

Control, Make & Store Your Electricity

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Agenda

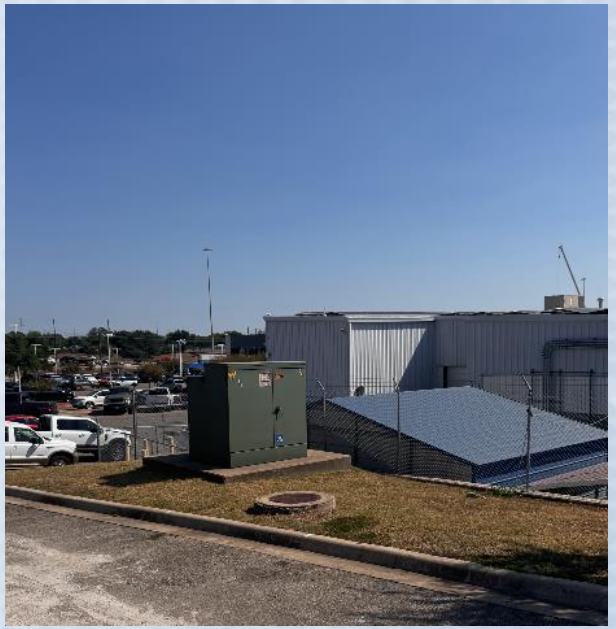
- Skyrocketing Utility Bills, Must Be Smart(er)
- No Cost Best Practices, Monitoring & Controls
- Energy Arbitrage, Store & Discharge
- Leverage all Subsidies, in Some Case, LARGE



Ryan Ferrero founded the largest U.S. auto industry energy efficiency project, preferred partner for most OEMs, and regularly speaks with entrepreneurs about accelerating the adoption of sustainable technologies. Saving franchised Dealers $500M+ and counting. As an awarded domestic and import Dealer Principal, (Top Five U.S. Chrysler Dealer in Customer Satisfaction, #1 volume Chrysler Dodge Jeep Dealer in Colorado, Springwise Top 20 U.S. Business Ideas, and Award of Merit by Engineering News) Ferrero knows the complexities of the auto industry firsthand, actively helping solve its most pressing challenges. He presented to the US Senate, featured on high-profile media outlets, CNN/Fox/NBC/Fast Company.

Rising Electricity Costs

- Commercial utility rate increases are happening nationwide
- Driven by dramatic demand increases, data centers, AI, electrification, the rising cost of fuel, investments in grid upgrades, meeting state and federal mandates
- Electricity prices outpace inflation nationwide, with severe cost increases in Pacific, Mid-Atlantic and New England.





