

SCOTTSDALE Airpark News

www.scottsdaleairpark.com

October 2009

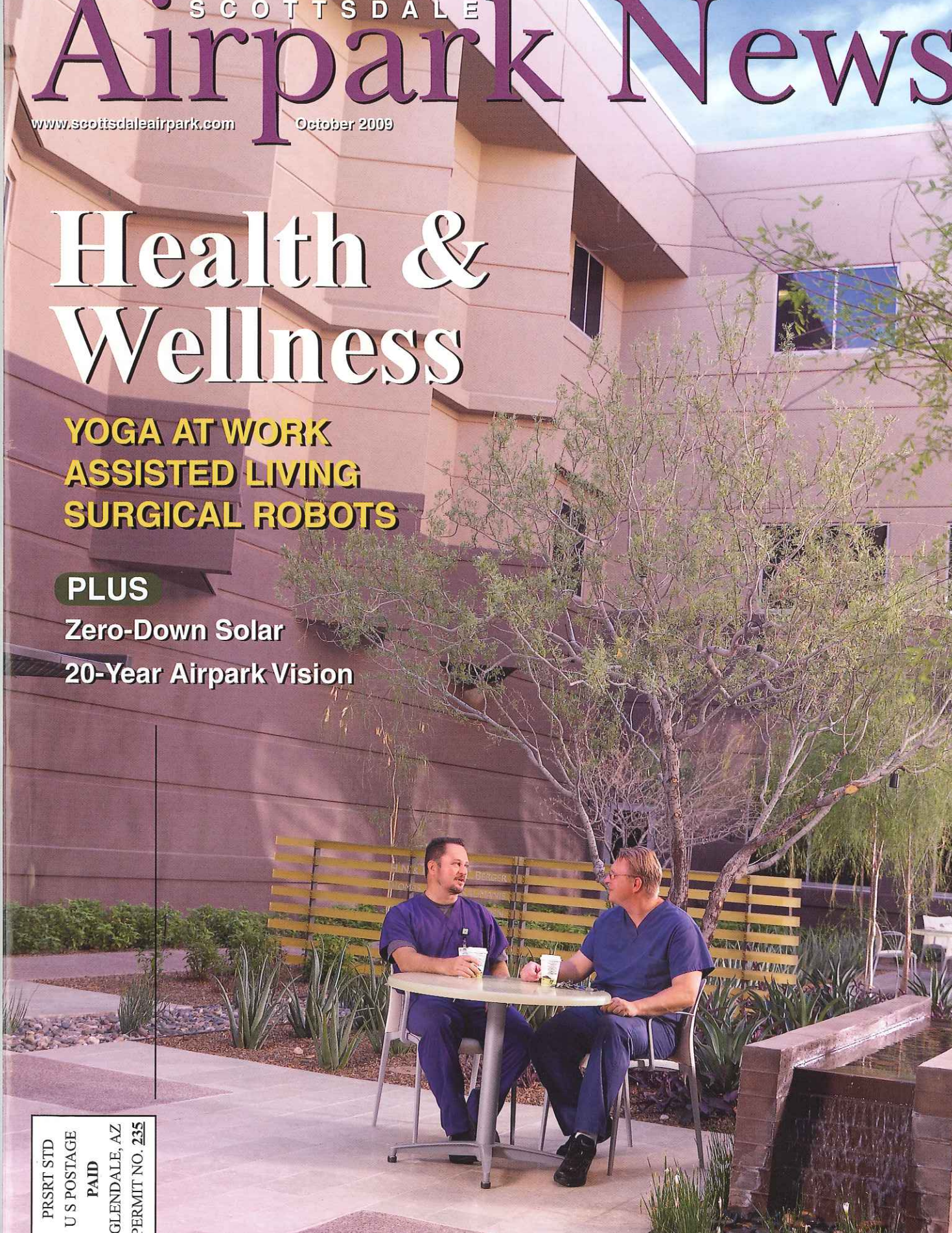
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**Zero-Down Solar
20-Year Airpark Vision**

