



About the Company

A-Avis is a family-run plumbing, heating and air conditioning company in business for 66 years. My grandfather and uncle started the business in 1947. My father took over in 1957 (when I was 11), and I would ride alongside him and learned the ins and outs of the business. I took over as the owner in 1982. A-Avis's commitment to quality service has helped us become the successful company we are today. I believe that one of the most important aspects of any great company is your customer base. They are the company's backbone.

How Did HERO Help Your Business?

I have seen a positive difference in my company's sales since the HERO Program became available. Because of HERO, we are able to reach customers that normally would not be able to afford these home improvements. About 25 percent of our customer base is currently unable to get a loan or a good interest rate, and that is where the HERO Program has been helpful in reaching out to these customers. Since we started offering HERO Financing, we have hired four new people and I am hoping that the HERO Program expands into the San Bernardino, Rancho Cucamonga, Chino Hills and Upland areas.

What Do You Like About the HERO Process?

The HERO Program has dramatically increased our business, has enabled us to hire new employees, and could not be easier to use. Registering through the HERO website was simple. We also appreciate the easy-to-understand education and marketing materials we were provided with, which we use to help educate our customers about HERO.

“ The HERO Program truly lives up to its name by rescuing people who can't afford the improvements that they need in order to lower their bills and also provide comfort. The HERO Program is their hero.

Ed Ballard - Owner, A-Avis Plumbing Heating & ”

A-AVIS

OWNER – ED BALLARD

SERVICE AREAS

Inland Empire, Riverside, San Bernardino Counties & parts of Los Angeles Counties

CA LICENSE #

630503

BUSINESS ESTABLISHED

1947

INDUSTRY TYPE

HVAC, Plumbing

EMPLOYEE BEFORE HERO

30

EMPLOYEES POST HERO

35



855-HERO-411(855-437-6411)
herofinancing.com



About the Company

I started working in the industry in November of 1999 and that's when I learned about the business. Then after a few years, I started working with my father's company Design Windows and Doors. Soon after that I got my contractor's license. After a few years of partnering up, I decided to open up my own business in 2010 and called it Clearchoice Windows and Doors.

How Did HERO Help Your Business?

Since using the HERO Program starting in November 2012, my business has increased by 15%. I am now at a point where I am allocating 80% of my business just to the HERO Program; I've also added another marketing person to our team. The HERO Program has helped me reach an entirely different demographic, we are able to reach people in areas that we typically wouldn't be able to reach before. Instead of focusing on ultra-high end homes and ultra-high end jobs, it's opened up a whole new market segment for us. Once San Bernardino opens up, we will definitely have to restructure our business so that we can hire more people in order to handle the work load.

What Do You Like About the HERO Process?

My favorite thing about the HERO Program is the ability to get all of the loose ends tied up while I am in the customer's home. Once we get the customer approved, we ID verify, I then get the product called in and the docs are in my inbox. After I retrieve the docs from my inbox, I print it out in my car from my mobile printer and everything is done. The process is quick and easy.

“ Since our success with the HERO Program we are now allocating 80% of our business just for HERO. ”

CLEARCHOICE WINDOWS

AND DOORS

OWNER – JR PENTOLINO

CONTRACTOR PROFILE:

SERVICE AREAS	Coast of Palm Springs, N. San Diego, West Hills, 80 % Riverside (due to HERO)
CA LICENSE #	964835
BUSINESS ESTABLISHED	2010
INDUSTRY TYPE	High Efficient Windowes
EMPLOYEE BEFORE HERO	6
EMPLOYEES POST HERO	7



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“

So far HERO has given us back nine cities that we were not able to reach before. It's truly revolutionary.

Eric Martinson – Owner, Pacific Coast Home Solutions

”

About the Company

My sister, my Brother in Law and I went into business together and started Pacific Coast Home Solutions in 2009 after selling my other company Jemstar in 2008, which is now called Verengo Solar. Each year that we have been in business, we have grown. The first year the company did 5 million, the second year 7 million, the third year 13 million. Our goal is to grow to 20 million within the next couple of years and with HERO being available as an option this will be a reachable goal and we may be able to get there sooner than expected, especially if San Bernardino opens up.

How Did HERO Help Your Business?