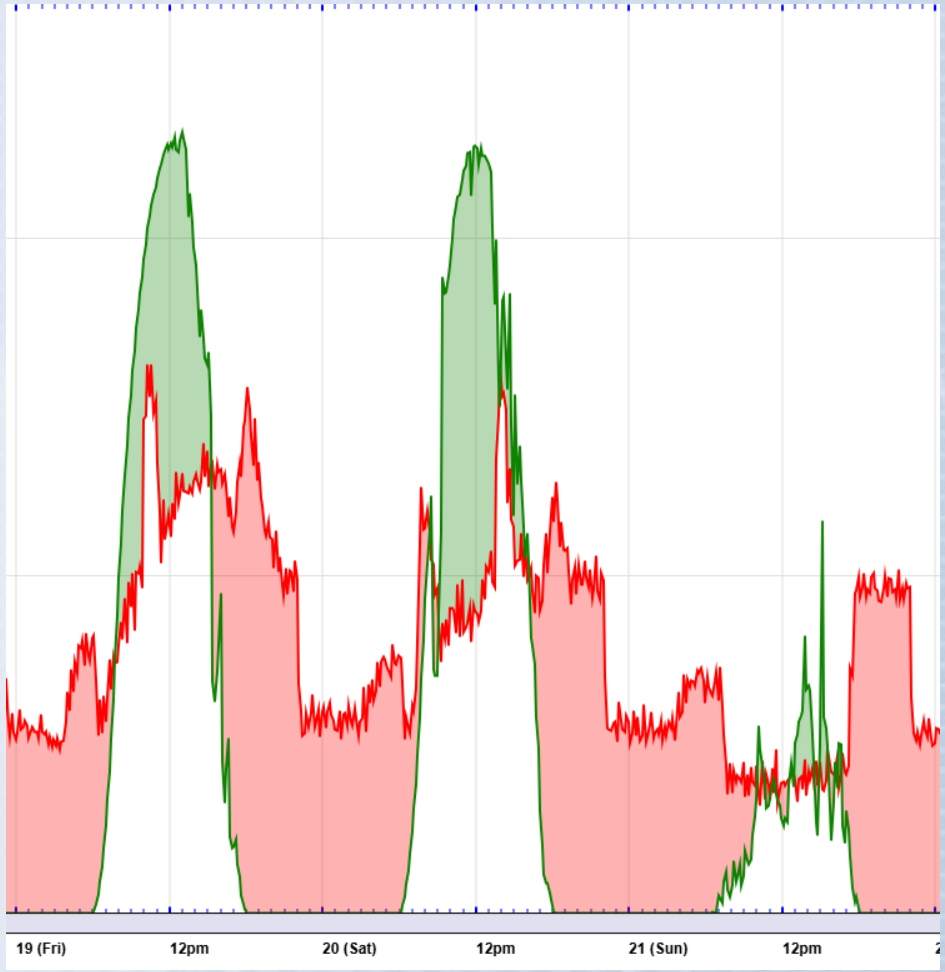
*US Energy Information Administration 2025

Measure & Monitor in Real Time

The days of paying last month's utility bill are over. Stop believing it's a fixed cost; it's VARIABLE.

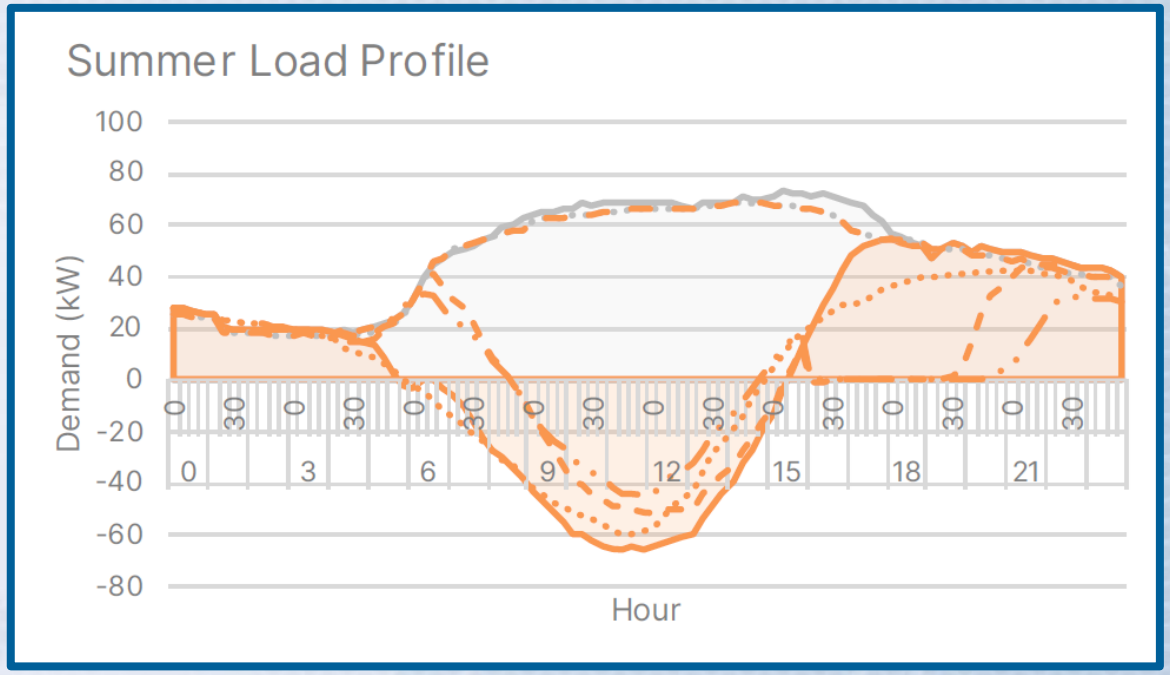
YOUR ENERGY FLUENCY:

- Save without Spending, No Cost Reductions
- Leverage Federal and Local Incentives
- Create New Income Streams
- Key technology with Fast Payback Periods, to Your Specific Location, Utility and Facility Characteristics



Take Action, and Let's Review Last Month's Bill

- Have your A/P person physically take printed copies of all past 12 months of bills to your Utility office and ask them to fully explain how you are charged.
- Accounts Payable should NOT keep paying last month's bill without knowing what impacts your fees.
- How do you reduce your tariff rate? Schedule GS-3 in this example
- When are you charged additional fees for Peak Demand?



USDA Grant

- Rural Energy for America Program
- Cash Grant
- - ($20k Unrestricted, 25% Restricted)
- Paid in one lump sum to array owner
- Requires a grant writer
- Grants are now submitted quarterly, awarded throughout the year, no longer annual
- No Longer a Cap of $249k

Solar PV System Cost and Incentives	
Solar PV System Cost	$533,112
SREC - PA	-$223,465
USDA - REAP Grant	-$133,278
Federal - 100% Bonus Depreciation	-$167,664
Federal Tax Credit	-$159,934
Net Solar PV System Cost	**-$151,228**

USDA

Safe Harbor Your Solar Project Before 2026

- The full incentives stack from the prior Inflation Reduction Act
- Including all eligible Investment Tax Credit Adders
- Plus 100% Year 1 Bonus Depreciation, lowest Solar Paybacks in history
- Install anytime through 2030



Onsite Power Production

- Your roof accommodates production proportionate to your consumption
- Utility bills exceed at least $4k per month, dealers install when payback is under 7 years
- Solar Carports, dual use for your lot, competitive advantage, aesthetics, Potential Open Lot insurance reductions, hail and weather mitigation



