

You too can collect a \$11,973 tax credit

I noticed that you signed up to receive a quote on solar, but haven't acted on it.

Send me a copy of your bill. It will just take a second and you'll thank me later – when tax time comes around.

One of our solar panel customers recently opened his tax refund check and his mouth hit the ground when he realized it was for \$11,973. He and his wife had installed solar panels on their house and now the government is paying them to power their home.

The thing is, 6 months prior to receiving this enormous check this couple came to me worried about how they were going to make ends meet. They were just about to retire and it seemed their bills far outweighed their income.

They needed to stem the flow of money they seemed to be hemorrhaging.

They did their homework well and they soon realized that if they installed solar panels on their house they would stop throwing money at the utility companies and instead focus more on enjoying retirement together.

This \$12k rebate was the cherry on the top and final factor that persuaded these retirement lovebirds to seal the deal with Sol Luna Solar.

Of course, tax credit is not just limited to New Mexico retirees, you too can save money and receive your tax credit in the mail ASAP.

You will not only earn money and have Uncle Sam send you a big fat check but at the same time, you can save money every single month FOREVER on your electricity bill.

It's a win-win and we can even help the environment too.

Call now, this tax rebate wont last forever.

These tax credits will be snatched away this December 31st.

Next year, you'll only be able to get a 20% tax credit. And they'll keep reducing it until it's as low as 5%.

I'm urging you to call about the solar panels NOW so you don't miss out. My number is [505-239-2477](tel:505-239-2477). You can even snap a picture of your bill and text it to me if it makes it easier.

The call and demo are completely free and won't take much time.

I don't want you to miss out on getting the biggest tax credit available before it goes away.

Call now.

Thanks in advance,
Scott Chazdon
Manager, Sol Luna Solar

P.S. Remember, this doesn't have to cost you anything and no money has to come out of your pocket. I offer 100% financing so all you get is savings.

Email #2: Your rates are going up and UP!
Or: You can kiss your paycheck goodbye

I've been trying to get in touch with you, because you asked for a solar quote but haven't sent me your energy bill.

Life is crazy, and it's hard to find time to follow up. But every time that bill darkens your doorstep you know in your gut you can kiss your paycheck goodbye.

You're not imagining things... *the rates are going up and up and up.*

Take a minute locate that bill and send it to me so we can get started. I hate to keep bugging you about this, but I hate to see you waste your hard-earned money.

My number is 1(505) 239-2477. You can text your bill. Or if its easier, click here to pick a time on my schedule.

You can't afford to put this off. The electric company raises its rates year after year.

For decades, PMN raised their rates by a predictable 4.9% every year. But in the past ten years it's gotten a lot worse.

I don't know how closely you've been looking at your energy rates, but here's what's been happening:

Back in 2007, PNM charged \$.08 per kilowatt hour.

Then it shot up to nearly \$.10 in 2008, and by 2013 they were charging nearly \$.13 per kilowatt hour. In 2017 the price was well above \$.14 per kilowatt hour.

Your electric bill has nearly DOUBLED from 2007-2017.

At the very least it's completely fair to say that the price had gone up 10% per year since 2007.

Can you afford those price hikes?

Who could??

I want to put an end to this non-stop increase in electric rates. Instead of handing over your hard earned money month after month, **I'm helping customers like you save money by installing eco-friendly solar panels on their houses.**

These panels will save you thousands of dollars in wasted money while at the same time, earning you a generous tax rebate from the Government.

Call me today and we will schedule a complimentary demonstration. My number is 1(505) 239-2477.

I will give you a detailed report that shows you how much you will save every month with solar. I'll also show you how much you'll save long-term.

How much you'll save over the course of 20 years. (The average is around 100k)

You'll also see when, exactly, your solar panels will officially "pay for themselves".

Because with all the sunlight that is beating down on your home everyday, it only makes sense that you should be making more from the energy coming in than you would from the energy going out.

My number is 1(505) 239-2477. Or if its easier you can always click here to choose a time on my schedule.