When we started Pacific Coast Home Solutions, it was during the financial collapse of the Country and there were areas that as tradesmen, we knew where to go for business and where not to go and Riverside was one of those. Now we have the Inland Empire back and because of that we are allocating our resources from 10% to 25%. We have designated a whole row of telemarketers just for HERO. This number will grow as HERO adds areas. The advent of HERO Financing is really one of the most revolutionary things that has hit the home improvement industry for both the contractors and homeowners that I've ever seen in my career.

What Do You Like About the HERO Process?

So far HERO has given us back 9 cities that we were not able to reach before with a large population. We couldn't reach certain areas due to lower home values and FICO scores. Now we can. The HERO process is fast and easy, our sales reps really like that they can get approval status right away when they are with their customers and find that the "know before you go" tool is really helpful.

PACIFIC COAST HOME SOLUTIONS

OWNER – ERIC MARTINSON

SERVICE AREAS	Inland Empire, Los Angeles, Palm Springs,
CA LICENSE #	742935
BUSINESS ESTABLISHED	2009
INDUSTRY TYPE	Windows, House Coating, insulation all vinyl products
EMPLOYEE BEFORE HERO	200
EMPLOYEES POST HERO	200+



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“Since joining with HERO, our office and sales staff have doubled from 20 to 48 people. We have boosted our company sales over 245% from last year’s sales. We only started selling HERO since May 2012. Give us a full year and San Bernardino county and sky’s the limit”.

~Aaron Imamura – Pell Solar, General Manager

Business Profile:

Pell Solar
780 Milliken Ave.
Suite G
Ontario, CA 91761

Website.....pellsolar.com

Business Established.....2003

(Contractor Photo Here)

Industry Type.....Solar

Employees before HERO.....20

Employees post HERO.....48

*HERO Eligible Products.....Solar

Pell Solar started in 2003 as Pell Air, a very profitable sister company to Pell solar. In 2010 they split from Pell Air and became Pell Solar. In the beginning, there were a total of (5) people who worked at Pell Solar; this included the owners and Aaron Imamura who is now the General Manager.

James Berry started working for Pell Solar in May of 2012 as a canvasser and in June of 2012 Pell Solar started offering the HERO Financing Program to their customers. James said that he sells HERO to all of his customers and because of that he is now their top sales rep. James says that he lives and breathes HERO and is a huge fan of the program. As of today Pell Solar has seen an increase of 245% over last year’s sales and they have doubled their staff from 20 to 48 employees and are still growing. Aaron said that the rate they’re growing and once San Bernardino County adopts the HERO Program that the Sky is the limit for their success. Both James and Aaron say that it’s amazing what HERO has done for them and their customers. It’s opened up a whole new clientele base for them. “These are the people who really care about saving \$50 to \$100 per month” says Aaron.

Pell Solar is looking forward to the HERO Program being offered in other areas such as; **Victorville (high Desert), Blythe, Oak Hills and the County of San Bernardino**. Aaron also says that he has (10) customers waiting for HERO to come to their area. He has tried to finance them and they’ve been declined, they each have \$100,000 equity in their homes. He says that when HERO expands to San Bernardino County – to say that they will have a banner month would be an understatement.



How Did You Hear About HERO?

We had several contractors come to our door and Verengo – Rep. Sheri Winter was the only company that offered this to me.

Why Did You Choose HERO?

I always wanted to put in solar panels. Since I live in a place that has a lot of sun, I wanted to take advantage of it. When the Verengo Rep. - Sheri Winter showed me the pamphlets on how the HERO Program works, I was immediately sold on this great Program. I'm hoping to add a Tankless Water Heater and possibly windows as well in the very near future.

What Changes Have you had Since the Improvements?

My electric bills used to be in the \$200's. Since I've gotten solar, I have received two bills, my first bill was \$57.00 and my last bill was only a \$1.21 and we are still having very hot days. Most days are in the high 80's to low 90's. I don't have to worry about my electric bill anymore. I can save money and live comfortably now.

“

I don't have to worry about my electric bills anymore. I can save money and live comfortably now.

