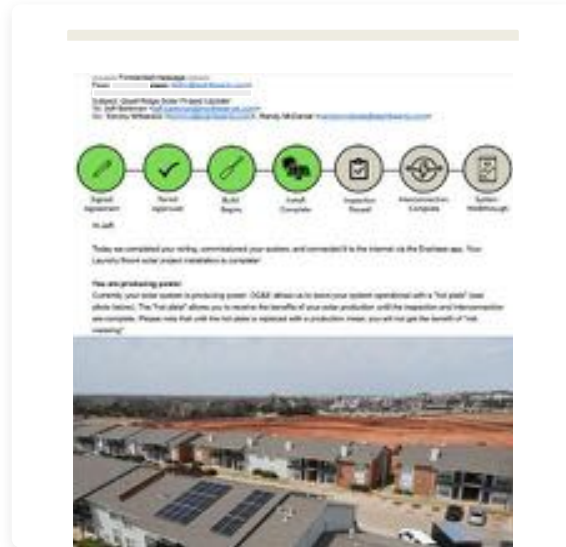
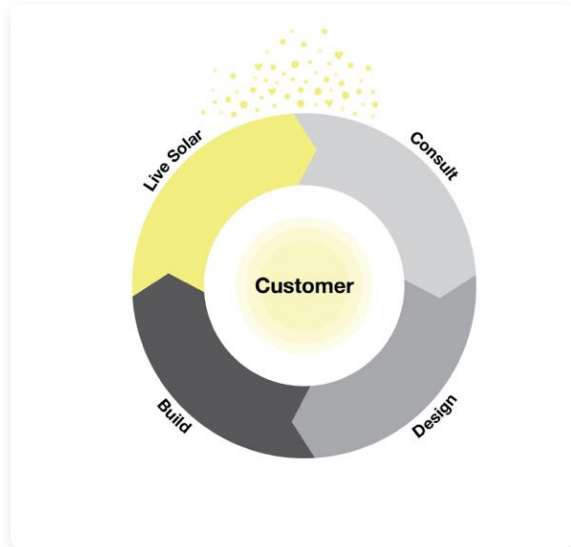


The EightTwenty Customer Journey



EightTwenty Customer Experience

EightTwenty has Project Managers in place to support end-to-end project management, and staff dedicated to customer experience and communication. Our goal is an excellent experience at every stage, in order to create raving fans.



Solving your Energy Needs

We prioritize North American, Bloomberg Tier-1, sustainably made products with industry leading warranties. In addition, we focus on scalably architected systems that are simply expandable to meet your future needs.

KEY OFFERINGS

Rooftop Solar (Pitched & Flat)

Ground Mount Solar

Battery Storage & Generators

EV Charging


Solar Pergolas & Carports

Solar Area Lighting

Proven Products

Bloomberg Tier 1 Products: Residential Panels

Silfab Elite - 420 BG

| | |
|-------------------|---|
| USE CASE | Residential Rooftop |
| YEARS IN BUSINESS | 35 Years |
| MANUFACTURED | USA  |
| COLOR | Black on Black |
| NOTABLE | Highest PTC ratings of any American-manufactured module |
| WARRANTY | 25-year, Product Workmanship 30-year, Linear Output Power |



25-year

Product Workmanship Warranty

30-year

Linear Output Power Warranty



Proven Products

Bloomberg Tier 1 Products: Residential Inverter

Enphase Microinverter Technology

RELIABLE PRODUCTION

Avoids the single point of failure issue caused by string or “central” inverters. With one microinverter per module, solar production keeps working even if a microinverter fails.



Enphase Microinverter Technology

EASILY MONITOR PERFORMANCE

Know exactly how much energy your solar system is producing. Generate reports on production by day, week, month, or year. Complete with clean and easy-to-read graphs and infographics.



Proven Products

Bloomberg Tier 1 Products: Commercial Panels

520W Silfab N-Type TOPCon Cell Technology

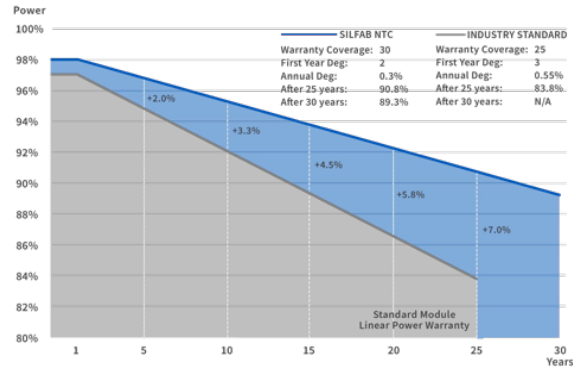
USE CASE Commercial Roof / Ground Mount

YEARS IN BUSINESS 35 Years

MANUFACTURED USA 

COLOR Black on Silver, Silver Frame

WARRANTY 25-year, Product Workmanship
30-year, Linear Output Power



25-year
Product Workmanship Warranty

30-year
Linear Output Power Warranty

Proven Products

Bloomberg Tier 1 Products: Commercial Inverters

Sunny Tripower Core1 50k

| | |
|-------------------|--------------------------------------|
| USE CASE | Commercial Roof / Ground Mount |
| YEARS IN BUSINESS | 42 Years |
| MANUFACTURED | Germany |
| COLOR | White |
| NOTABLE | 915.1 Million Euros in Sales in 2019 |
| WARRANTY | 20-year (10 + 10) |



Everyone Benefits

System Owner

- ✓ Higher energy production
- ✓ Durable design and performance
- ✓ Enhanced safety

EPC

- ✓ BoS savings
- ✓ Simplified installation
- ✓ Fast and easy commissioning
- ✓ Enhanced safety


O&M Provider

- ✓ A robust solution with superior monitoring and control
- ✓ Modular architecture enables greater system uptime and simplified O&M
- ✓ Enhanced safety


Proven Products

Our recommended modules feature **American manufacturing, best-in-class warranties, industry leading efficiency ratings, and appealing aesthetics.** Our customers deserve the best, that is why we offer the best.

Residential Solar

| | EIGHTWENTY RESIDENTIAL | INDUSTRY NORM OFFERING |
|--------------|---|--|
| | Silfab 420 Elite BG | Q-Cell 405 Peak BLK ML G10+ |
| WATTAGE | 420 Watt | 405 Watt |
| MODULE TYPE | Monofacial | Monofacial |
| MANUFACTURED | USA  | China |
| AESTHETIC | Black on Black, Black Frame | Black on Black, Black Frame |
| SIZE | 1864 x 1029 mm, 45.8lbs | 1879 mm x 1045 mm, 48.5lbs |
| WARRANTY | 25 Year Manufacturing, 30-year Linear Output Power, 1-inch, 51mph Hail Test | 25-Year Manufacturing, 25 Year Performance |
| EFFICIENCY | 21.9% | 20.6% |

Commercial Solar

| | EIGHTWENTY COMMERCIAL | INDUSTRY NORM OFFERING |
|--------------|---|--|
| | Silfab 520 QM | JA 540 PERC Half Cell |
| WATTAGE | 520 Watt | 540 Watt |
| MODULE TYPE | Monofacial | Bifacial |
| MANUFACTURED | USA  | Malaysia and China |
| AESTHETIC | Black on Silver, Silver Frame | Black on Silver, Silver Frame |
| SIZE | 2098 mm x 1133 mm, 58lbs | 2285mm x 1134mm, 70lbs |
| WARRANTY | 25 Year Manufacturing, 30 Year Linear Output Power, 1-inch 51mph Hail Test | 12 Year Manufacturing, 30-year Performance |
| EFFICIENCY | 21.5% | 20.9% |

Proven Products

Solar Dashboards

Key Features

Commonly featured by EightTwenty commercial solar clients in public-facing contexts

Real time energy production monitoring

Consumption monitoring optional

Custom branding and detailing

Building Management System (BMS) integration





Residential Types



Traditional Style Homes



New Construction Integration



Outbuildings Providing Power

Residential Success



Estate

| | |
|------------------------------|--------------------|
| SYSTEM SIZE | 19.3 kW |
| BATTERY STORAGE | 30 kWh |
| 30 YR PROJECT SAVINGS | \$97k+ |
| ADD'L RESILIENCY | 24 kW LP Generator |



Historic Home

| | |
|------------------------------|--------------------|
| SYSTEM SIZE | 7.2 kW |
| TIER 1 PANELS | 20 |
| 30 YR PROJECT SAVINGS | \$50k+ |
| ADD'L BENEFIT | Powers EV Chargers |

Customer Feedback

Our work is done when our customers are satisfied.

