

Dear 51st State Solar Co-op Round 2 Members,

This is Anthony Colella, co-owner and Solar Director with EDGE Energy, and I want to express our gratitude for being selected for the 2nd round of the 51st State co-op, and share my team's excitement in getting to work for you! *Let's kick this off right and make it the greatest co-op yet!!*



Welcome! This is the absolute **BEST** way to go solar. You have the opportunity to get SunPower solar equipment at discounted pricing from the only Elite Dealer in the mid-Atlantic, teamed with Solar United Neighbors! This fuels EDGE Energy with great work for our crews and gives us tremendous efficiencies for the savings passed on to you – all while investing into your local community and striving to meet DC's greater renewable energy goals.

Special thanks goes out to Yesenia, Corey, Andrea & the team at Solar United Neighbors for putting such a fantastic and motivated group together. Additional thanks goes to the members of your selection committee who dedicated significant time out of their busy lives to evaluate all of the different options which were presented.

EDGE Energy is a 54 person company, which specializes in solar design and installation, as well as home performance. We're the only SunPower Elite Dealer in the mid-Atlantic region, and SunPower is the most installed panel for both Residential and Commercial markets across the country. **#DemandBetterSolar**

We proudly separate ourselves from other installers because we're *different*. We have the highest powered panels, we have the best warranties in the country, and we have the best looking systems. That gives our customers an unprecedented level of support, service, and quality on our installations that sets the bar higher than anyone else – 40% of our business is referral-based, which shows how much our customers love EDGE service and our products.

Our #1 goal is to help homeowners like yourself go solar, and to make that decision easy. We have got a killer line up of system options and financing options to fit everyone's needs, and a great line up of consultants to help spell it all out for you. *Most all installations will only take a day!*

Our Solar Consultants are going to meet with co-op members individually to listen and respond to your needs, goals, and budget in order to get you the best possible solution for your house and your family. Please be sure to have all decision makers *at your personalized appointment!*



If you're reading this, you have already done everything you need to do in order to take part in this special opportunity. We will take it from here, and below is what to expect, and everything you need to know for getting started!

Tell your friends and neighbors to JOIN THE CO-OP so we can all get solar into the community!

[Intro Clip to EDGE Energy](#)

[Intro Clip to SunPower](#)

www.edge-solar.com

www.sunpower.com

Here's our Action Plan:

First, we are going to reach out to everyone individually by phone and email to set up your 90-minute home visit with our solar consultant. We do urge *any and all decision makers* to be present, because during this visit we will go over live proposals for your home which are ready-to-sign, and we'll also discuss the best financing methods for you to get going. **Please send your Utility Bills before the visit!** (customer.care@edge-gogreen.com)

Once you have your home visit completed, you will have (30) days to work with your Solar Consultant and sign up to go solar under the group's discounted pricing. We do want to respect the timeline that we have architected with SUN, DOEE, and our distributors, so it's important that we address everything with you up front for an educated and timely decision. We are here to make it easy! **Sign up deadline: October 31st, Proposal deadline: November 30th.**

Most installations will only take 1 day to complete, and will occur on a rolling first-come first-serve basis, so get in the queue early! Right now we're seeing about a 2-3 month timeline to get PEPCO and DCRA approvals, with installations to follow after that.

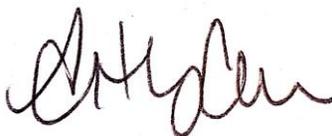


You will hear from EDGE Energy and SUN with email updates along the way, and at anytime you can email customer.care@edge-gogreen.com with questions, inquiries, or referrals. We'll be broadcasting the co-op and encouraging more people to join with shared messaging from SunPower, **so help spread the word** and be sure to follow us on twitter and Instagram and share your solar selfies!

Next Step: You will hear from Inside Specialist, **Chris Rohrer**, or your individual sales person to set up your home visit.

Please bring up any specific questions, concerns, interests and special requests with him so that he can respond, and better equip your solar consultant with any important information. Once again, thank you for your support in renewable energy, and we are eager to get to work!

Very Best,



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