”

-Ruben Contreras, Lake Elsinore Homeowner

RUBEN CONTRERAS

HOMEOWNER

LAKE ELSINORE, CA 92532

PRODUCTS INSTALLED Solar Panels

YEAR HOME BUILT 2006

SQUARE FOOTAGE 1,650

LOCATION Lake Elsinore

CONTRACTOR Verengo Solar



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herofinancing.com



“ We are saving over \$100 on our bill each month. We’re able to run our Air Conditioning comfortably without having to worry about the cost. ”

FELIX & ROSALIE CORRALES

HOMEOWNERS - MURRIETA, CA

My wife Rosalie and I received a flyer at our home from 360 Solar which had information about the new city Program that was being offered. My wife decided to do some of her own research online; she immediately liked what she read about the benefits of the HERO Program. We decided to contact 360 Solar to schedule an appointment to get a quote for solar.

We had wanted to have solar panels put on our home for a long time but it was always too expensive. Having a pool and a spa, we were concerned about energy consumption. One of the benefits that we liked about the HERO Program was the fact that we could get a tax credit and also pay the amount through our property taxes. We also decided on an energy efficient pump and a solar system for the whole house.

Since going solar we are saving over \$100 on our electric bill each month. We’re able to run the Air Conditioning comfortably without having to worry about the cost. Even with a pool and a spa we are still saving money. We are very happy with the results.

HOME PROFILE:

PRODUCTS INSTALLED	Solar panels, energy efficient pool pump
YEAR HOME BUILT	2007
SQUARE FOOTAGE	2,130
LOCATION	Murrieta, CA
CONTRACTOR	360 Solar



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herofinancing.com



“ We had always wanted to go Solar but it was too costly. After hearing about the HERO Program and what it could do for us, we were immediately sold. Already we saved, over \$100 on our first bill. ”

RAYMOND & DEVLIN FILLMORE
HOMEOWNERS - CANYON LAKE, CA 92587

We live in a perfect sunny environment to reap the benefits of having solar and because of that we wanted to take advantage of that economically. We had wanted to go solar for quite some time but it was too costly.

One day Mark Harrell from 360 Solar called and told us that our city was now offering the HERO Program, he told us that we would be eligible for numerous home energy efficient improvements that which could be passed through our own property taxes, on top of that we wouldn't have to touch our savings. The HERO Program was the making of the deal for us.

Due to the extreme heat over this past summer and also having a spa, our electricity bill last August alone was \$400. This is way over our budget for utility expenses. After our first full month with our new solar system in September 2012, our electric bill had gone down over \$100. We are looking forward to even smaller bills in the future.

HOME PROFILE:

PRODUCTS INSTALLED	Solar Panels
OTHER ENERGY EFFICIENT IMPROVEMENTS OF INTEREST	Tankless Water Heater
YEAR HOME BUILT	1984
SQUARE FOOTAGE	1,875
CONTRACTOR	360 Solar Mark Harrell
LOCATION	Canyon Lake, CA
CONTRACTOR	360 Solar Mark Harrell





“
 Because of the HERO Program
 I will be able to retire in seven
 years as originally planned
 because of my monthly savings.
 ”

-Sandra Marin, Menifee Homeowner

How Did You Hear About HERO?

I was at the Sun City Street Market when I met Mike Cervanca, from 360 Solar; he told me all about the HERO Program.

Why Did You Choose HERO?

I bought my house in 2003 so that my parents can stay with me. I am the sole income of the family. I've wanted to get solar for a long time but couldn't afford it. The month of August 2012 was the hottest that it had been in years. These temperatures continued all the way through the month of October. My utility bill was between \$150 and \$200 during this time. After 360 Solar explained the HERO Program to me, I was instantly sold. Now I can run the air conditioner while I'm at work and my parents are at home without having to worry about the high electricity bills. I feel so much at ease now, knowing that my parents are comfortable and I don't have to stress anymore.

What Changes Have you had Since the Improvements?

Since getting solar, my bill last month was only \$41. Being the sole income of the family for (4) people, this is a huge savings for me. I plan to retire in 7 years and these monthly savings can help me actually achieve that goal. Without the HERO Program, I could not have done these improvements and my parents would have suffered in the hot months. I am a very happy and now comfortable customer thanks to my new energy efficient upgrade.

**SANDRA
 MARIN**
 HOMEOWNER

PRODUCTS INSTALLED	Solar Panels
YEAR HOME BUILT	2003
SQUARE FOOTAGE	2,420
LOCATION	Menifee, California
CONTRACTOR	360 Solar



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 herofinancing.com

Case Study

March, 14 2013

Pacific Coast Home Solutions, Rep. David Gonzales, Customer – Raymond McPherson, 18380 Avenida Caleta, Murrieta (La Cresta), CA 92562

When Raymond was still in High School he found out through a friend about the ROP Program where he could get a job and get credits at the same time. They got him the job at GTE which later turned into Verizon Wireless; he worked there for 34 years.