We pride ourselves on doing what it takes to earn five star reviews from our clients.



“Everything - from the quote process, to the design layout, to the installation, to the post-installation support - has been excellent.”

Darren Irons,
Residential Customer



“From sales to the installation, everything was done with quality & care.”

Casey Shutt,
Residential Customer



“The install was extremely efficient for the fact that it was all in-house. None of it was subcontracted out.”

Adam Fink,
Commercial Customer



“They take care of everything —right down to permits & signing up for net metering with the utility.”

Madison Hammon,
Residential Customer



“From the beginning to the end, the project was simple, well managed & efficient.”

Bryan Bloom,
Residential Customer



Commercial Success



Sleep Inn - Norman
Hotel & Lodging



Pella Windows & Doors
Showroom & Warehouse



AirBNB Property
Short Term Rental



Vance Automotive
Auto Dealership



Koda Crossfit - Norman
Fitness Center



Atwoods
Retail Store



CARSTAR Collision Center
Automotive Center



Devon Energy
Company Headquarters



Pasture at Marksbury Farm
Market & Retail



Vanessa House
Local Brewery

Alternative Installation



Ground Mount

| | |
|-------------------------------|---------------------|
| SYSTEM SIZE | 25.4 kW |
| TIER 1 PANELS | 48 |
| 30 YR PROJECT SAVINGS | \$100K |
| C02 EMISSION REDUCTION | 76,200 lbs annually |




Patio Mount

| | |
|-------------------------------|---------------------|
| SYSTEM SIZE | 7.68 kW |
| TIER 1 PANELS | 24 |
| AVG MTH UTILITY BILL | \$24+ |
| C02 EMISSION REDUCTION | 23,040 lbs annually |

Partnering & Subcontracting with Other Contractors

EightTwenty partners only with trusted contractors that share the same care for our customers.

Norman Solar Initiative



05

ENCLOSURECO


Enclosure Co: In addition to working closely with Enclosure Co, based in Oklahoma, to design proprietary solar structures - we have partnered with them on how we go to market. ENCO shares an office space in Oklahoma City with EightTwenty where we work closely together to design, engineer, fabricate, and implement solutions. This type of deep partner relationships translates to the common concern for our customers best interests as we work together to create raving fans.



Offerings for Homes Where Fixed Solar PV Is Not Feasible

EightTwenty Turns “Not Feasible” Into
Opportunities

Norman Solar Initiative



06

EV Residential Charging

Level 2: This best-selling smart home charging station, combines speed, performance and value. Enjoyed by thousands of satisfied EV drivers, it delivers all the safety and smart charging features you need to make home charging easy, reliable and cost-effective.

JuiceBox 48A (Level 2 EVSE; 25' Cord)

| | |
|---------------------|---|
| WARRANTY | 3 Years |
| PERFORMANCE | 48A / 11.5 kW (up to 9x faster charger) |
| ELECTRICAL CIRCUITS | 60A |
| COMPATIBILITY | Teslas and all EVs (future proof) |
| MANUFACTURED | USA |



EV Commercial Charging

Level 2 station for your EV that delivers fast, smart, and highly accessible charging

Key Features

Up to 9x faster charge with 240-volt Level 2 charging

Easy to use and install with quick-release mounting and integrated cable management

Intelligent Wifi control and monitoring via smartphone app

Increased accessibility with 25 ft cable and convenient cable racking for charger

Secure and durable design for indoors and out.



DC Fast Charging Station Installation



Solar Carports & Canopies



Carport & Canopies

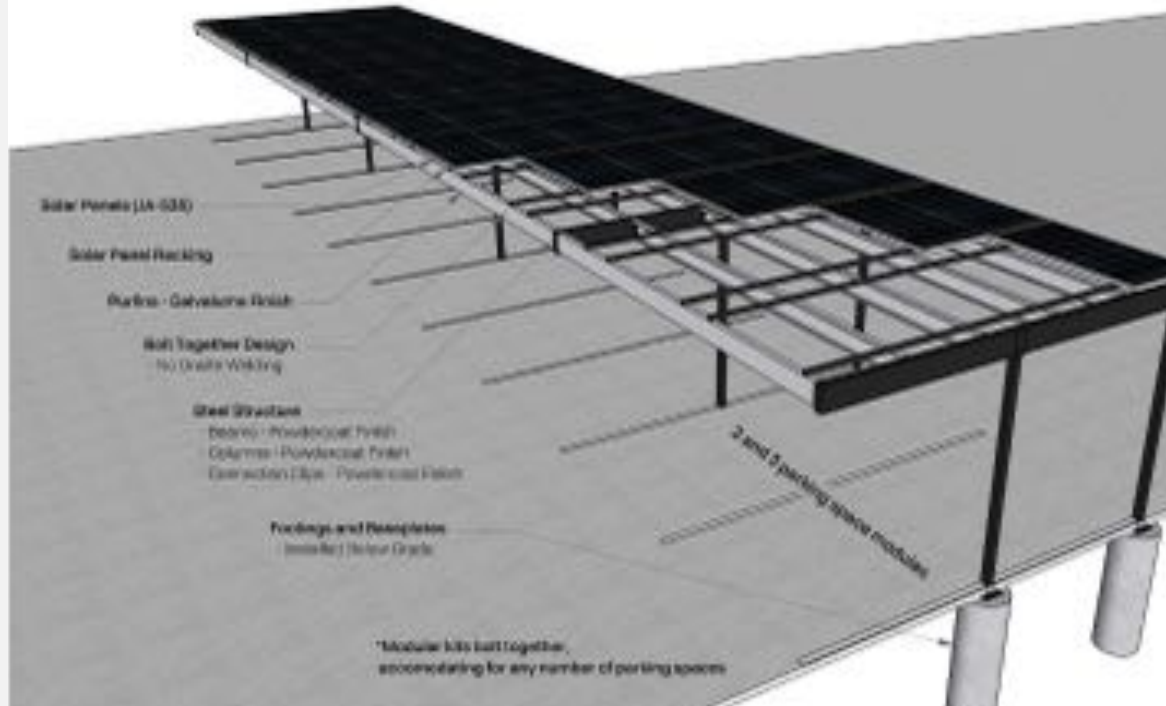
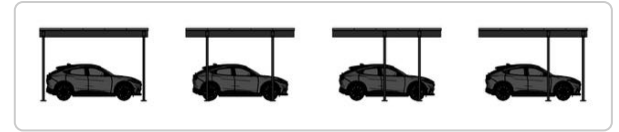


Premium Option



Standard Option

Site Adaptive:
Flexible Column Placement



Solar Pergolas

Be it a covered patio, carport, or front entry, our exclusive powder-coated steel pergola creates a beautiful space that will last for decades.

Key Features

Powder-coated, water-resistant, steel structure

Bolt up steel—no onsite welding

Outfitted for lights, fans, speakers, etc

Customer Purlin Options in Steel, Cedar, or Parallam

Bi-facial panels create shaded area with ambient light to flow through.



Solar Lighting

Area lighting applications that can meet the need of any city, park, campus, or multi-family application.

Key Features

Street lights, parking, trails, area lighting

Eliminate trenching, conduit and wire costs

Burn time test certified

Eliminate on going utility expense

Flexible applications and designs



Unique Challenges & Solutions

EightTwenty Delivers Unique Solutions to
Overcome Unique Challenges

Norman Solar Initiative



07

Professional Services

“Creating Raving Fans” means offering to the best to those we are serving. In addition to offering only best in class products and having highly skilled construction teams - EightTwenty is staffed with an industry leading professional service team that enables customer success.