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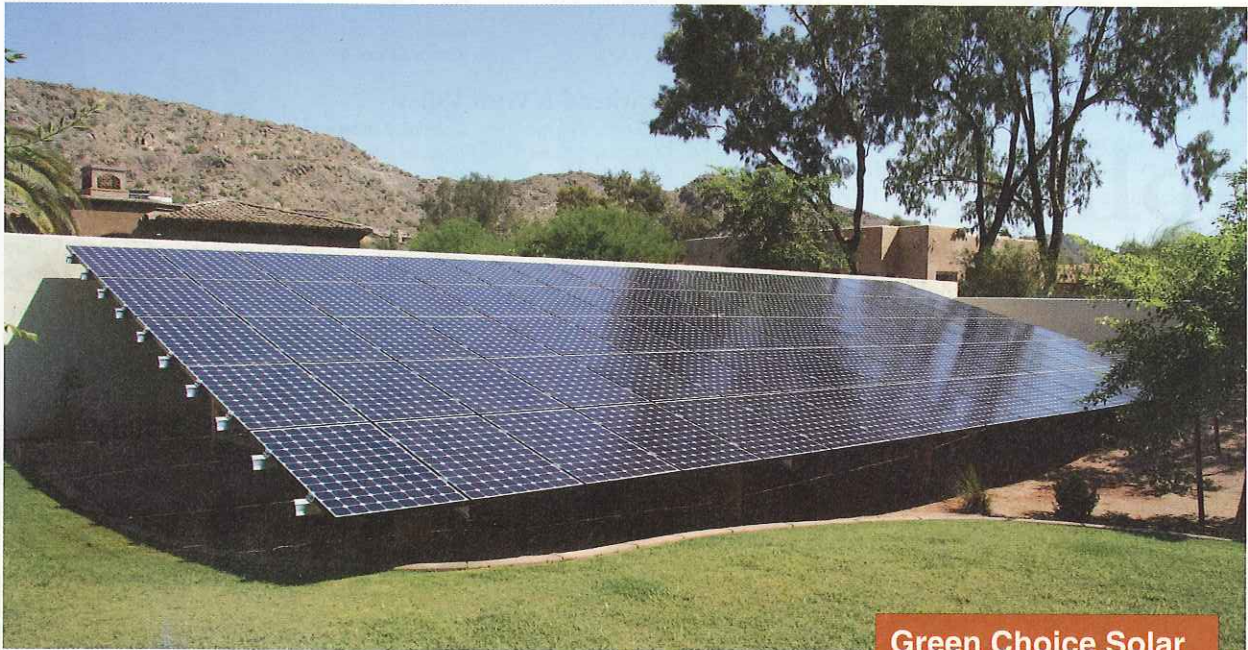
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WEB HITS at www.scottsdaleairpark.com

- Visit the new "Here and Now" section of the Airpark Blog at www.scottsdaleairpark.com, to keep up with Airpark news and event updates.
- Check in with Steve "Dr. Sky" Kates to see what the October skies hold.

Sweet Green Choice: Zero-Down Solar

By Kimberly Hundley



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IT SOUNDS TO good to be true. Green Choice Solar will lease solar-energy systems to building owners for zero-down. That's right: no upfront costs. The new Airpark company will even build covered parking structures to mount the systems on, all without rousting a dime from your pocket.

So what's the catch?

Tony Doran, president of sales and marketing, says the company's business model is pinned on helping business owners save money, and there is no catch. "A commercial building owner can lease a system from

us," Doran explains. "He can then basically consume the energy from our system. He gives us a lease payment, and that payment is always less than what he would pay [a utility company] for the energy."

Green Choice makes its profit over the long-term, billing clients more than the energy costs them to produce and absorbing the price of the solar system over a period of several years. "We have no problem with passing on the savings and making it attractive to the customer immediately," Doran says. "Systems are good for 25 to

30 years—they pay us back over time."