Mr. Raymond McPherson is a very conservative man who was able to retire at the early age of 51. He's been retired for almost two years now. At the age of 23, Raymond quit his smoking habit. His monthly cost to smoke was \$45 at that time; he put this money into a mutual fund every month and would increase the amount every time he got a raise which eventually maxed out at \$65 per month. That Mutual Fund had over \$200,000 in it by the time he retired.

Raymond moved into his La Cresta home in Murrieta of 2002, he has two renters that rent out apartment made spaces in his custom home. He said that the windows in his home were cheap and made of aluminum and that you could feel the air coming through the windows making for some really cold nights. Even though he knew he that he needed new windows, he wasn't really looking to change them out. One day he received a call from PCHS – Pacific Coast Home Solutions and made an appointment with them. During their meeting, PCHS Sales rep. told him about the new government program called the HERO Program. Raymond is really good at saving his money so he had money to put the windows in using his own savings but he was really intrigued by the fact that he could add this cost to his property taxes and also be able to write this amount off. He says "you have to save your money". He realized that he would be saving money in the long run by going through the HERO Program to get his energy efficient windows.

Raymond lives 5 miles east of the Camp Pendleton Base where helicopters fly over his house on a daily basis. The new energy efficient windows have eliminated the sound dramatically. He is very pleased with his new windows. He said that his heater actually cycled for the first time after his windows were put in. He uses propane in the main house and propane is \$500 per tank; I still have a ½ tank of propane left and the windows have been in for a month now and normally with the weather the way that it was I would have gone through a whole tank. Just after a month he realizes that he will be saving a lot of money each month by not having to use as much. He can't wait to see how they keep the heat out of the house during the summer.

How many people in your household?

Raymond & his dog Duke / (2) apartments are on-site that are occupied with tenants, they have never been vacant.

How long have you lived in your home?

11 years

What year is your home? What is the Square Footage?

1996 / 3,400

Case Study

March, 14 2013

Pacific Coast Home Solutions, Rep. David Gonzales, Customer – Raymond McPherson, 18380 Avenida Caleta, Murrieta (La Cresta), CA 92562

How did you decide on projects to do in your home?

This house has always needed windows, the air would blow right through them and I like the heat so during the cold months it was so cold, his heater would continuously run and the cheap aluminum windows would not keep the heat in.

What improvements did you have done? Have you always thought about putting energy efficient upgrades in your home?

High Efficient Windows

How did you hear about HERO?

I received a call from PCHS and they made an appointment with him. The sales guy Kevin Orton came to my house and told me about the HERO Program.

I found out that I can put this into my property taxes I that I would be able to write it off.

How was the financing process?

I just signed the paper after hearing that I was approved. I was approved for \$63,000. So now I have \$23,000 that's available and I might want to use that for Solar later.

How are the improvements that you made improving your life?

The heater actually cycled for the first time after I got the new windows installed.

Have you noticed a difference in your monthly electric bills?

I use Propane and propane is \$500 per tank; I still have a ½ tank of propane left and the windows have been in for a month now and normally with the weather the way that it was I would have gone through a whole tank. His electric bill for the two renters was \$690. (Raymond is on Propane) last month (Feb. 2013) his bill was \$490.

Case Study

March, 14 2013

Pacific Coast Home Solutions, Rep. David Gonzales, Customer – Raymond McPherson, 18380 Avenida Caleta, Murrieta (La Cresta), CA 92562

Are there other upgrades you'd like to make?

I may want to get Solar panels; I want to see how much the windows help first.

Would you recommend HERO to others?

Sure

Quote:

I'm just a guy but one of the reason of the reasons why I put the windows in is to raise the value of the home and I don't like it when it's cold either and the old windows weren't helping to keep it warm in my house.

Work that was done:

Highly Efficient Windows

Case Study

March 20, 2013

Customer – Howard and Maureen Ochi, California Showcase, Rep Ray Pimentel, 24365 Rimview Rd., Moreno Valley, CA

Howard and Maureen met at the University of Montana

Maureen is from Seattle and Howard is from a little town on the big island of Hawaii. They both retired 3 years ago. Maureen was a teacher for 3rd & 4th Graders and Howard was a CPA.