This in-house multidisciplinary team spans several domains of expertise including but not limited to:

EIGHTTWENTY DOMAIN EXPERTISE –

Solar Design

CAD/Planset Creation and Permitting Facilitation

Structural Engineering

Electrical Consultation

Architecture and Design Services

EV Charging Consulting and Engineering

Energy Auditing, Evaluation, and Modeling

Operations and Maintenance / System Troubleshooting & Diagnostics

Commercial Scale Storage Evaluation

Tax and Legal Liaison

Norman Historic Districts

Norman's three Historic Districts uniquely capture and preserve Norman's local history and culture. Recently, adding solar to historic homes and structures has come with significant discussion regarding the visibility of the panels, their sustainable benefit, and their visual impact on historic character.

Over the past three years, EightTwenty has worked closely with staff and the Norman Historic District Commission to design and install numerous successful projects. In each case, the product selection, design considerations, and installation details provided a solution that respects and maintains the historical character of the home.

Chautauqua District EightTwenty Solar Installations



Outreach & Marketing Strategy

EightTwenty's Marketing Strategy Educates and Addresses the Customer Experience

Norman Solar Initiative

08



Solar Initiative Team

LOCAL COMMUNITY

Norman Coalition

- City: Larry Heikkila & Darrel Pyle
- Chamber: Scott Martin
- Industry: Norman Next, BancFirst
- Individuals: Morgan Duke, Amanda Nairn, Lisa Krieg, April Heiple

RESPONSIBILITIES

- Buy-In / Ownership
- Promotion
- Event Hosting
- Communication Strategy

SOLAR INSTALLER

EightTwenty

RESPONSIBILITIES

- Solar Education
- Event Speakers / Hosts
- Turnkey Installation
- Solar Incentive Expertise
- Lending Options
- Tiered Pricing

SOLAR CUSTOMERS

Customers

- Customers
- Businesses
- Nonprofits / Tax Exempt
- Home Owners

RESPONSIBILITIES

- Assess Project
- Decide on Funding
- Tell Friends & Neighbors

Norman Solar Initiative Timeline



PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Pre-Launch Checklist

- Define target audience(s)
- Set goals (kW, \$)
- Identify outreach opportunities (ex. bill inserts, community events, lawn signs, canvassing)
- Align with local calendars and existing events
- Create our own events: workshop at libraries; solar home tours; tax incentive workshops; etc.
- Tap into local, influential social networks

40%

Approximately 40% of individuals who participate in the solar initiative had not previously contemplated using solar energy.



Five Most Effective Ways to Attract Residents

01

Letter to Businesses & Homeowners from Chief Elected Officer

02

Media Opportunities (Paper, Radio, News, etc.)

03

Workshop & Events Hosted by Trusted Partners (ex. Chamber)

04

Yard Signs

05

Solar Ambassadors / Influencers

PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Setting Norman Goals

Goal 1.0 MW


| | | |
|----|------------------------|--------|
| 35 | Homes | 10 KW |
| 2 | Commercial | 100 KW |
| 3 | Commercial | 50 KW |
| 3 | Non-profits | 50 KW |
| 15 | Homes in LMI Community | 10 KW |
| 1 | Community Project | |

Stretch 1.5 MW +

| | | |
|----|------------------------|--------|
| 55 | Homes | 10 KW |
| 4 | Commercial | 100 KW |
| 4 | Commercial | 50 KW |
| 3 | Non-profits | 50 KW |
| 20 | Homes in LMI Community | 10 KW |
| 1 | Community Project | |



Key Coalition (Members/Influencers)

Commercial 


Doers

Norman Next

BancFirst

Norman Chamber

—

Residential 

Doers

Amanda Nairn

City Social

Morgan Duke Realtor

—

Nonprofits 

Lisa Krieg

April Heiple - Food & Shelter for Friends

Morgan Duke Realtor

—

PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Event Planning

Events

Launch Event

Wine & Cheese

Chamber Breakfast

—

Venues

Noun Hotel (OU)

The Railroad House

Carrington / Historic

The Well

Central Library

Solar Patio

Target Audiences

Everyone (Residential & Commercial)

Commercial

Residential

Nonprofit

PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Launch Checklist

- Plan event with enough notice - 3-4 weeks
- Build excitement - media, email, social and personal invites
- Advertise on community / partner websites and newsletters
- Event will have registration
- Press release one week before event
- Local leader to speak (TBD)
- Interviews with media
- Light food / refreshments

Make it fun!

The launch event will be a festive and fun environment!



PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Physical Assets

EightTwenty likes to limit physical assets, but we do have a library available to Norman Solar Initiative to leverage. We also can provide partners with project overview sheets for participants to give neighbors that provides an overview of how installing solar is a win.

Collateral is designed to provide prospective solar buyers information to lead to a consultation and is made available at coalition partner locations.

If desired, EightTwenty will assist in printing these items and provide to Norman Solar Initiative for placement.



PRE-LAUNCH

LAUNCH

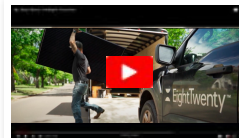
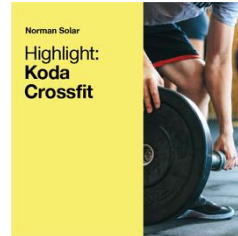
MAINTAIN MOMENTUM

CAMPAIGN ENDS

Digital Strategy

EightTwenty has focused on quality content in our social posts, not followers. Because of this, our post rate as well as number of meaningful engagements outpaces every competitor we track. We build microsites to promote partnerships, create videos with partners, promote thought leadership via blogs, and would recommend a newsletter.

We can provide support for copy, visuals, photography and videography, to include videos featuring residential and commercial participants.



**EightTwenty
Customer Success**

[Watch Now](#)



PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Photography

EightTwenty will provide high-resolution images for partners to use at their discretion. By providing you with these images, EightTwenty can ensure content quality and that you have the most recent assets from completed solar projects, including images of jobs, panels, batteries, teammates and customers available.

EightTwenty will provide updated images of future solar installs on Norman Solar Initiative homes and commercial projects as they become available.



PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Events

We host two annual events to create awareness for solar in our local communities and would add a third for Norman Solar Initiative. We invite the community to enjoy learning about solar through education and sharing a meal to inspire folks to join the movement. We also love doing trade shows to help educate Oklahomans.

We would continue our EightTwenty Days and our trade shows. We would add Norman Solar Initiative events and establish a second booth at selected trade shows to maximize exposure.



PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Specialized Merchandise



PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Momentum Checklist

- Events
- Mailers
- Advertisements
- Publishing Progress
- Call Campaigns

PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Event Options

Solar Tour

Solar owners open their homes to showcase panels, equipment, and discuss their solar journey. Solar open houses are convincing, often leading to purchases. Facility tours educate on community solar. These events promote solar campaigns, collect contacts, and encourage quote requests.

Installation Event

The inaugural solar installation in a community is an exciting event. Invite potential customers to witness the process, interact with the homeowner, and choose a visible location. Holding these events on Saturdays is ideal for attracting visitors and generating interest among neighbors.

KEY CONSIDERATIONS

- Arrange with installer & owner
- Pick a good home: visibility, access, parking, host
- Send media notices in advance

Workshop/Webinar

Organizing a workshop or webinar is an effective method to educate a broad audience on rooftop and community solar topics. These sessions cover contracting, financing, and illustrate how savings reflect on utility bills.

Continuing Engagement

Follow up with emails for individuals who haven't requested or responded to a quote after events.

PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Event Options (continued)

Stay in Touch

Always gather contact details from event attendees. Enter the information into a database to extend invitations to future events and share campaign updates.

Home-Hosted Gathering

Similar to a Tupperware® party, homeowners supporting the campaign can host a casual gathering like a barbecue or wine and cheese event. This allows campaign volunteers or installers to share information about the Norman Solar Initiative with the invited friends and neighbors.

Canvassing

Identify solar-friendly neighborhoods and distribute door hangers briefly explaining the campaign, community leader support, and highlighting their home's solar potential. Obtain municipality approval before initiating this campaign.

Community Event

Locate neighborhoods ideal for solar adoption, distribute door hangers introducing the campaign and community leader endorsement, emphasizing their home's solar potential. Ensure municipal approval before launching the campaign.

PRE-LAUNCH

LAUNCH

MAINTAIN MOMENTUM

CAMPAIGN ENDS

Campaign End Checklist

- Celebration Event
- Publish Final Results
- Installs

Pricing Structure & Financing Options

EightTwenty is Committed to Providing Opportunities for All Oklahomans to Live Solar with Pricing and Financing that is Fair, Transparent & Value-Based.