Talk to you soon,
Scott Chazdon

P.S. Do you have your bill handy? If you're unhappy about all the money that you have to fork over every month, now is the time to do something about it.

Email #3: Watch your electric meter spin backward! (Literally)

Do you dread the moment you open your energy bill?

Who wouldn't?

Over the past 10 years or so, PNM has jacked their prices up more than 10% a year. Now wonder it feels like such a burden to pay it!

If you're sick of the electric company's grabby fingers snatching money from your wallet, *you're going to love the sight of your meter spinning backward.*

Yes, backward. As in, it will literally spin counter-clockwise in front of your eyes.

When the meter spins backwards, it means your solar panels are generating more electricity that you are using... usually during the day when you're at work and the sun is beating down on your house.

When this happens you get "energy credit" for it. It's like a savings account of energy.

Call me now (505-239-2477) to get your complimentary demonstration of what this money-saving and earth-friendly installation will look like on your house with a 3D walkthrough. Or [click here](#) to pick the best time on my calendar.

The electric company will finally stop sucking money out of your wallet and you'll start earning money back in the form of solar energy.

And here's the best part. The next time you need to use a lot of energy (like when it's 100 degrees and you, **gasp**, run your air conditioner or your grandkids are off playing multi-player Minecraft all day) you can dip into your own storehouse of solar energy...

...and you won't have to pay up the wazzoo for it, because it's yours.

You'll notice the biggest difference when you look at your bill.

Your new post-solar panel bill will look a little different. It will have a graph with a yellow bar that shows you how much energy your solar system created. The graph also has a blue bar that shows you how much energy you've consumed.

During the months where you create more electricity than you actually need, your meter will literally spin backwards. And you'll see a negative number (in red) on your bill.

You're going to love seeing those red numbers, because it means that you will be saving money for a change and not forming it over to a greedy utility company.

During months where you're not creating enough solar, you simply dip into the energy bank you've created and so you can still avoid buying electricity from PNM.

Sounds good?

Then let's get our appointment set up.

You can call me at 1-(505) 239-2477. If you are tired of the energy company making a sickening amount of money ...just call.

You can also reply to this email with a time that works for you, or click here to choose a time on my schedule.

Don't put this off. The prices are going up and there is no limit to what they can charge. When you start generating your own energy you will finally start to see the savings.

Scott Chazdon

P.S. We all know that residents of Albuquerque pay up the nose for utilities. The average Albuquerque resident pays 8.27% more than the New Mexico average rate of 11.37¢/kWh. Just think how much money you'll save when your meter is spinning backwards. Click here to schedule an appointment.

Email #4. **Give me your wallet!**

Have you ever been robbed?

There's nothing worse than that helpless feeling. It's not just that someone has taken your belongings.

You don't have a choice in the matter. It's just a complete invasion of your space.

Kind of like how the energy company keeps grabbing at more and more of your hard earned cash, raising their rates every year.

It's not as if they are giving you better service, or cleaner energy.

The bills are going up because you don't have a choice in the matter. They've got your hands tied and they're going to snatch every available dollar if you continue to let them month after month.

If you want to put a stop to it, schedule your appointment for solar.

You already signed up to get the quote. All you need to do is choose a time. Just click [here](#).

Unless you'd rather sit back, open your wallet and let them take whatever they want.

The price per kilowatt hour has been going up year after year, simply because they can.

But you don't have to let them.

Schedule your appointment [here](#).

Scott Chazdon
Sol Luna Solar

Give me a call today so you can finally get those solar panels installed, and you can stop handing over your wallet to the electric company. My number is 1-(505) 239-2477.

5: Subject: How this couple saved \$94,000 on electricity

How much money are you giving to the electric company every year?

Everyday I meet with people who are interested in solar. I look at their bill and give them solid numbers so they know exactly how much they'll save if they switch to solar.

Here's an example.

I recently met with a couple who was spending \$2,836 per year on electricity, and the number kept going up.