They are enjoying their retirement and staying busy. Maureen takes piano lessons and they both like to hike.

How many people in your household?

(2) Howard and Maureen

How long have you lived in your home?

Since 1987

What year is your home? What is the Square Footage?

Home was built in 1986 / 25 years / approximately 2000 sq. ft.

How did you decide on projects to do in your home?

The window frames were bending and were getting really old and the screens were crumbling from the 25 years of heat and it was time to get them changed out.

What improvements did you have done? Have you always thought about putting energy efficient upgrades in your home?

(17) High Efficient Energy Windows. We've thought about getting solar but we're not sure.

How did you hear about HERO?

Joe came by from Cal. Showcase came to the door and gave us a flyer. We found out that we could deduct this amount on their taxes and that was very interesting to him.

Case Study

March 20, 2013

Customer – Howard and Maureen Ochi, California Showcase, Rep Ray Pimentel, 24365 Rimview Rd., Moreno Valley, CA

How was the financing process?

Very easy, Ray did everything. Howard is a retired CPA so he really did the research on the HERO Program.

The questions weren't that easy though.

How are the improvements that you made improving your life?

We've been home for only a week now but when we came home we had found out that it had rained really hard here and we couldn't see one mark on the windows. Doug said that they have EZ Clean on the exterior coating. That's a lifetime warranty on their Catalina windows. The first night sleeping with our new windows, we noticed that it was very quiet it was and our Master Bedroom is facing the street.

Have you noticed a difference in your monthly electric bills?

They just had the windows installed two weeks prior.

Are there other upgrades you'd like to make?

We thought about putting in Solar at one time but we'll see how the windows work out first.

Would you recommend HERO to others?

Yes

Quote: Howard: I'm a retired CPA, so I know all about taxes and when I heard about the HERO Program, I was thrilled to find out that you could put this through your Property taxes and be able to write it off.

Work that was done:

(17) High Efficient Windows.

Homeowner Case Study: Bruce and Kimberly Stagger



Homeowners: Bruce and Kimberly Stagger

Product: Solar panels

City: Lake Elsinore

Consultant: Genevieve Johnson

Company: Solaire

Home Built: 2001

Power bill before: \$441; \$350-\$450 in the summer

Power bill after: -\$.96

“We can’t wait for summer” Kimberly Stagger announces triumphantly as she stands beside her new Solaire solar system. A few months ago, that would not have been the case. Kimberly and husband Bruce reside in Lake Elsinore. Situated within a valley that locks in heat and fends off wind, it is often a solid 10 degrees hotter than areas only a few miles away.

The Staggers recall sweltering summer days when they had to choose between cranking up the air conditioning at the expense of \$450 a month, or else suffer through the heat. For Bruce, working long hours on the railroad in 100+ degree heat, returning to a hot home was particularly unsettling. Frustrated with having to choose between cost and comfort, the Staggers sought new alternatives.

After receiving a flier from Solaire, the Staggers thought solar panels might be the solution. From the moment they first met with Energy Consultant, Genevieve Johnson, to signing the completion paperwork, they experienced a supreme level of customer service. Genevieve broke down their utility bill and explained how they could benefit from solar. They soon discovered that given the pace in which utility rates are increasing, a few years down the road their already high utility bills will likely be a couple hundred dollars more.

While interested in going solar, the Staggers did not want to mar the appearance of their home with a big bulky box, highly visible panels, and lots of conduit. “Not a problem,” their contractor assured them, he installed the box inside the garage and even took the liberty of painting the remaining conduit to match the two colors on the house.

Kimberly marvels, “he took care and pride like it was his own home.”

But it’s not just the clean aesthetic of their solar system that has the Staggers smiling. When asked about their first energy bill since the install, the Staggers are incredulous. “Our bill said: ‘You owe -96 cents, do not pay this bill.’ When does it ever say ‘do not pay this bill?’ We couldn’t believe it.”

Both the Staggers and their energy consultant were impressed by HERO’s quick and easy approval process. The Staggers were Genevieve’s first HERO customers. She was thrilled to share a program that makes going solar an even smarter decision for homeowners. Kimberly remarks, “We thought it was too good to be true....and then the truck pulled up. We were getting solar!”