Norman Solar Initiative

09



Price Structure

We believe in fair and transparent pricing regardless of project type, location or competitiveness. Many solar companies choose to set the price at “what the customer will tolerate” or hide pricing details in confusing financing math. We ensure the customer understands what is being purchased, what it will cost them, and how their return would look over the warranted period of their investment.

On a typical project (outside of the Norman Solar Initiative campaign), we look at our line-item costs and use that as a baseline for setting a price for the customer. If the project is simple and materials are less than typical, we extend those discounts directly to our customers rather than holding them as additional profits.

For the Norman Solar Initiative price structures recommended, we have taken our typical pricing approach for an average job and *discounted* it an additional **16-30%**. We appreciate the energy Norman is putting forth to help grow solar in the community.



When designed & executed correctly, distributed generation can be part of a smart energy mix for community development. Having spent time with the EightTwenty team, I am in alignment with their vision for deploying solar in Oklahoma & confident they'll deliver quality results.

Mike Ming, Former Oklahoma Secretary of Energy



Solar is new to Oklahoma &, because of that, most of the lending is done from the east & west coast. When EightTwenty came to us about developing a program to keep money in our state, we loved the idea...we are excited to fund more of these types of energy projects in our state.

Donovan Reed, SVP Valliance Bank

Discounting

RESIDENTIAL PRICING STRUCTURE

| TIER (Total Sold) | Purchase Price (per Watt) |
|-------------------|---------------------------------|
| < 50kW | \$3.04 \$2.69 |
| 51 - 100kW | \$2.99 \$2.69 |
| 101 - 150kW | \$2.94 \$2.69 |
| 151 - 200kW | \$2.89 \$2.69 |
| 201 - 250kW | \$2.84 \$2.69 |
| 251 - 300kW | \$2.79 \$2.69 |
| 301 - 350kW | \$2.74 \$2.69 |
| > 351kW+ | \$2.69 |

We are committed to the Norman Solar Initiative being a resounding success. We will be aiming to do at least 351 kW for the community - and aspirationally well beyond. Being confident we can deliver against these goals, we are eliminating the higher pricing for lower tiers of success. We will offer even the first customer that signs with us our best price - simplifying the communication and minimizing complexities.

COMMERCIAL PRICING STRUCTURE

| TIER (System Size) | Purchase Price (per Watt) |
|--------------------|---------------------------|
| < 50kW | \$2.65 |
| 51 - 100kW | \$2.60 |
| 101 - 150kW | \$2.55 |
| 151 - 200kW | \$2.50 |
| 201 - 250kW | \$2.45 |
| 251 - 300kW | \$2.40 |
| 301 - 350kW | \$2.35 |
| > 351kW+ | \$2.30 |

We will offer industry leading, best in class products at very competitive prices. We have a highly credentialed and experienced staff, committed to creating positive customer experiences. Our US made Silfab solar panels have 30 year performance warranties, hail warranties, and some of the highest efficiency ratings in the industry.

Financing Details

EightTwenty is committed to providing the opportunity for our customers to Live Solar and we believe that distributed generation systems that are owned by property owners are the most effective way for people to benefit directly from solar power.

We offer programs for all types of customers, from LMI homeowners to tax-exempt entities, and large commercial companies. Our goal is to offer customer centric financial solutions that benefit the customer. We aim to keep solar lending into the states we operate in drive this part of the business in our local economies.

For residential solutions we have several lenders, multiple rate structures, and offer a streamlined customer experience. We take the time to clearly explain financing with our customers as a part of the solutions we offer. Our commercial lending strategy allows us to bring multiple tools to the table including strong local bank partners, commercial solar lenders, C-PACE lenders and PPAs, or offer strategic support to customers via their own financial institution.

Our strategy to support tax-exempt entities is unique in the marketplace. Brightwell unlocks capital to bring solar projects together for non-profits, schools, and places of worship. Entities like Norman Public Schools have made the move to solar using our Brightwell tool.



Norman Public Schools had a desire to go solar for years but it was hard to pull off as a tax exempt entity. Brightwell's unique Energy Management Service Agreement gave our school district the ability to go solar with no capital and give us flexibility to buy our system in the future. We are excited to install the first project this spring and look forward to exploring more opportunities to leverage solar across our district.

Justin Milner, Associate Superintendent & COO,
Norman Public Schools

A Brightwell impact investor will power Norman organizations for the next 30+ years.

Generous Individual or Group

Becomes an Impact Investor

By becoming an impact investor in solar, the individual and/or group is incentivized with solar investment tax credits, bonus depreciation, an Energy Management Service Agreement (EMSA) and sets win-win term for your solar project.

Your Organization

Goes Solar with Zero Out-of-Pocket

Your organization gets to go solar with zero capital out-of-pocket and eliminates exposure to fast rising electric costs with significant savings over the next three decades.





The Brightwell Story

Community Project

EightTwenty's Commitment to "Give Solar"
& Give Back to Community is Foundational
to Our Culture

Norman Solar Initiative



10

Give Solar

We believe in community investment and Give Solar is a major way we do this. We identify local opportunities with community leaders to give energy to projects multiple times a year. We pair our dollars with crowdsourced donations to give energy. Our entire team is proud of working on these projects.

Successful Oklahoma Give Solar Projects

- Restore Farmers Market
- City Care Night Shelter
- Clara Luper Corridor Residences



Community Project

By educating customers and removing many obstacles, EightTwenty makes it easy to Live and Give Solar.

EightTwenty is eager to select a community project that will be the best embodiment of the Norman Solar Initiative objectives. We are confident our Give Solar playbook will bring momentum, knowledge and ability to execute the Norman Solar Initiative Community Project in a big way.

EightTwenty's Commitment:

- Reserve funds from Norman Solar Initiative projects
- Promote recipient through promotional videos & PR
- Host an event to celebrate project (invite community, host a party, demonstrate how solar works)
- Offer recipient's employees a discount to live solar



At City Care's Night Shelter, utility bills are one of our largest operational expenses. Fortunately, EightTwenty showed us how solar could drastically reduce our costs...Moving forward, we plan to have them install solar at all of our homes, too.

Adam Luck, Executive Director of City Care

Low & Moderate Income Projects

The Sun is for Everyone

Norman Solar Initiative



11

Low & Moderate Income Projects

Creating Generational Change.

Access to solar for Low & Moderate Income households is a important challenge for us to spend energy on to ensure this campaign is a resounding success throughout Norman. In addition to EightTwenty hoping to have an impact on this program through our Brightwell offering, LMI Lending Programs via a local bank, and our own Give Solar projects we additionally recommend the following strategy:

01

LMI Grant Outreach: The City of Norman allocates bandwidth to reach out to Norman based businesses, philanthropists, and foundations aimed at creating a pool of dollars through grants that would go toward funding LMI projects. Target is \$100,000 in total grants. The aim would be to help provide energy independence to 5-7 LMI homeowners with these resources.

02

LMI Selection Criteria: The City of Norman would work to identify opportunities (in tandem with EightTwenty) that have high impact and maximize use of financial resources. These solar solutions would be offered at no cost to homeowners leveraging the grant dollars to fund the initiatives.

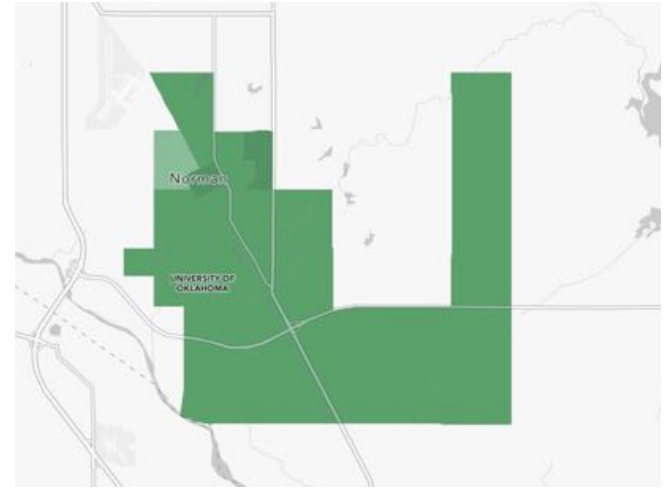
03

EightTwenty Support: EightTwenty would use our networks in Norman to help support the raise for the grant pool, offer design services at no expense, and extend our discounting through these projects to make a difference in this community.