For the past 45 years, PNM has raised their rates by 4.9%. At that rate, in 25 years this couple will be spending over \$9,000 in electricity.

That means that they will save at least \$94,000 by switching to solar.

The reason I say "at least" is that lately the price has been going up even more than 4.9%.

For the past 12 years, since 2005, PNM has actually raised their rates by a whopping 10.8% per year. So the \$94,000 is a low estimate of their savings over time.

Find out how much you can save by switching to solar

Schedule a meeting today to find out exactly how much you can save by switching to solar. Call me at 505-239-2477 or [click here](#) to schedule an appointment.

Thanks in advance,

Scott Chazdon

Solar Consultant

scott@sollunasolar.com

P.S. All I need to get started is a copy of your utility bill. Just snap a picture of it with your phone and text it to me.

Email #6: Wouldn't you rather keep that money?

I'm surprised that you haven't called to set up your appointment yet. ([Click here](#) to get it out of the way now).

I'm surprised that you would procrastinate, especially after I told you how much money you can back as a tax credit (11K, 12K or sometimes 13K) just for getting solar... and this is the last year you'll be able to get this much back.

I don't understand why you would continue to pay your energy bills after I shared with you how much other people have saved in electricity bills... upwards of 100s of thousands of dollars in the next twenty years.

Why pass up the chance to cut back on your expenses? Most people are currently paying at least \$2,000 in electricity, but in 20 years that number will be at the very least, well over \$9,000.

I know, I'm being a royal pain in the behind calling and emailing you about this. But I have your best interest at heart.

Don't let another month go by where you're needlessly forking over your money.

Wouldn't you rather keep that money and use it for something else?

Let's get that appointment that you asked for set up. Just go to my calendar. It just takes a couple of clicks and you'll be ready to go.

When we get together I will come to you and we'll go over in detail how much this will **improve your finances**.

- You'll see **how much you'll save on energy every month**.
- You'll see **how much you will save on your energy bills** every month.
- You'll see **when your investment will “pay for itself”**.
- You'll see **how much money you will KEEP** long-term.

Imagine, being able to keep some of the money that the electric company takes from you, and using it to save for retirement, fix up your house, or just have some more money to spend on things like groceries.

Going solar is like starting a savings account, or installing an ATM machine to your roof.

All day every day the sun is just beating down on your home. And that energy is worth a lot of money. When you start collecting it, using it, and sending it back into the grid, you will no longer owe money for electricity.

Because you'll be producing your own clean energy. You will own your utilities.

And there are a few good reasons that you don't have to worry about the money, with solar.

- You will get a sizeable check during tax time, for one third of the price of your system. Its really time we talked, because missing this rebate would be crazy. It will go away this year.
- With our 25-year warranty that covers everything. We monitor your system and if we see the problem and fix it fast and it won't cost you a dime. The warranty covers diagnostics, shipping, and labor. You don't have to worry about anything.
- We offer financing so you can install your system without putting any money down.

Going solar can make a big difference for you financially. And all you have to do to get started is schedule an appointment.

Here is a link to my calendar.

Don't put it off. You will see the difference it makes in your electric bill right away, especially when you start to generate more electricity than you use.

Depending on how you finance it, you might see an increase in your monthly cash flow *immediately*.

And you can't forget the 30% tax credit. Even if you finance, you can get a check for thousands of dollars, just for buying a solar system.

Schedule your appointment here.

Scott Chazdon
Sol Luna Solar

P.S. I should probably mention that our company offers a generous \$400 referral bonus. That means that if you introduce me to a friend who is interested in a solar system we'll write you a check for \$400. The best way to get credit for your referrals is to call me with the name and number of the person who wants to hear about solar.

Email 7: Like sheep to the slaughter

The other day I told you about my customer who is going to save at least \$94,000 in energy by switching to solar. And yet you haven't gotten around to making an appointment. Why not?

