

Solar power is within your reach

Take the next step in affordable energy with Carbon Recall.



C A R B O N R E C A L L

Tupelo



What can we offer you?

Everyone should have a home they feel good about

Ask any of our customers and they'll tell you: they're not just putting up solar panels, saving money on electric bills or upgrading kitchen lights; they're making a better home, building a cleaner community, and creating safer places to raise children. We want to make that even easier: to help turn the places we live into what they should always be – smart, efficient, and 100% energy independent.



We're not just a business, we're a community: family owned, one team, on many roofs. Offering you:

A better home with no electric bill.

Whether you want a lower electric bill or total energy independence, we're committed to helping you live in a home you feel good about.

Working by your side

Every home is unique, because everyone is different. That's why we take the time upfront to get it right. Our clean energy experts will help focus your vision and develop a plan just for you down to the last detail.

Straightforward financing

With our financing options you can pay your loan from your energy savings, and then watch your savings pile up over the lifetime of your solar system.



Why go solar?

A new way to think about energy

We are entering a renewable energy revolution in our world. It has the magnitude of the industrial revolution and the speed of the digital revolution. Today, solar energy presents a wealth of opportunities because the technology has become beneficial and affordable just about everywhere – for your home, business, and beyond.





Of homeowners say they want more choices when it comes to their energy and electricity supply



Say they would welcome a reliable form of energy provided by someone rather than their utility



Say they have recently experienced power outages with their current utility and that motivates them to get backup power



Of homeowners are interested in backup power for their homes

Why Solar Is The Way To Go

The cost of solar has gone down significantly (by more than 72% since 2010). Chances are you might think someone who buys solar power systems are rich, educated, city-dwellers, or perhaps young environmentalists. But now, everyone with a home is starting to look at solar as their next home improvement project or electric bill eliminator.

There are many reasons why homeowners go solar but cutting energy costs is the most common. Many people are eager to reduce their carbon footprint while also increasing property value and earning a great return on their investment. Here are some reasons why solar energy is a good investment for you and more popular than ever in Mississippi.

1. Drastically reduce or even eliminate electric bills: With a solar panel system, you'll generate free power for your system's entire 25+ year lifecycle. Even if you don't produce 100 percent of the energy you consume, solar will reduce your utility bills and you'll still save a lot of money.

2. Earn a great return on investment: Solar panels aren't an expense – they're one of the best ways to invest, with returns rivaling those of more traditional investments like stocks and bonds. Thanks to substantial electricity bill savings, the average American homeowner pays off their solar panel system in seven to eight years and sees an ROI of 20 percent or more.

3. Protect against rising energy costs: One of the most clear-cut benefits of solar panels is the ability to hedge utility prices. In the past ten years, residential electricity prices have gone up by an average of three percent annually. By investing in a solar energy system now, you can fix your electricity rate and protect against unpredictable increases in electricity costs. If you're a business or homeowner with fluctuating cash flow, going solar also helps you better forecast and manage your expenses.

4. Increase property value: Multiple studies have found that homes equipped with solar energy systems have higher property values and sell more quickly than non-solar homes. Appraisers are increasingly taking solar installations into consideration as they value homes at the time of a sale, and as homebuyers become more educated about solar, demand for properties equipped with solar panel systems will continue to grow.



Lawrence Berkeley National Lab study found each watt of solar adds about \$4 to a home's value in California and about \$3 elsewhere. Thus, a home with solar should sell for about (\$4 x 5,000W =) \$20,000 more in CA or still (\$3 x 5,000W =) \$15,000 more outside of CA.



How does it work?

Driving your electricity costs to zero

Through an all-in-one approach, Carbon Recall is helping thousands of homeowners take full advantage of new technologies to save money every month on electricity costs. We deliver a complete energy solution designed to give you control over your energy usage. Helping you choose solar panels to reduce energy bills, batteries to get more independence from the grid, and efficient home improvements to support more sustainable living.



Your Renewable Energy Experts®

Carbon Recall delivers an unparalleled service offering built on a foundation of more than 10 years of lessons learned in managing and operating complete home solutions. Carbon Recall's integrated energy service makes it possible for you to quickly improve your home's comfort and efficiency so you can start spending less and enjoying more. The result is a high-performance home that is less expensive to operate, emits less carbon, and is healthier and more comfortable for the occupants.

Our Areas of Expertise:

We want to improve people's lives and help you achieve a better quality of life. Whether you're only interested in solar power, or total energy efficiency, we've packaged our expertise into five areas of service to help you get the most out of your home.