The prospect of retirement was one of the driving forces for installing HERO-financed solar panels. High School sweethearts that reunited years later, the Staggers dream of also reuniting with their hometown. With HERO, the remaining payments on the solar system transfer with the sale of the home, making their investment cost effective immediately. Additionally, the Staggers see their renovation as way to make their home stand out to prospective buyers.

In fact, a UC Berkeley study found that on average, a solar system adds about \$17,000 to the value of the home. For the Staggers, that means they can enjoy a comfortable home and low energy bills, while creating a nice little nest egg.

When it comes to HERO-financed solar panels, the Staggers have only one question: “Why doesn’t everyone do it?”



“
 The air quality in my home has improved immensely, I feel so much healthier because of it.
 ”

~Roberta Tandy, Corona Homeowner

How Did You Hear About HERO?

When my air conditioning unit began to act up and was in constant need of repair, I decided to stop paying for repairs and wanted to replace the unit. I called A-Avis Plumbing, Heating and Air Conditioning to explore my options and Ed Ballard, the owner, explained the HERO Financing option to me.

Why Did You Choose HERO?

I live on one income and I was sold as soon as I heard that I would save money every month by using HERO Financing to help finance my improvements. The financing process was very easy and I couldn't wait to get started.

What Changes Have you had Since the Improvements?

Since installing my new heating and air conditioning unit and having a larger outtake put into the wall, I don't have to run the heat or air conditioning as much, and my house stays cooler and warms up faster. I have also been pleasantly surprised by the improvement in my indoor air quality—I don't even have to take my allergy medications anymore, which makes me very happy.



**ROBERTA
 TANDY**
 HOMEOWNER

PRODUCTS INSTALLED	New Heating & Air Conditioning Unit and New Outtake
YEAR HOME BUILT	2003
SQUARE FOOTAGE	2,350
LOCATION	Corona, California
CONTRACTOR	A-Avis Heating & Plumbing

Customer Case Study: Margaret Kuhn

Customer Name: Margaret Kuhn
Location: Eastvale
Contractor Company: DEC Electric Solar
Contractor: Ron Wallis
Install: Solar System and Quiet Cool Fans
Home Size: 3,686 Sq. Ft, 4 BD 2.5 Baths

After her husband passed away a few years ago, Margaret Kuhn found herself in a tough situation. While still coping with his loss, she was left to manage a bottomless stack of medical bills. On top of that, all the home expenses now fell entirely on her shoulders, and spending \$700 a month on energy bills was almost too much to bear. She felt like she was being eaten out of house and home but wasn't sure there was a way out. She wanted a more cost-effective solution to cooling her home, but try as she might to rebuild her FICO Score, she fell short of the credit necessary to qualify for a financing plan.

That's when Margaret caught word of the HERO Program through the City of Eastvale Newsletter. She learned that the city really wanted to reduce emissions and had launched the HERO program to make energy efficient upgrades affordable for residents. Unsure if she would qualify, she called up the HERO hotline and was excited to learn that she had enough equity in her home to get approved. She began a quest to find energy efficient ways to lower her energy bills.

Margaret got in touch with Ron Wallis and John Large at DEC Electric Solar. She was initially interested in their Quiet Cool Fans, but soon learned that her HERO approval was enough to cover an entire solar system as well. It took only three days for DEC to install Margaret's solar system and one day to install Quiet Cool. Margaret was impressed at how quick and easy the install was, and how communicative DEC was every step of the way. On top of that, her fully functioning solar system is so sleek, it is hardly even visible from the street.

Margaret's Quiet Cool system has been so effective, that as of May, she had yet to turn on the air conditioning in her nearly 3,700 square foot Eastvale home. She has seen her energy bills drop drastically and can't wait to see her power meter zero out.

Margaret has already referred three people from her vanpool and when asked if there is anything she would change about becoming energy efficient with HERO, she shares:

"No, I'm just totally thrilled."

Customer Case Study: Gerald and Sumru Vance



Customer Names: Gerald and Sumru Vance

Location: Temecula

Contractor Company: Freedom Solar

Contractor: Greg Albright

Install: Ground Mount Solar System

Home Size: 6,348 Sq. Ft, 8 BD 5 Baths

The winding path to the Vance's residence leads past breathtaking views of Temecula Valley. Arriving at Gerald and Sumru's Spanish-style home, a carport hugs the side of the house, but a solar system is not visible. This is by design.

