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## **Solar Holler Announces Group Discount Program for West Virginia's Southern Coalfields**

### **Solar Collaboratives Have Saved West Virginians Nearly \$200,000 since 2020**

Charleston, WV - Solar Holler today announced the launch of its latest Solar Collaborative program, this time inviting homeowners, businesses, and nonprofits from Boone, Logan, Wyoming, Mingo, McDowell, Mercer, & Raleigh Counties to enjoy a group discount on solar and battery back-up systems.

The company's Solar Collaboratives are designed with efficiencies in mind and encourage communities to go solar together. The premise is that Solar Holler saves when multiple solar systems can be installed within a single geographic region inside a certain timeframe. Those savings are then passed onto customers through the Collaborative discount, which increases as more families and organizations decide to participate. This collaborative discount starts at \$500 and is capped at \$2,000 per participant, or \$2,500 for those who elect to add a battery backup system.

"Our experience with Solar Holler on four solar projects has been superb," said Casey Robinson, a long time Solar Holler customer. "Kudos to Solar Holler for designing a cooperative program that will accelerate the implementation of solar via significant discounts."

Customers must sign their contract by October 3rd, 2023, in order to be part of the Southern Coalfields Collaborative and their systems will be installed within three months of that date.

This is the first time Solar Holler will offer the option of a solar lease as part of the collaborative discount. With a solar lease, there are no credit checks, loan applications, or financial approval processes because Solar Holler maintains ownership of the system. The homeowner saves at least 15% off their monthly utility bill by using the power it produces with absolutely no upfront costs. In West Virginia, where many families spend a significant portion of their annual income on utility bills, solar leasing is groundbreaking. Home solar is now accessible to more families than ever before and through the Collaborative program those folks stand to save even more.



Since 2020, Solar Holler has successfully extended Collaborative discounts to various regions of West Virginia including the Eastern Panhandle, the North Central Region, the Huntington Tri-state area, and the Greater Charleston area. The program has helped more than 100 families and businesses take control of their utility bills by mining the sun. Participants have saved more than \$200,000 on their solar arrays. Now in its sixth Collaborative, Solar Holler's initiative continues to gain momentum, empowering more individuals and organizations to transition to sustainable energy sources.

"Our Solar Collaboratives have created operational efficiencies that allow us to pass on significant savings to our valued customers, so it's a win-win," shared Solar Holler Founder and CEO Dan Conant. "We're always excited to bring additional savings to different pockets of the state and this Collaborative is especially cool because we're getting into the heart of coal country. Folks here deserve relief from rising utility costs as much as anyone, and we're finding creative ways to make it more affordable than ever."

This new Solar Collaborative arrives just as AEP customers again face a proposed rate increase. AEP has presented the state utilities board with three potential scenarios, one of which outlines a rate increase of a whopping 37%. The new, higher rates, if approved, will begin in Sept 1, 2023 based on AEP's filing and could take an average rate payer's monthly payment of \$155 to around \$210.

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**Solar Holler** is bringing the next generation of energy production to our ancient mountains, and strengthening our communities with union employment. Solar Holler relentlessly pursues innovative approaches that bring solar within reach of all Appalachians, starting with low-interest financing options with no upfront cost. Solar Holler has helped dozens of businesses, nonprofits, and churches, and hundreds of homes go solar across West Virginia, southern Ohio, and eastern Kentucky.