1. Solar
2. Energy Storage
3. Water Heating
4. Air Conditioning
5. Smart Energy Management



1. Solar power

A solar system installed on an existing roof usually doesn't require any new construction, tree removal, or new asphalt – it's simply leveraging your existing roof as a money saving, energy generation platform.

Don't settle for anything less

Carbon Recall partners with the best in solar energy technologies around the world. From rooftop solar panels and watertight installation materials to electrical systems and wiring, these products are engineered for dependability and offer the industry's best warranties.





2. Energy Storage

The ultimate idea of a home battery is to save you money by charging itself during off-peak electricity times - allowing you to use the stored energy to power your home when energy is more expensive (peak time). We can automate the whole process of energy storage, so that you can use the stored energy during off-peak hours (when utility rates are the highest). Or store energy during daytime peak sunshine hours when most homeowners are at work (when utility rates are the lowest).

Homeowners already see the value of energy efficiency upgrades. The process of moving from energy consumption to energy conservation has been the driving force for most homeowners for the past ten years. With solar and energy storage, we can make the leap to energy independence simply become a natural step. This is how a revolution happens in energy, and it's happening before our eyes.

3. Water Heating

Solar and wind energy aren't the only carbon-neutral natural resources available. Geothermal energy and on-demand "tankless" water heating can also be carbon-neutral and why we consider it part of our complete renewable energy service.

Geothermal heat pumps can tap into this resource to heat and cool buildings. In the winter, the heat pump removes heat from the heat exchanger and pumps it into the indoor air delivery system. In the summer, the process is reversed, and the heat pump moves heat from the indoor air into the heat exchanger. The heat removed from the indoor air during the summer can also be used to provide a free source of hot water.

Carbon Recall is leveraging advances in tankless water heating and geothermal systems that makes it easier for you to achieve long-term efficiency and savings to make its application a winning strategy on cost overall.





4. Air Conditioning

Because inefficient heating, cooling, and ventilation systems are nearly half of the costs associated with utility expenses, air conditioning system efficiency improvements make big impacts on the path toward high-performance property solutions.

In houses with forced-air heating and cooling systems, ducts are used to distribute conditioned air throughout the house. However, in a typical house, 20-30 percent of the air that moves through the duct system is lost due to leaks and poorly sealed connections. The result is higher utility bills and difficulty keeping the house comfortable, no matter how the thermostat is set.

Carbon Recall delivers air conditioning services that offer the possibility of a built environment that meets your needs from the roof of the property to the foundation. Incorporating ventilation solutions to help control moisture, improve indoor air quality, identify energy losses, reduce energy costs, and provide a more comfortable and healthier living environment.



5. Smart Energy Management

Inefficient lighting, outdated HVAC and water heating systems, and lack of data collection are the three main reasons homeowners overspend on energy costs. Although sophisticated controls have a very important role in complicated homes, most energy use management devices, such as smart home thermostats and smart energy monitors, are ultimately managing inefficient systems.

We answered this problem by helping our clients create an interior environment that can ensure improved convenience, comfort, and savings.

What is the cost of solar?

Generating your own clean, renewable energy.

Solar is now more affordable than ever thanks to advances in technology that have improved system quality and design. On average the total cost of solar installation can be between \$15,000 to \$30,000 for average sized systems between 4kW and 8kW. But unlike most home improvements, which depreciate in value with age, solar energy choices will increase in value over time as electricity prices rise.



How much does the average solar system cost?

Residential Solar System	Cost	Size in kW
Average system cost	\$15,000	4kW
Large system cost	\$30,000	8kW

What will electricity prices be in the future when you sell your home?

The higher they are, the more people are willing to pay for an efficient home, so clean energy choices are like a hedge against increasing electricity rates. So, even if you don't plan to stay in your home for a long period of time, your clean energy choices are still a good investment — even better than a kitchen or bathroom remodel.

Lock in your own electricity rates for the future.

Clean energy improvements are some of the few home improvements guaranteed to increase the value of your home. Most home renovation choices are subjective — you may love upgrading to granite countertops this year, but when you try to sell your home, you find the buyer wants quartz. In contrast, the value of clean energy improvements is objective: they decrease your electric bills, providing value to you and anyone else who owns your home.

What will your solar system cost?

Your Carbon Recall Clean Energy Consultant will design your solar system to fit your needs and help determine your energy savings outlook and what would work best with your home.

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Tupelo



662.260.5097

Carbon Recall Tupelo
2420 Cochran Rd
Belden, MS 38826

carbonrecalltupelo.com
info@carbonrecalltupelo.com



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