

There's never been a better time to buy a Solar Water Heater.

If you are a year-round Hawaii resident and have an electric resistance water heater, you can save money and help conserve valuable natural resources, by installing a Solar Water Heater.

The Hawaiian Electric Company, Inc. (HECO)

Provides a \$1,000.00 INSTANT Solar System REBATE to help reduce your out-of-pocket system costs.

- Get a HECO **\$1,000.00 instant Solar System rebate** at time of purchase



**ONE THOUSAND
DOLLAR
INSTANT
SOLAR REBATE**

Some restrictions apply. Offer subject to availability of funds.
Valid exclusively for Hawaiian Electric Company customers.
This coupon entitles you to a \$1,000 instant rebate on the purchase of a solar water heating system installed by a Hawaiian Electric Company Participating Contractor.

FREE HECO INSPECTION

- After your Solar System has been installed by a participating contractor: HECO will give your system a **100 point Quality Control Inspection** to ensure your system was installed to HECO's stringent standards and specs.

INSTANT REBATE

- Get a HECO **\$1,000.00 instant Solar System rebate** at time of purchase

30% Federal Solar Energy Tax Credit

- Receive **THOUSANDS** in **Federal Solar Energy Tax Credits**

35% State Tax Credit

- Receive up to a **\$2,250.00 Hawaii State Energy Tax Credit**

SAVINGS!

- **Save year after year after year on your electric bill**

Remember:

Fuel Costs and Utility Rates will continue to GO UP year after year

FREE HECO INSPECTION

- After your Solar System has been installed by a participating contractor:
HECO will give your system a **100 point Quality Control Inspection**
to ensure your system was installed to HECO's stringent standards and specs.

For an Average Family of Four (4)

A conventional Water Heater Uses between 240 to 500 kwh/month

At current Utility Rates, that's about **\$51.00 to \$105.00 per MONTH!**

That's **\$612.00 to \$1,260.00 per YEAR!**

A properly designed Solar Water Heating System
can save you 90% of your Water Heating Costs!

That's SAVINGS of **\$551.00 to \$1,134.00 per YEAR!**

With the **\$1,000.00 HECO Rebate,**
The **30% Federal & 35% State Tax Credits**
Pays for about **65% of the cost of the system!**

Plus . . .

... your annual utility savings will pay for the other 35% of the cost ...

**... in most cases, the system can thereby pay for itself
within 1.5 to 2 years!**

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That's SAVINGS of \$551.00 to \$1,134.00 per YEAR!

**With the \$1,000.00 HECO Rebate,
The 30% Federal & 35% State Tax Credits
Pays for about 65% of the cost of the system!**

**With your annual utility savings,
the system can pay for itself within 1.5 to 2 years!**

\$100.00 Discount

Off Any *Solar Water Heating System*

Purchased thru Michael F. Gold — *Hold onto this valuable coupon!*

— Limit one \$100.00 Discount per residence purchase. Expires 12/31/09 — A-1 Marketing, Inc.

Remember . . .

If you do not purchase a Solar System . . .

**You cannot use the money
you would use to purchase your solar system
for anything else . . .**

You cannot spend that money on anything else . . .

Why?

**If you don't invest in a Solar System,
the money you would have used to pay for the system,**

- has to be used to **pay your Federal Income Tax****
- has to be used to **pay your State Income Tax****
- has to be used to **pay the Electric Co. to Heat your Water****

So . . .

**. . . If you are spending that money for taxes and utility bills,
. . . *how can you spend that money on anything else but your
Solar Water Heating System?????***

Why Convert To Solar NOW?

- * *Every week you delay —*
— the longer you wait to invest
— the more you will pay!



- 1.) *In wasted money you use to heat your water*
— Money that could have been used to pay for your Solar System.
For every \$1 increase in the cost of a Barrel of Oil, you will pay approximately .0020378457¢ more per KWH ...OR ... OVER 2¢ per KWH For every \$10 increase in the cost of a Barrel of Oil!
- 2.) *In higher system costs*
— Prices will go higher & higher, due to more demand and less supply of components.
- 3.) *In loss of \$1,000.00 in HECO incentive funds, should they end before you purchase a system and the funds are no longer available to you; availability of funds IS LIMITED*
— there is a limited amount of incentive funds each month and each year — “first come first served” — “you snooze you lose”!

Considering a Solar Water Heating System for Your Home?

Let us provide a No Cost — No Obligation Solar System Design and Price Quote for Your Home.

Call Michael Gold: 454-2666

☑ **Reduce your Water Heating Cost by 90%**

Save Hundreds of Dollars a Year
On your Electric Bill

☑ **Receive a \$1,000.00 Incentive Instant Rebate From HECO on the Cost of Your System**

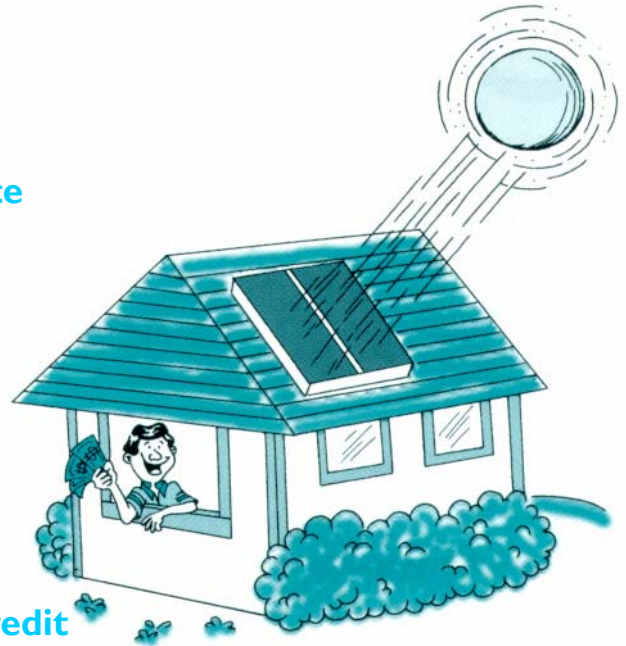
By participating in the HECO Residential Efficient Water Heating Program

☑ **Receive a 35% State Energy Tax Credit**

Save up to **\$2,250.00** off of your Solar System cost, with State Tax Savings

☑ **Receive a 30% Federal Solar Energy Tax Credit**

Save **THOUSANDS** off of your Solar System cost, with Federal Tax Savings



Let us design a **Solar Water Heating System** to meet the **Hot Water** needs of your household.

We have been designing Solar Water Heating Systems **Since 1978.**

All System Designs — Including: ALL Components, Plumbing, and Installation Materials & Fittings, meet or exceed HECO System Design Requirements — to Qualify for the \$1,000.00 Rebate. — **GUARANTEED!**

Let us present a quote for your **custom designed system.**

Call Michael Gold: 454-2666

Representing a HECO Participating Solar Contractor