Low & Moderate Income Projects

EightTwenty can help customers take advantage of additional tax incentives. EightTwenty is one of a select few solar installers that has successfully assisted a customer through the process of being awarded the additional tax credit offered by the Federal Government for LMI projects.

EightTwenty serves as an expert for customers to ensure that each available incentive is contemplated and applied for when appropriate. Additionally, EightTwenty teammates will help guide customers through the application processes which simplifies an otherwise confusing and complicated endeavor.





Live solar.



Join the Movement

Forward-thinking, quality-centric brands are working together to **accelerate the Norman Solar Initiative**



acog





For more information, please contact

Tony Capucille

EightTwenty Founder & CEO

E: tony@EightTwenty.com

C: (405) 412-0380

For news and updates, please visit:

[→ eighttwenty.com/norman](https://eighttwenty.com/norman)





Appendix

Norman Solar Initiative



Contractor Profile

| Contact Information | |
|--------------------------------------|--|
| Name of Contractor (EPC Firm) | EightTwenty |
| Address | 1825 N. Walnut Avenue, Oklahoma City, Oklahoma 73016 |
| Contact Name | Tony Capucille |
| Contact Title | Founder + CEO |
| Contact Phone | 405-412-0380 |
| Contact Email | tony@EightTwenty.com |
| Company Website | EightTwenty.com |

| Contractor Profile | | |
|---|---|-----|
| Experience with residential installations | We have installed a myriad of configurations for residential systems including ground mount, ballast mount, shingled roof, metal roof, TPO attached, wood shake, clay tile, and structures. | |
| Experience with commercial installations | We have installed projects across a number of different verticals, service types and sizes, roof types and sizes, ground mount systems, parking structures, and more. We recently completed what we believe is the largest commercial rooftop solar project in the state at Regional Foodbank of Oklahoma. We pride ourselves on our technical proficiency and in-house architect, NABCEP certified teammates, structural engineers, and a robust team of highly talented and experienced electricians. | |
| Number of years in operation | ~ 7 years | |
| Number of Installations | Residential | 435 |
| | Commercial | 95 |
| Number of installations in the City of Norman limits (specify type, size and location) | <p>We've completed 22 jobs in Norman, and have several others under contract that we will be working on in the near future (namely Norman North High School and an expansion at Sleep Inn and Suites).</p> <p>For our completed jobs we have done 3 commercial jobs in Norman:</p> <ul style="list-style-type: none"> - Koda Crossfit: 38kW on McGee Drive - Sleep Inn and Suites: 96.2kW on Bankers Ave - Irving Middle School: 19.62kW Solar Pergola <p>We have also completed 19 residential jobs of various types and sizing totaling about 190kW.</p> | |
| Employee Information | # of full-time employees | 88 |
| | # of part-time employees | n/a |
| | Total #Employees | 88 |
| | # of employees located in Project Area | 76 |
| # of NABCEP Certifications (specify type) | 2 PVDS | |
| | 1 PVIP | |
| | 4 PVA | |

| | | |
|-----------------------------|---|---------------------------|
| Employee Information | # of full-time employees | 122 |
| | # of part-time employees | n/a |
| | Total #employees | 122 |
| | # of employees located in Project Area | 106 |
| | # of NABCEP Certifications (specify type) | 4 PVA 2 PVDS 1 PVIP |

| References | |
|--------------------|---|
| Residential | 1 MJ Farzaneh - Home Creations Owner |
| | 2 Brian Bloom - Sustainable Builder in Norman |
| | 3 Joe Foote - Norman Customer |
| | 4 Cameron Brewer - Norman Customer |
| Commercial | 1 Adam Fink - Developer, Entrepreneur |
| | 2 Jeremiah Graham - Owner, Jeremiah's Carstar and Collision |
| | 3 Kyle Lillie - Owner, Insurance Services Northwest |

| Financing Partners (specify if loan or lease/SEPA) | |
|---|-------------------------------|
| Residential | 1 Credit Human |
| | 2 Sunlight Financial |
| | 3 Gateway Bank |
| Commercial | 1 Prism Bank |
| | 2 Sunstone Financial |
| | 3 Brightwell Capital Partners |

| Licenses and Certifications | |
|---|---|
| Licenses (contractor and electrical) | 4 Electrical Contractors, 8 Unlimited Journeyman, 10 Residential Journeyman |
| Certifications (NABCEP or otherwise) | 4 NABCEP PV Associates 2 NABCEP PV Design Specialists 1 NABCEP PV Installation Professional 1 Licensed Architect 1 Licensed Structural Engineer |
| Other | |

Pricing Proposal

Simplicity is the ultimate sophistication.

Leonardo Da Vinci

| Residential Pricing Structure (must be aggregate bulk-purchase pricing) | | | | |
|--|-----------|---------------------------|--|-----------|
| Tier by Aggregate Purchase | | Purchase Price (per watt) | Lease/SEPA Price (if applicable) (per KWh) | |
| | | | Price | Escalator |
| 1 | ≤50kW | \$2.69 | | |
| 2 | 51-100kW | \$2.69 | | |
| 3 | 101-150kW | \$2.69 | | |
| 4 | 151-200kW | \$2.69 | | |
| 5 | 201-250kW | \$2.69 | | |
| 6 | 251-300kW | \$2.69 | | |
| 7 | 301-350kW | \$2.69 | | |
| 8 | ≥351kW+ | \$2.69 | | |
| Commercial Pricing Structure* (may be aggregate bulk-purchase or flat system size pricing) | | | | |
| Tier by System Size | | Purchase Price (per watt) | Lease/SEPA Price (if applicable) (per KWh) | |
| | | | Price | Escalator |
| 1 | ≤50kW | \$2.65 | | |
| 2 | 51-100kW | \$2.60 | | |
| 3 | 101-150kW | \$2.55 | | |
| 4 | 151-200kW | \$2.50 | | |
| 5 | 201-250kW | \$2.45 | | |
| 6 | 251-300kW | \$2.40 | | |
| 7 | 301-350kW | \$2.35 | | |
| 8 | ≥351kW+ | \$2.30 | | |

Equipment Specifications



Enphase Energy is the world’s leading supplier of microinverter-based solar & battery systems. We recognize EightTwenty’s high quality standard, are are proud they chose our products exclusively for the Oklahoma market. Their solar & battery installations, for both residential & commercial customers, are consistently executed in a clean & professional manner. EightTwenty’s dedication to quality & customer satisfaction showcases our products & elevates the entire solar industry.

Ethan Moskowitz, Enphase

| Standard PV System Equipment* | | |
|--|---|----------------------------|
| Modules | Brand | Silfab |
| | Wattage | 420 |
| | Efficiency | 21.9% |
| | Production Warranty | 30 Year |
| | Equipment Warranty | 25 Year |
| | Country of Origin | USA |
| Microinverters and/or Optimizer | Brand | Enphase |
| | Wattage | IQ8+ 290W (Microinverters) |
| | Voltage | 240V |
| | Warranty | 25 Year |
| | Country of Origin | USA |
| String Inverters | Brand | SMA (Commercial Services) |
| | Wattage | Varies |
| | Voltage | Varies |
| | Warranty | 20-25 Year |
| | Country of Origin | Germany |
| Racking | Roof | Unirac and S-5 |
| | Ground | Unirac |
| Monitoring System | Enphase Enlighten or SMA Integrated Reporting | |
| Other Equipment Options (specify) | We offer a variety of Bloomberg Tier-1 Rated Commercial Modules We offer EV Chargers (LVL 2 and LVL 3) We offer Battery Systems We offer Solar Structures (Pergolas, Carports, etc...) | |