When the Vance's moved into their home this past March, they had no doubt in their minds that they wanted to install solar. In their previous home, they had taken measures to conserve energy: going summers without air conditioning; relying entirely on house fans, attic fans and sheer will to keep cool. They were tired of being uncomfortable in the name of saving energy.

As Gerald explains, "we wanted to be able to run an air conditioning and not feel guilty. With the solar, we can do that."

They entertained several proposals from contractors, but the tract development they lived in constricted the scale and type of system they could install. The Vance family wanted to go beyond installing panels that would get them out of the Tier 1 billing rate. They wanted to eliminate their energy bill.

Now that they were in the new home, the question was not whether to get solar but how. Desiring a system large enough to power their home, but not wanting to obscure a clay roof behind a legion of solar panels, they began to explore their options.

Gerald and Sumru had a friend in HERO representative PJ Chadwick. PJ explained that the HERO program might be the perfect path to realizing their solar goals. They contacted Greg Albright at Freedom Solar, who explained that there were absolutely ways for them to work beyond the restrictions of a rooftop install. Together, Sumru, Gerald, Greg and PJ collaborated to find a workable solution that would maximize their solar generating power, while maintaining the aesthetic of their home.

The solution came in the form of what Greg has coined a “solar port.” Essentially, it is a ground mounted solar system, that doubles as a carport. This provides a protective shade structure for their cars, while serving as an unobtrusive, full-functioning, solar energy generator. In fact, their system is powerful enough to generate close 14,000-kilowatt hours a year. Freedom Solar was able to install the entire project in just a couple days.

Gerald and Sumru looked very closely into HERO before determining that it was the best option for them, sharing:

“We knew all the numbers. When you’re retired you look at projects very carefully, because you don’t want to take on something big and wonder ‘now how are we going to live?’”

HERO allowed them to immediately welcome the scale of project they sought for their home, eliminating their energy bill, avoiding burdensome payments in retirement, and affording them annual tax deductions in the process.

When asked to sum up their experience with HERO, Gerald puts it succinctly:

“It let us do something that we wanted to do and it let us do it economically.”

360° SOLAR

Your clean energy solution. A Division of Dan's Roofing, Inc.

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Lake Elsinore, CA 92532

To Whom It May Concern:

Dan's Roofing and 360 Solar is a family owned and operated business. Our roofing business started in 1986 and in 2009 we decided to add solar system installation because it seemed like a perfect fit. Our roofing expertise makes a big difference and we are often called in by other solar installers to assist with roofing challenges.

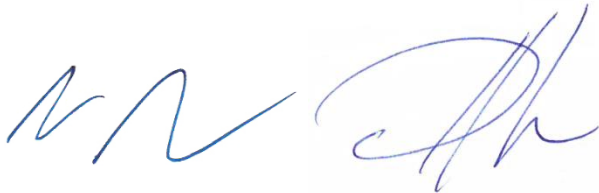
In 2012 we began offering HERO financing to our customers and have seen a big increase in business ever since. We have grown from 15 employees in 2011 to 42 today and we are planning on future growth associated with being able to offer HERO Financing.

HERO has opened up a new customer base of people for us who don't have disposable cash or perfect credit. It's a whole new group of people who want solar, who need solar and they deserve to have access to it as well.

Today we service San Diego, Santa Barbara, Palm Springs and Coachella to Victorville. More and more people are hearing about HERO and are waiting for it to come to their area. It really is a great financial tool that gives consumers options they never had before.

We are looking forward to seeing HERO in Orange County, San Diego, Coachella Valley and San Bernardino County in the near future.

Best Regards,



Dan Willimas – Dan's Roofing
Tony Hickman – 360 Solar



5820 Central Ave Suite 200
Riverside, CA 92504
Ph: 951-354-0414
Fax: 951-354-2820

Ameristar Windows
5820 Central Avenue, Suite 200
Riverside, CA 92504

To Whom It May Concern:

We provide replacement windows and doors and have been offering HERO as a financing option to our customers over the past year.

Today, HERO funds over 60% of our installs and the average sale amount has increased 10% - 15%. Our workforce has expanded 20 to 1 and we now have plans to expand into Orange County, San Diego and San Bernardino County as soon as HERO is available in those areas.

I highly recommend the HERO Program. Please contact me at 951-354-0414 ext 14 if I can be of any assistance.