Solar PV System Cost & Incentives

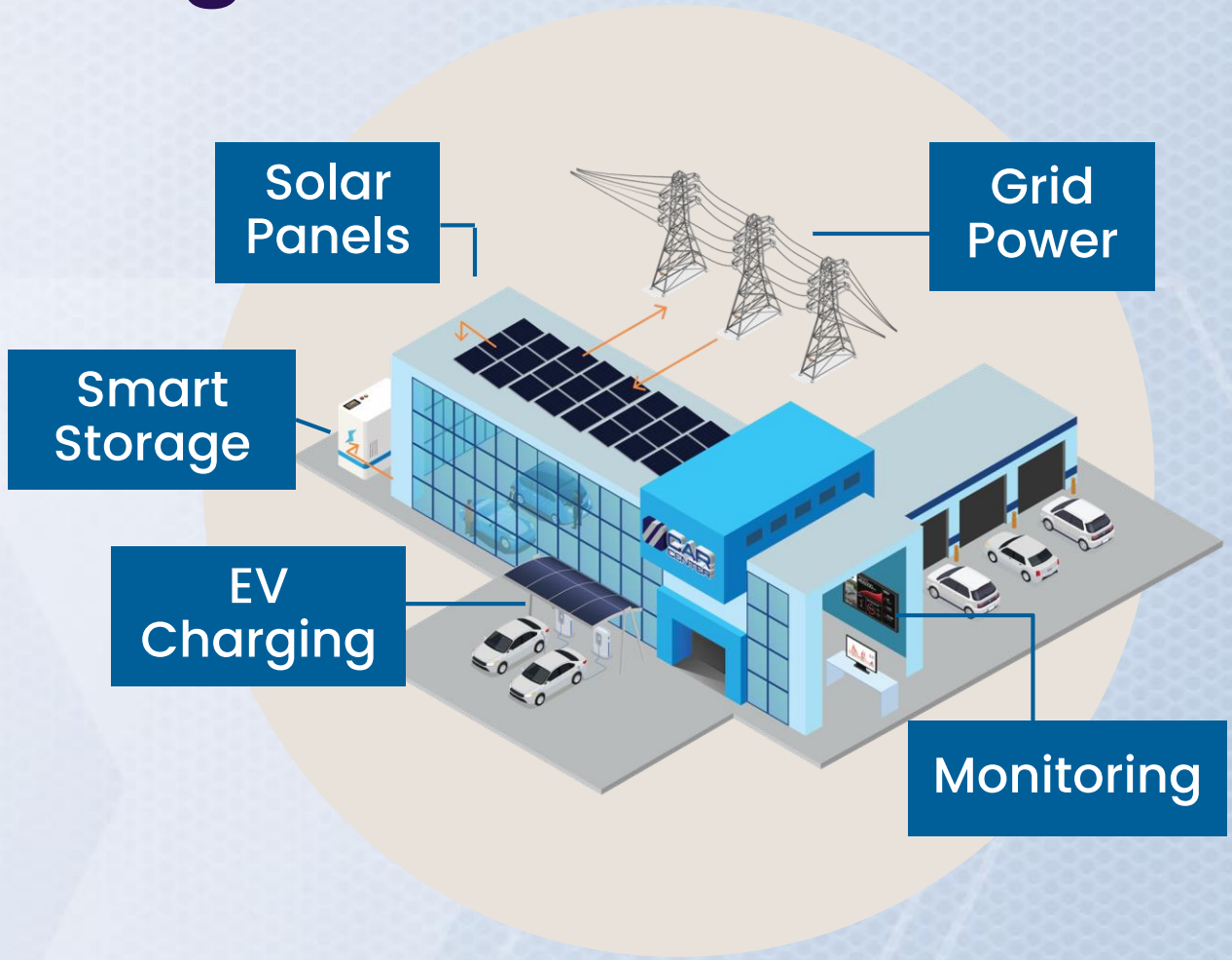
- 2.2 year payback
- 79% covered by incentives
- $6.3M aggregate savings or income stream

Solar PV System Cost and Incentives	
Solar PV System Cost	$254,030
Federal - 100% Bonus Depreciation	-$75,193
Federal Tax Credit	-$101,612
State 10-yr Depreciation	-$22,456
Net Solar PV System Cost	**$54,769**



Battery Energy Storage System (BESS)

- Peak Demand Shaving
- Important where peak demand costs exceed $20k per year, 25%+ of total utility bill, 3-4 yr payback
- Fill Battery up at night when electricity is the cheapest, or for free from solar
- Discharge during Peak demand times, run HVAC/Compressors/EVSE
- Energy Arbitrage
- Same decision, passive income or savings on your financial statement



Generators

- Resilience and uninterrupted power
- Business continuity
  - Continue to run your business even when disruptions in the grid occur
  - Protection against revenue loss
- Peace of mind/Storm outages