Additional Costs Factors & Price Adders

| Additional Cost Factors* | | For Purchase: Increased Cost (per/watt) | For Lease/SEPA: Increased Cost (per/kWh) | Flat Rate | Description |
|----------------------------|------------------------------|---|--|-----------------|---|
| Roof | Atypical Roof | \$0.05 | | | Residential Roof Other than Composite Shingles |
| | Ballast mount | \$0 | | | |
| | Commercial Heat Weld | \$0.50 | | | Sloped commercial (TPO, etc.) roof where ballast is not an option |
| Roof Slope | | | | \$750 | Roof slope steeper than 7/12 |
| Roof Height | | | | \$3600/wk | If the roof requires lift rental. |
| Structural Review | | \$0 | | | Included |
| Ground Mount | | \$0.40 | | | Additional components, trench/bore, conduit |
| Car Canopy/Shade Structure | | | | Varies | EightTwenty has proprietary parking and shade structure solutions to meet customer needs at affordable pricing. |
| Electrical | Panel Upgrade | | | \$2,000-\$3,500 | |
| | Sub panel | | | \$2,000-\$3,500 | |
| | Meter upgrade | | | | Included |
| | Trenching / Atypical Conduit | | | Varies | As quoted for electrical runs that fall outside of the standard pathways from array to point of interconnection |
| | Resi Backfed Breaker | | | \$150 | If backfeeding a breaker rather than supply-side tap |
| | Transformer | | | Varies | If transformer is required due to service voltage |
| | DC Dis connect | | | | Included, where applicable |

| Additional Cost Factors* | | For Purchase: Increased Cost (per/watt) | For Lease/SEPA: Increased Cost (per/kWh) | Flat Rate | Description |
|---|--|---|--|-----------|---|
| Other (i.e. tree removal, structural reinforcement, etc.) | | | | \$750 | Cellular wifi access for system reporting if no internet access |
| | | | | Varies | Structural canopy / pergola by request |
| | | | | | |
| | | | | | |

| Price Adders* | | For Purchase: Increased Cost (per/watt) | For Lease/SEPA: Increased Cost (per/kWh) | Flat Rate | Description |
|-----------------------------------|--------------------|---|--|---------------|--|
| Equipment Upgrades | Panels | N/A | | | Our standard is best in class |
| | Inverters | N/A | | | Our standard is best in class |
| | Racking | N/A | | | Our standard is best in class |
| | Other | | | | |
| Battery Storage | | | | \$19,000+ | Battery storage needs are site specific and sized to accomplish customer goals. Typically start at 15kW systems. |
| Electric Vehicle Charging Station | | | | \$750-\$2,500 | Residential Enel Charger |
| Energy Management | | | | | |
| Other | | | | | |
| Other | | | | | |
| Energy Efficiency Upgrades | LED Lighting | | | | N/A |
| | Weatherizing | | | | N/A |
| | Thermostat Upgrade | | | | N/A |

| Price Adders* | | For Purchase: Increased Cost (per/watt) | For Lease/SEPA: Increased Cost (per/kWh) | Flat Rate | Description |
|---------------|-------|---|--|-----------|---|
| Other | Other | | | | |
| | Other | | | | |
| Other Adders | | \$0.50 | | | Adder for small commercial projects (<25kW) |
| | | | | \$2,000 | Adder for residential projects <5kW |
| | | | | \$2,000 | Adder for residential projects >5kW and <10kW |

Residential Proposal / Estimate

RESIDENTIAL SOLAR PV PROPOSAL

Customer Name

Customer Address,
Norman, Oklahoma

Finalized 1/26/2024

Customer Name

Customer Address

| | |
|---------------------------|------------------|
| System Cost | \$55,113 |
| Solar Initiative Discount | -\$19,098 |
| Your Price | \$46,015 |
| Federal ITC (30%) | -\$13,355 |
| Net System Cost | \$31,960 |
| System Size | 15.12 kW |
| Annual Production | 19,002 kWh |
| Carbon Reduction | 15 tons |

104% Energy Offset

30-Year Net Savings
\$68,000+

Increased Home Value
\$36,000+

- In-house Build Team—No contractor labor
- Designed by board-certified, PVES designer
- 30% energy production guarantee
- 30-yr performance warranties

Solar Pricing: Solar Initiative

| | Premium | BATTERY - Full Home | BATTERY - GENERATOR - Full Home | LEVEL-1 CHARGER - EV Charger |
|---------------------------------------|--------------------|---------------------|---------------------------------|------------------------------|
| Price of installation | \$60,037 | +\$19,238 | +\$29,908 | +\$1,035 |
| Solar Initiative Price | -\$40,039 | -\$18,661 | -\$28,811 | -\$1,586 |
| Estimated Tax Credits | \$12,000 | \$5,508 | \$8,972 | N/A |
| Net Price After Tax Credits | \$28,021 | +\$13,063 | +\$20,936 | +\$1,586 |
| Payment on 397.738% APR for 36 months | +\$11/month | +\$103/month | +\$160/month | +\$8/month |

30-Year Savings \$98,000+

Home Appreciation \$36,000+

Let the Sun power your home

Net Metering (1-1)

SELL: \$0.12/kWh
BUY: \$0.12/kWh

Net Purchase & Sale

SELL: \$0.09/kWh
BUY: \$0.11/kWh

- Solar Panels**: Capture the sun's energy and convert it into direct current (DC) electricity.
- Inverter**: Converts DC electricity to alternating current (AC) power the standard electrical current used in your home.
- System Monitoring**: Remote track and report in an app to see your solar usage, performance, production, and specifications.
- Battery Storage**: Full or partial home backup, offering the flexibility to keep your home powered to tailor what.
- EV Charging**: Charge your electric vehicle with a sustainable and efficient alternative to traditional fuel.
- Solar Structure**: Create shade, protection and power with a canopy or pergola that creates new outdoor space.
- Electrical Panel**: Distributes AC power throughout your home.
- Utility Meter**: Measures your electric usage.
- Utility Grid**: Supplement your home's power supply when solar panels are producing less electricity or at all right.

What is the cost of not going solar?

Don't pay 300% more than you need.

Your electric bill will likely triple over the warranted life of your solar system. If you choose to not make the move to solar, you will be paying the utility companies 300% more than you need to.

Estimated Residential Energy Cost over 30-yr

Expected Utility Cost (utility)
Avg Cost by year: \$0.11 (Year 1) to \$0.35 (Year 30)

Solar Cost (utility)
Avg Cost by year: \$0.05 (Year 1) to \$0.05 (Year 30)

For more information, please contact:

Energy Consultant
EightTwenty Energy Consultant
E: e.smith@eighttwenty.com
C: (405) 888-8888

For more and updates, please visit:
eighttwenty.com

*Slide decks vary in size, simplified cash presentation represented

Commercial Proposal / Estimate

Company Name
Solar Proposal
COMMERCIAL SOLAR PV

NORMAN ENERGY

EightTwenty

January 28, 2024

Project Name

Purchase Price: \$116,856
Federal PTC (26%): \$108,902
Accelerated Depreciation: \$102,138
Net System Cost: **\$157,819**
30 Year Avoided Utilities: \$1,284,815
Year 1 NOI Increase (only): \$24,511

ADDED VALUE TO PROPERTY
NOI Benefit / Cap Rate (3.00%)
\$490,228
Return on Investment: 1-Year