Sincerely,

Michael Lewis
info@ameristarwindows.com



1542 Edinger Ave, Suite D
Tustin, California 92780
Phone (714)258-3900
Fax (714) 258-3920

Peak Power Solutions
1542 Edinger Avenue, Suite D
Tustin, CA 80
714-258-3900

To Whom it May Concern:

Peak Power Solutions has been in business for over 20 years and we have spent the last 5 years focused on residential solar. We service Orange, San Bernardino and Riverside counties along with Edison territories.

Since we have offered HERO financing to customers our sales have increased by 50% in the regions in which we can offer it to homeowners. And the average dollar amount of each sale has increased by approximately 20%. HERO makes solar more affordable and homeowners see the benefit of investing in their home because they see reduced energy bills and can increase the overall value of their home.

We look forward to working with Renovate America to offer HERO Financing to more communities throughout Southern California. We are based in Orange County and would be particularly excited to see HERO in our community because of the overall benefits to the local economy.

Sincerely,



HelioPower

Solar Solutions. Engineered.

Heliopower Solar
25767 Jefferson Avenue
Murrieta, CA 92567
951-677-7755

To Whom it May Concern:

We have seen a big increase in our business and it is directly related to the HERO Program.

Heliopower primarily provides residential and wholesale solar equipment in California. We have been in business 12 years and have locations in Murrieta, Coachella Valley, Sacramento, San Francisco and Bakersfield. Both our residential and wholesale businesses have increased; by 30% in 2012 and we project an 80% increase in 2013. A large part of that increase is directly related to being able to offer HERO Financing.

Today, we currently employ 105 people and 10 are a direct result of the HERO partnership over this past year. We are expecting to hire another 15 more this year as HERO expands into other areas that we already service. We are planning to expand in Southern California in large part to our confidence that the HERO program will become available in new communities.

One of the main reasons we have been so successful with HERO is because we have a great relationship with Renovate America. They have proved to be very reliable and are the fastest, most accurate financing funding partner with whom we have worked.

We are actively looking to increase our office space by 50% and much of this growth is attributed to the opportunity to offer HERO financing.

Thank you,

Tyler Michael
Area Sales Manager/Southern California
HelioPower Inc.
(619) 888-0122
tmichael@heliopower.com

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25767 Jefferson Avenue
Murrieta, CA 92562
Phone: 951.677.7755
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201 Harris Avenue, Suite 15
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Toll-Free: 1.87.SOLAR.888
CA Contractors License:
C-46#915598



License #949122

Pell Solar
780 S. Milliken Avenue, Suite G
Ontario, CA 91761
866-646-8499

To whom it may concern:

It is with great pleasure that I am writing to recommend the HERO Program to your community. Pell Solar has been in business since 2003, and we have been offering HERO Financing over the past year.

In our opinion, HERO has completely changed the solar market because it has made solar available to people who could previously not qualify. That has expanded the market for solar by at least 100%. And the overall economic impact of the HERO Program has directly impacted our company in that we have already doubled our staff with 18 new people.

Today, HERO is funding approximately 65% of our installations and represents a total increase of 200% - 350% of our revenue. We are currently making expansion plans to focus on areas where HERO becomes available. San Bernardino is our first area of focus.

The HERO Financing Program is a great value-add to any community and I couldn't more highly recommend it.

Best Regards,

A handwritten signature in blue ink that reads "Pat Simons".

Pat Simons
Pell solar, Owner

That Solar Guy dba Tripleline Solar
26499 Jefferson Avenue, Suite C
Murrieta, CA 92562

To Whom It May Concern:

We've been in business for 2 years with a primary focus on the residential solar market in Southern California. We now have 11 fulltime employees based out of our Murrieta shop. I started this business alone working from my home. We now have a full office location and warehouse.

The HERO program has been a wonderful aid to my business and my family. In fact, one of our largest residential projects was made possible because of the HERO program. Every month we have jobs on our wall that are only there because the homeowner was able to take advantage of this financing. This has allowed us to purchase new equipment and invest in additional marketing.

With regards to my family, I've been able to upgrade our windows and HVAC system using HERO financing. For the first time in 3 years my house was cold in the summer and warm in the winter. Thank you HERO!!

We currently take jobs all over southern California so we were very excited to hear that the HERO program is expanding. We know from past experience that this will make it possible for thousands of people to go solar that couldn't and we are very excited to play a part in this exciting opportunity.