Monitoring

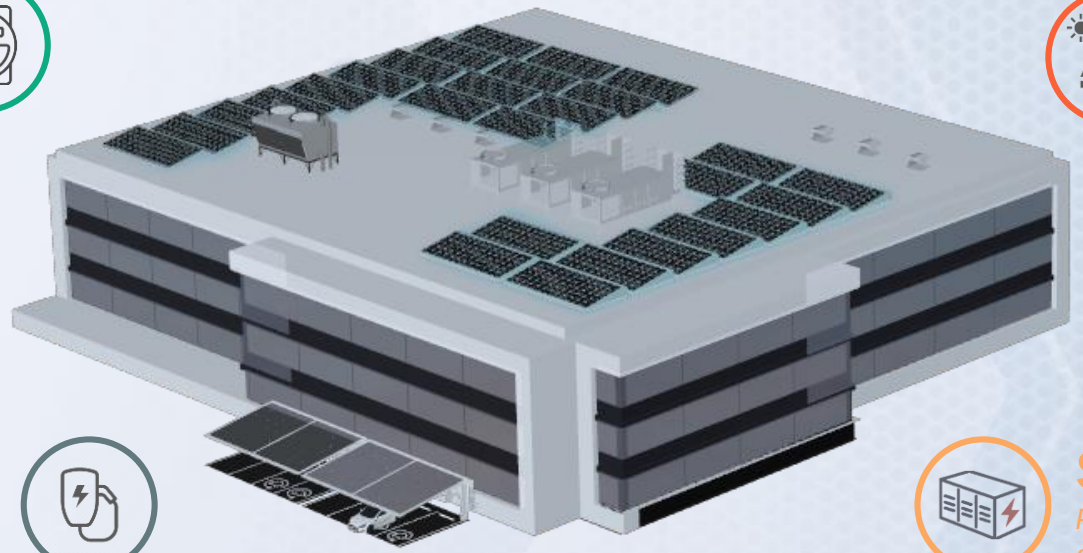
Effortlessly manage all of them from a single **intuitive tool**, while **auto-magically optimizing** 24/7.
Start with one system, connect more over time, better together.

Climate Control

Tame chaos and complexity, automated HVAC energy and cost savings up to 30%

Grid

Get paid to shift your energy use, without lifting a finger



Solar

Make your building Solar Smart™, maximize self-consumption & savings

EV

Apply whole building intelligence to your EV charging routine

Storage

Peak shaving, load shifting & back-up power amplified by Load Smart™ technology

Controls

HVAC

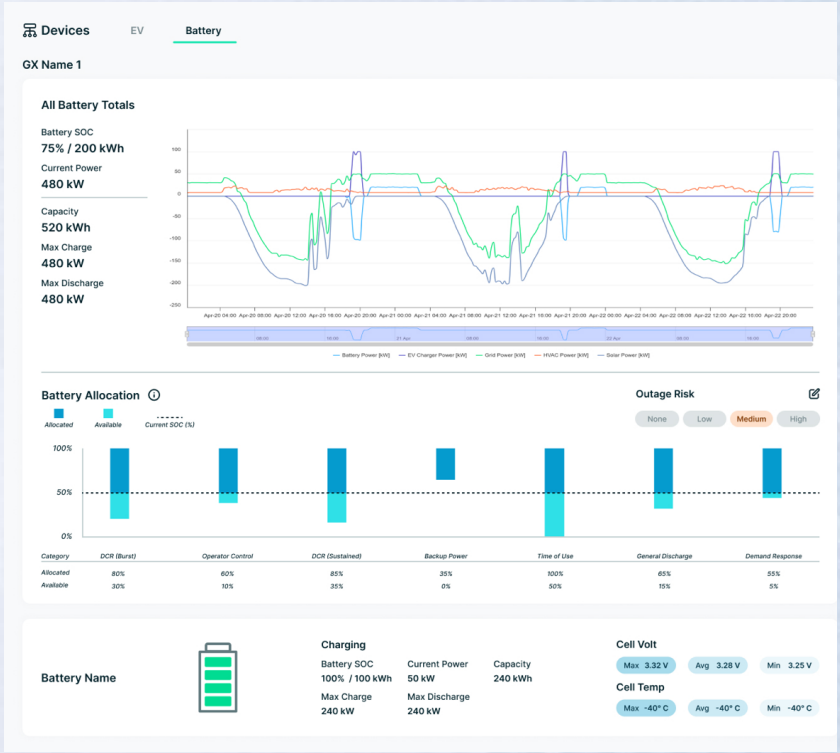
- Autopilot Peak Shaving
- Leverages Solar & Weather Forecast