30 Year Savings
Avoided Utilities - Net System Cost
\$937,000+
Return on Investment: 6.4-Years

30-Year Cashflow

7-Year Return on Investment

| Year | Revenue | NOI (Before Tax Credit) | NOI (After Tax Credit) | Net System Cost | Net Present Value | Internal Rate of Return | Payback Period | Simple Payback Period |
|------|---------|-------------------------|------------------------|-----------------|-------------------|-------------------------|----------------|-----------------------|
| 2024 | \$8,000 | \$7,000 | \$7,000 | \$157,819 | -\$150,819 | 10.00% | 15.78 | 15.78 |
| 2025 | \$8,000 | \$7,000 | \$7,000 | | -\$142,819 | 10.00% | 15.78 | 15.78 |
| 2026 | \$8,000 | \$7,000 | \$7,000 | | -\$134,819 | 10.00% | 15.78 | 15.78 |
| 2027 | \$8,000 | \$7,000 | \$7,000 | | -\$126,819 | 10.00% | 15.78 | 15.78 |
| 2028 | \$8,000 | \$7,000 | \$7,000 | | -\$118,819 | 10.00% | 15.78 | 15.78 |
| 2029 | \$8,000 | \$7,000 | \$7,000 | | -\$110,819 | 10.00% | 15.78 | 15.78 |
| 2030 | \$8,000 | \$7,000 | \$7,000 | | -\$102,819 | 10.00% | 15.78 | 15.78 |
| 2031 | \$8,000 | \$7,000 | \$7,000 | | -\$94,819 | 10.00% | 15.78 | 15.78 |
| 2032 | \$8,000 | \$7,000 | \$7,000 | | -\$86,819 | 10.00% | 15.78 | 15.78 |
| 2033 | \$8,000 | \$7,000 | \$7,000 | | -\$78,819 | 10.00% | 15.78 | 15.78 |
| 2034 | \$8,000 | \$7,000 | \$7,000 | | -\$70,819 | 10.00% | 15.78 | 15.78 |
| 2035 | \$8,000 | \$7,000 | \$7,000 | | -\$62,819 | 10.00% | 15.78 | 15.78 |
| 2036 | \$8,000 | \$7,000 | \$7,000 | | -\$54,819 | 10.00% | 15.78 | 15.78 |
| 2037 | \$8,000 | \$7,000 | \$7,000 | | -\$46,819 | 10.00% | 15.78 | 15.78 |
| 2038 | \$8,000 | \$7,000 | \$7,000 | | -\$38,819 | 10.00% | 15.78 | 15.78 |
| 2039 | \$8,000 | \$7,000 | \$7,000 | | -\$30,819 | 10.00% | 15.78 | 15.78 |
| 2040 | \$8,000 | \$7,000 | \$7,000 | | -\$22,819 | 10.00% | 15.78 | 15.78 |
| 2041 | \$8,000 | \$7,000 | \$7,000 | | -\$14,819 | 10.00% | 15.78 | 15.78 |
| 2042 | \$8,000 | \$7,000 | \$7,000 | | -\$6,819 | 10.00% | 15.78 | 15.78 |
| 2043 | \$8,000 | \$7,000 | \$7,000 | | 2,181 | 10.00% | 15.78 | 15.78 |
| 2044 | \$8,000 | \$7,000 | \$7,000 | | 10,181 | 10.00% | 15.78 | 15.78 |
| 2045 | \$8,000 | \$7,000 | \$7,000 | | 18,181 | 10.00% | 15.78 | 15.78 |
| 2046 | \$8,000 | \$7,000 | \$7,000 | | 26,181 | 10.00% | 15.78 | 15.78 |
| 2047 | \$8,000 | \$7,000 | \$7,000 | | 34,181 | 10.00% | 15.78 | 15.78 |
| 2048 | \$8,000 | \$7,000 | \$7,000 | | 42,181 | 10.00% | 15.78 | 15.78 |
| 2049 | \$8,000 | \$7,000 | \$7,000 | | 50,181 | 10.00% | 15.78 | 15.78 |
| 2050 | \$8,000 | \$7,000 | \$7,000 | | 58,181 | 10.00% | 15.78 | 15.78 |
| 2051 | \$8,000 | \$7,000 | \$7,000 | | 66,181 | 10.00% | 15.78 | 15.78 |
| 2052 | \$8,000 | \$7,000 | \$7,000 | | 74,181 | 10.00% | 15.78 | 15.78 |
| 2053 | \$8,000 | \$7,000 | \$7,000 | | 82,181 | 10.00% | 15.78 | 15.78 |
| 2054 | \$8,000 | \$7,000 | \$7,000 | | 90,181 | 10.00% | 15.78 | 15.78 |
| 2055 | \$8,000 | \$7,000 | \$7,000 | | 98,181 | 10.00% | 15.78 | 15.78 |
| 2056 | \$8,000 | \$7,000 | \$7,000 | | 106,181 | 10.00% | 15.78 | 15.78 |
| 2057 | \$8,000 | \$7,000 | \$7,000 | | 114,181 | 10.00% | 15.78 | 15.78 |
| 2058 | \$8,000 | \$7,000 | \$7,000 | | 122,181 | 10.00% | 15.78 | 15.78 |
| 2059 | \$8,000 | \$7,000 | \$7,000 | | 130,181 | 10.00% | 15.78 | 15.78 |
| 2060 | \$8,000 | \$7,000 | \$7,000 | | 138,181 | 10.00% | 15.78 | 15.78 |
| 2061 | \$8,000 | \$7,000 | \$7,000 | | 146,181 | 10.00% | 15.78 | 15.78 |
| 2062 | \$8,000 | \$7,000 | \$7,000 | | 154,181 | 10.00% | 15.78 | 15.78 |
| 2063 | \$8,000 | \$7,000 | \$7,000 | | 162,181 | 10.00% | 15.78 | 15.78 |
| 2064 | \$8,000 | \$7,000 | \$7,000 | | 170,181 | 10.00% | 15.78 | 15.78 |
| 2065 | \$8,000 | \$7,000 | \$7,000 | | 178,181 | 10.00% | 15.78 | 15.78 |
| 2066 | \$8,000 | \$7,000 | \$7,000 | | 186,181 | 10.00% | 15.78 | 15.78 |
| 2067 | \$8,000 | \$7,000 | \$7,000 | | 194,181 | 10.00% | 15.78 | 15.78 |
| 2068 | \$8,000 | \$7,000 | \$7,000 | | 202,181 | 10.00% | 15.78 | 15.78 |
| 2069 | \$8,000 | \$7,000 | \$7,000 | | 210,181 | 10.00% | 15.78 | 15.78 |
| 2070 | \$8,000 | \$7,000 | \$7,000 | | 218,181 | 10.00% | 15.78 | 15.78 |
| 2071 | \$8,000 | \$7,000 | \$7,000 | | 226,181 | 10.00% | 15.78 | 15.78 |
| 2072 | \$8,000 | \$7,000 | \$7,000 | | 234,181 | 10.00% | 15.78 | 15.78 |
| 2073 | \$8,000 | \$7,000 | \$7,000 | | 242,181 | 10.00% | 15.78 | 15.78 |
| 2074 | \$8,000 | \$7,000 | \$7,000 | | 250,181 | 10.00% | 15.78 | 15.78 |
| 2075 | \$8,000 | \$7,000 | \$7,000 | | 258,181 | 10.00% | 15.78 | 15.78 |
| 2076 | \$8,000 | \$7,000 | \$7,000 | | 266,181 | 10.00% | 15.78 | 15.78 |
| 2077 | \$8,000 | \$7,000 | \$7,000 | | 274,181 | 10.00% | 15.78 | 15.78 |
| 2078 | \$8,000 | \$7,000 | \$7,000 | | 282,181 | 10.00% | 15.78 | 15.78 |
| 2079 | \$8,000 | \$7,000 | \$7,000 | | 290,181 | 10.00% | 15.78 | 15.78 |
| 2080 | \$8,000 | \$7,000 | \$7,000 | | 298,181 | 10.00% | 15.78 | 15.78 |
| 2081 | \$8,000 | \$7,000 | \$7,000 | | 306,181 | 10.00% | 15.78 | 15.78 |
| 2082 | \$8,000 | \$7,000 | \$7,000 | | 314,181 | 10.00% | 15.78 | 15.78 |
| 2083 | \$8,000 | \$7,000 | \$7,000 | | 322,181 | 10.00% | 15.78 | 15.78 |
| 2084 | \$8,000 | \$7,000 | \$7,000 | | 330,181 | 10.00% | 15.78 | 15.78 |
| 2085 | \$8,000 | \$7,000 | \$7,000 | | 338,181 | 10.00% | 15.78 | 15.78 |
| 2086 | \$8,000 | \$7,000 | \$7,000 | | 346,181 | 10.00% | 15.78 | 15.78 |
| 2087 | \$8,000 | \$7,000 | \$7,000 | | 354,181 | 10.00% | 15.78 | 15.78 |
| 2088 | \$8,000 | \$7,000 | \$7,000 | | 362,181 | 10.00% | 15.78 | 15.78 |
| 2089 | \$8,000 | \$7,000 | \$7,000 | | 370,181 | 10.00% | 15.78 | 15.78 |
| 2090 | \$8,000 | \$7,000 | \$7,000 | | 378,181 | 10.00% | 15.78 | 15.78 |
| 2091 | \$8,000 | \$7,000 | \$7,000 | | 386,181 | 10.00% | 15.78 | 15.78 |
| 2092 | \$8,000 | \$7,000 | \$7,000 | | 394,181 | 10.00% | 15.78 | 15.78 |
| 2093 | \$8,000 | \$7,000 | \$7,000 | | 402,181 | 10.00% | 15.78 | 15.78 |
| 2094 | \$8,000 | \$7,000 | \$7,000 | | 410,181 | 10.00% | 15.78 | 15.78 |
| 2095 | \$8,000 | \$7,000 | \$7,000 | | 418,181 | 10.00% | 15.78 | 15.78 |
| 2096 | \$8,000 | \$7,000 | \$7,000 | | 426,181 | 10.00% | 15.78 | 15.78 |
| 2097 | \$8,000 | \$7,000 | \$7,000 | | 434,181 | 10.00% | 15.78 | 15.78 |
| 2098 | \$8,000 | \$7,000 | \$7,000 | | 442,181 | 10.00% | 15.78 | 15.78 |
| 2099 | \$8,000 | \$7,000 | \$7,000 | | 450,181 | 10.00% | 15.78 | 15.78 |
| 2100 | \$8,000 | \$7,000 | \$7,000 | | 458,181 | 10.00% | 15.78 | 15.78 |

Brand Elevation | Forward-thinking, quality-centric brands that work together can elevate Olanova through solar.