Maybe you're going into autopilot when you pay your bills. You open the envelope, glance at it long enough to see the total and write out the check as quickly as possible *and make it go away?*

It makes sense... a lot of people put their head in the sand over things like this.

... Paying bills can be stressful, especially when they keep getting more expensive for no apparent reason.

The bill itself seems designed to be paid without even thinking (or getting upset) about it.

Who wants to examine the bill, analyze your usage, ask questions about where the energy comes from?

There's a reason why the first thing you see is your bill total and nothing related to actual usage.

Your bills are designed for you to follow blindly like a sheep being led to the slaughter.

It's a lot easier to go along with the jacked up prices, and agree to the irreversible damage to the planet, than it is to **do something to change the situation.**

Don't be complacent. Call me so we can take the first step to changing this stressful situation. My number is 505 239 2477.

We're going to get you set up so you can keep your money, and put it to better use.

If you're tired of these outrageous bills, take the steps to change your situation. Click [here](#) to choose a time to get together.

If the saving on your monthly bill isn't enough to get you to pick up the phone, what about the tax-credit? Right now you are guaranteed to get a tax credit of thousands of dollars when you switch to solar.

Don't wait.

The tax laws are changing this tax credit won't be available forever. In fact, the amount you get back is going down next year. If you want to take advantage of it, and get that big check from the government, give me a call. My number is 505 239 2477.

When you call, we'll choose a convenient time and I'll drive out to your place and present you with a custom 3D image of what the solar system will look like on your house.

And we'll go over your bill and you'll be able to see for yourself how much money you will save. The amount is significant.

But you won't save any money if you put this off month after month, year after year.

Call today.

Scott Chazdon
Sol Luna Solar

P.S. I know how easy it can be to put things on the back burner. Life is busy! But every day you put this off you are throwing money out the window.

Email 8: One house = 15,000 pounds of coal per year

According to the U.S. Department of Energy, the average American household uses the equivalent of 15,000 pounds of coal (every single year!) to power their homes.

Every day you're spewing 41 pounds of coal into the environment - and paying thousands of dollars each year to do it.

But it doesn't have to be that way.

Switching to solar is a great way to save money, save the environment and reduce your dependence on the electric company.

Act now and schedule your consultation. [Click here.](#)

- When you put solar panels on your home, you will immediately start producing energy for your home. Your electric bill will go from hundreds of dollars, to just over \$7 a month.
- Over the lifetime of the system you could save well over a hundred thousand dollars in utilities. One couple that recently installed a system will save at the very least \$94,000. But in my opinion, that number only scratches the surface because PNM has been raising their rates by 10% over the past 12 years.
- You'll get a great big check from the government, as much as 12 grand. The tax credit is easy to collect, just mention that you switched to solar when you file your return. BTW, this is the last year that the tax credit will be 30%... so get moving if you want to get this much back.
- You'll help the environment. The solar panels on your house can generate enough clean energy to offset the carbon emissions from 825,901 miles of driving.
- Cleaner air. The difference your solar panels will be like growing 8,894 trees over a ten year period.
- Reduce your carbon footprint. It's like taking 73 passenger cars off the road every year.
- You don't have to worry about it breaking or malfunctioning. Each individual panel has its own micro-inverter. So if one panel malfunctions for any reason, the other panels will continue to perform.
- We have panel level monitoring. So if a tree lands on your roof, or the neighbor kid kicks a soccer ball up there, we'll know about it and we'll come out and fix it for free.
- 25-year warranty. This warranty covers everything, including diagnostics, parts, shipping and labor. There are no hidden costs.
- Get a \$400 referral bonus for every friend that decides to go solar.
- We offer financing so you can get started with \$0 down.

If you've been complaining about how high your utility bills are, do something.

If you've been feeling guilty about guzzling electricity generated by burning, do something.

Call today to find out exactly how much of a difference *your* solar panels will make for you.

Scott Chazdon
Sol Luna Solar

P.S. My cell number is (505) 239-2477, my email address is scott@sollunasolar.com.
You can also click [here](#) to pick a time on my calendar.

