

# Self-Storage & The Solar Evolution

## Frequently Asked Questions

### 1) Why should I spend resources on solar?

Adding solar allows you to save money by offsetting the amount of electricity you purchase from the local power utility. Plus, most solar panels have a peak operational life measured in decades, so your self-storage facility will be shielded from rising energy costs for years to come.

### 2) How does solar increase my bottom line?

The savings you realize by generating your own electricity, rather than purchasing it, can be used to make operational improvements, purchase additional inventory, hire more staff, or simply make your business more profitable.

### 3) How can sustainability help my self-storage facility grow?

Demonstrating environmental awareness is increasingly important. This is particularly true among female customers and millennials, who are much more inclined to conduct business with companies they see as environmentally aware.

### 4) How does adding solar prepare my self-storage facility for the future?

By saving money, your self-storage operation will have additional resources to cope with an increasingly competitive landscape, unexpected vacancies, and needed facility upgrades. Adding solar is especially important for climate controlled facilities, where increased electrical demands impose a much greater risk from rising energy costs.

### 5) If solar is so great, why aren't more businesses installing it?

They are, but you might not be able to see these systems because they're mostly out of sight on rooftops and parking structures. Financially-savvy companies such as Walmart, Costco, IKEA, McGraw Hill, Johnson & Johnson, PepsiCo, Apple, Sub-Zero and many more are driving a massive expansion of commercial solar across the country and around the world.

### 6) Why should our self-storage facility go solar now?

The longer you wait, the more you spend on unnecessary electricity costs and the more you risk missing out on lucrative tax credits. One of the largest—the 26% Investment Tax Credit (ITC) – will decrease to 22% in 2021 before settling permanently at 10% by 2022.

### 7) Are there financing options?

Much like buying a car, you can purchase a solar energy system with cash, through a loan, or a capital lease. We can help advise you the option that best fits your budget and business model.