Proud of the Company We Keep

Sampling of Projects

Live Solar.

*Slide decks vary in size, simplified cash presentation represented

Purchase Contract

Solar contracts can be complex and confusing to customers. When we drafted our contract, we made it a priority for it to be comprehensive and easy to understand. It protects both parties and backs our customers' systems.

EightTwenty Solar Purchase Agreement

THIS AGREEMENT is made on {{agreement-date}} by and between EightTwenty Oklahoma, LLC (DBA EightTwenty), hereinafter referred to as the Contractor, and {{customer-name}}, hereinafter referred to as the Owner.

Article 1. Scope of Work

The Contractor shall furnish all materials and perform all work shown on the drawings and/or described in the specifications entitled Exhibit A, as annexed hereto as it pertains to work to be performed on property located at {{project-address}}.

Article 2. Time of Completion

Installation is expected to be completed within 90 days of 1) receipt of signed contract and 2) receipt of initial deposit OR approval from a Preferred Financing Partner of EightTwenty. Dates of work and completion date are contingent on weather and availability of materials and labor. If there is a delay caused by materials, labor or weather, an extension of time for installation shall be granted.

Article 3. The Contract Price

The Owner shall pay a Contract Price of {{total-price}}. This Contract Price is subject to additions and deductions pursuant to authorized change orders. The details for the Contract Price are as follows:

- {{solar-price}}

Article 4. Progress Payments

Contract Progress Payments

The Contract Price shall be paid in the manner following:

- 50% of Contract Price {{{half-price}}} initial payment due upon contract signing as a deposit: this provides for the Contractor to do system design and engineering and deliver and install solar panels, inverter(s), and complete all system wiring.
- 30% of Contract Price {{{third-price}}} second payment due at project completion.
- 20% of Contract Price {{{fifth-price}}} final payment due at the point where final inspections have completed and power turn on has been approved.

Failure to pay these payments when due shall be a breach of contract. As damages for such a breach, Contractor will be entitled to collect the purchase price in full with interest at the rate of 6% per annum and reasonable attorney's fees incurred by the Contractor during any effort to collect payment or incurred as the result of any legal proceeding to collect the outstanding balance.

Purchase Contract (continued)

Article 5. Additional Items

1. 5-Year Limited Workmanship and Installation Warranty. Contractor warrants that the System will be constructed and installed in a good workmanlike manner according to the standards of care and diligence generally practiced by solar engineering, construction, and installation companies when installing residential photovoltaic solar power systems of a similar size and type as the System in the geographic region where Your Property is located, and pursuant to good engineering design practices, (ii) manufacturer's instructions, (iii) applicable law (including local codes and standards), (iv) required governmental approvals and permits, and (v) applicable requirements of the local utility. This 5-Year Limited Workmanship and Installation Warranty will extend for a period of five (5) years from the date installation of the System is completed by EightTwenty Oklahoma LLC.
2. 5-Year Limited Roofing Penetration Warranty. Contractor warrants Owner roof against damage and water infiltration at each roofing penetration made by Contractor in connection with the installation of the System and the surrounding area of each such penetration (collectively, the "Covered Roof Areas"). The Contractor does not warrant or guarantee the condition of the roof prior to installation of the system. Contractor will repair damage to Owner roof and repair or compensate Owner for actual physical damage to Owner property resulting from any water infiltration in the event of failure or defects in the Covered Roof Areas.
3. Production Guarantee: Contractor guarantees system production in the following manner: If the {{size}} kW DC STC solar panel system produces less than {{(ninety-production)}} kilowatt-hours (kWh) in year one, the contractor will install additional solar panel(s) to bring the total solar production to at least {{(ninety-production)}} kilowatt-hours (kWh). This amount is equal to 90% of the expected performance of the system.
4. If space is not available for a system expansion, the Contractor will refund the Owner. The refund would equal the percentage of the production shortfall (amount beyond 90%) multiplied by the Contract Price. (e.g. if the system performed at 89%, Owner would receive a 1% refund).
5. The Production guarantee does not include loss of kWh production due to force majeure events including but not limited to power outages or snow. Force Majeure Event is an available event such as a hurricane, government forced shut down of commercial operations or order to shelter in place, or labor strike that is outside the control of the Contractor or Owner that prevents performance of obligations. Additionally, the system must be connected to the monitoring software at all times during the first year to allow Contractor to monitor kWh production.

Article 6. General Provisions

1. Contractor may at its discretion engage subcontractors to perform work hereunder, provided Contractor shall fully pay said subcontractor and in all instances remain responsible for the proper completion of this Contract.
2. If trenching is done for buried conduit, then backfill will be done by Contractor or subcontractor with existing spoils only to a mound one time. Seed, hay, and/or sod is not included. Contractor is not responsible for damage, if any, to tree roots, flowers or plants.
3. If a boom lift or scissor lift is used, Contractor is not responsible for tire marks or ruts in the Owner yard/field or the Owner surrounding property.
4. Contractor shall furnish Owner appropriate releases or waivers of lien for all work performed or materials provided at the time that the next periodic payment shall be due.
5. All change orders shall be in writing and signed by both the Owner and Contractor.
6. Contractor agrees to remove all debris and leave the premises in broom clean condition.
7. Operational maintenance, such as panel cleaning, not covered by the above warranty is not included in this contract and may be purchased and billed separately.
8. In the event Owner shall fail to pay any periodic or installment payment due hereunder, the Contractor may cease work without breach pending payment or resolution of any dispute.
9. Owner has 3 business days to cancel from the signed date on this Contract. Cancellation requests are to be sent via email to support@eighttwenty.com.
10. All disputes hereunder shall be resolved by binding arbitration in accordance with the American Arbitration Association.
11. Contractor shall not be liable for any delay due to circumstances beyond its control including the availability of specialty labor or materials or weather.
12. Owner agrees to indemnify, defend and hold Contractor, its respective affiliates, officers, directors, employees, shareholders and agents harmless from and against any and all liabilities, claims, costs, losses, damages, and other expenses that Contractor may incur, become responsible for, or pay out as a result of or in connection with bodily injury (including death) to any person, damage to any property, contamination of or adverse effects on the environment, or any violation of applicable laws or regulations, in connection with or arising out of any and all acts or omissions of Owner, Owner's agents, representatives, or employees under or in connection with this Contract or system, including but not limited to the Owner's breach of any provision or warranty contained herein.
13. This Agreement shall be governed by the laws of the State of Oklahoma.
14. This Agreement represents the entire understanding between the Parties with respect to the subject matter of this Agreement and supersedes any or all previous agreements or arrangements (whether oral or written) between the Parties.
15. Contractor reserves the right to photograph and take video footage of the project site for future marketing purposes.
16. This Proposal is valid for 14 days from Date of Agreement.

An aerial photograph of a large, modern house with a prominent solar panel array on its roof. The house is surrounded by a dense, lush green forest. The solar panels are arranged in a grid pattern on the right side of the roof. The overall scene is bathed in a warm, golden light, suggesting a sunrise or sunset. The text 'Live Solar.' is overlaid in a large, bold, yellow font on the left side of the image.

Live Solar.