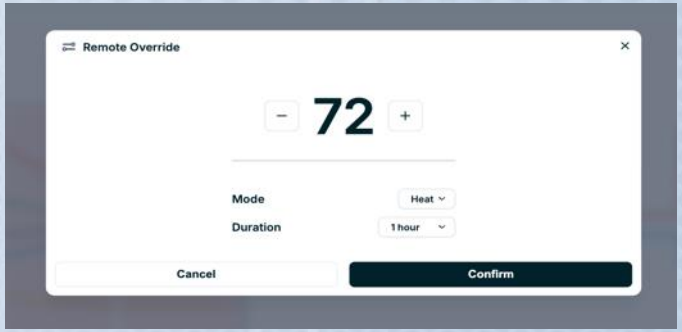
Battery Control

- Auto optimization of Time of Use/Peak
- Software based critical load management
- Integration with real time grid pricing

EV Charging

- Autopilot Peak Shaving
- Solar and Battery Smart





Key Tax Codes & Safe Harbor

- Safe Harbor Process, Project ‘Starts’ secure full stack of eligible Federal Incentives
- 5% of Project Cost completes engineering, identifies list of materials, 5% of materials procured, then install anytime through 2030
- 60-80% subsidy, OBBBA eliminates federal incentives without Safe Harbor



179D Tax Deduction

- Prior to June 30th 2026, OBBBA allows for up to $6 per sq ft tax deduction.

- CPA documentation with Engineering validation. Max deduction $4.0M, up from $2.5M thanks to OBBBA. This is applicable to all construction now underway, Safe Harbor with continuity, and also eligible for look-backs not aware, not claiming 179D for retrofits or new construction from Jan 1, 2023 to present

- LEDs, HVAC, Insulation, High e-Glass, Fast Garage Doors

BY EXAMPLE

- Invoices total $800k
  - 25k sq/ft facility X $6 = $150k
  - Deduction cannot be more than spend, with calculation under the $800k spend, Take $150k X 21% Marginal Tax Rate (or 37% if LLC) = $31,500 tax deduction.

Case Studies



Giles Nissan Lafayette

Lafayette, LA

- 298.76kW total system size
- $29,931 estimated first year savings from solar ($1,024,869 over life of system)
- 92% approximate electricity offset

“We have 1 of 6 dealerships up and running. I’ve always said it’s not about the money - it’s about the return. The net cost of solar is ver low with an ROI of 1-2 years, so it’s a no brainer. It’s also a positive message to send to our customers and employees that we’re making an effort to be as green as possible”

- Bob Giles



Toyota of Plano

Plano, TX

- 1,075.69kW total system size
- Phase 1 Rooftop - 449.11kW
- Phase 2 Parking Garage - 626.58kW(In Progress)
- $69,423 estimated first year savings from solar ($2,796,242 over life of system)
- 55% approximate electricity offset



Ira Lexus of Manchester

Bedford, New Hampshire

- 124.40kW total system size
- $17,893 estimated first year savings from solar ($630,299 over life of system)
- 37% approximate electricity offset



Sandberg Volvo

Lynwood, Washington

- 182.82kW total system size
- $15,346 estimated first year savings from solar ($540,605 over life of system)
- 89% approximate electricity offset

Review Process



01

You're A/P person send a copy of last month's utility bills.

Email your utility bills to:
ryan@ryanferrero.com

02

Receive a no-cost energy analysis

03

Each analysis includes:

- All eligible Tax Incentives and Subsidies
- Energy Efficiency Best Practices
- Options Unique to your Store

04

We'll walk through all your specific variables and options

QUESTIONS?



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