Leasers can expect to save between 15 and 40 percent on their energy bills, depending on use, he adds.

Green Choice may be new to the Valley, but the outfit plans on sticking around for a very long time. The Arizona-based staff works closely with affiliates and consultants in Europe who've completed about 1,000

solar systems. "Spain and Germany, for example, are about nine years ahead of the United States in the solar industry," Doran says. Because of connections with those who've worked in renewable energy for decades, Green Choice has managed to secure direct-from manufacturer pricing that competitors can't match, he adds.

Buy In

Jim Keeley, founding partner of Colliers International - Scottsdale, will be one of the solar company's first Airpark clients. Green Choice is in the process of designing a parking structure outfitted with solar panels for Colliers' office on 14080 N. Northsight Blvd. Because the building has a sloped tile roof, solar canopies made more sense. The panels are mounted atop the canopy and energy is run underground into the building.

"We want to get this one done first and get a handle on it, and then look to encouraging other building owners and clients to do the same," Keeley says of the project.



Clients can also buy systems outright; Green Choice makes more profit from a straight sale than a long-term lease, especially with government and utility incentives currently paying pay big hunks of construction costs.

The company is developing a slate of funding models for both lease and purchase, including lease-to-own options. On larger projects, Green Choice clients are required to put down a deposit, so not all systems are "zero down." "But it will go toward credit—to what they would pay anyway," Doran says.

Green Choice has already established a residential division. In August, it installed what the company says is the world's second-largest residential solar system on a home in Paradise Valley. Doran declined to reveal the property owner's name, citing confidentiality.



Tony Doran, president of sales and marketing

Doran freely admits that long-term leases are risky, but he thinks they will work, particularly in the Airpark, where commercial longevity is common. "We try to qualify people the best we can," he says. "We don't want to be intrusive and look at their books, but we try to pick

good customers. We don't want to lose money." If worse comes to worse, and a property owner defaults, Green Choice still owns the system and can take it back.

So far, businesses throughout Scottsdale and Phoenix are showing tremendous interest in the "no-out-of-pocket" incentive coupled with the chance to save money, according to Doran. "The solar industry and small-business economy needs somebody like us," he says.

Seeing Is Believing

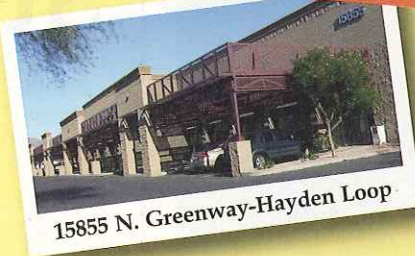
Green Choice is walking the walk—and prospective customers can soon walk right along with them. The company is installing a state-of-the-art rooftop solar system as well as covered car parking in the rear of its building.

"Our building will be one of the first 100-percent solar-powered office buildings in Arizona," Doran says. "It will also be a showroom example of what our custom-designed systems look like." Green Choice anticipates the system will be up and running by the end of the month.

"We're good people and we're trying to help good people in the Airpark stay in business and save money," says Doran. "Hopefully, the economy helps us all out in the end." ■

SCOTTSDALE AIRPARK

GREENWAY-HAYDEN



15855 N. Greenway-Hayden Loop

Properties For Lease

Office • Warehouse • Showroom
Great Locations – Great Rates

- Close proximity to Pima Freeway
- Office/showroom/warehouse/distribution multi-tenant property
- Suite 170 @ 8,639 sq. ft. is ideal as a showroom with frontage on busy Greenway-Hayden Loop

- Multi-tenant office/warehouse with common truckwell
- Located in the heart of the Airpark
- Suites available from 1,600 s.f. to 4,000 s.f. (spaces divisible)



Greenway/Hayden
Airpark 99

AIRPARK 99



15525-15679 N. 83rd Way

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