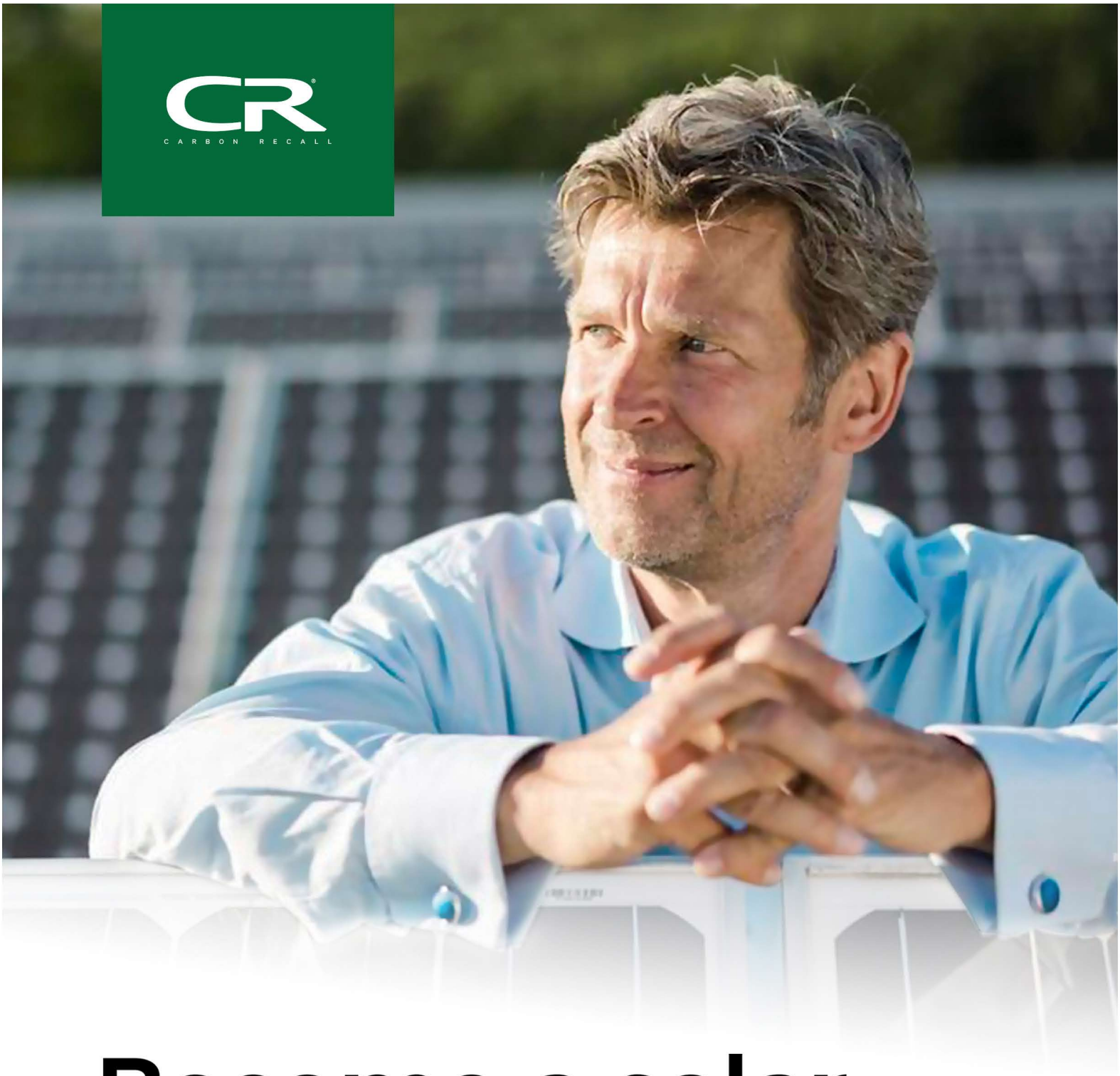
CARBON RECALL



Become a solar entrepreneur

Make a difference in your city

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A Ground Floor Opportunity

You always said you'd change the world.

For many entrepreneurs, starting their own business is the best way to reach their goals, but deciding which business can make a big difference in the type of work you'll be doing, the amount of money you'll make, and the level of success you'll achieve. We know it's a big decision, but entering the new power economy with Carbon Recall just might be one of the smartest decisions you'll ever make.

The Key to Success Is Leverage

Your skills are more valuable applied to an emerging industry.

Breaking into any new industry is hard – but you're better off breaking into an industry with huge growth potential over one that is mature and possibly in a state of decline. To achieve exponential growth as a Carbon Recall business owner, the key is using the power of leverage. Using leverage will multiply the outcome of your efforts. Instead of competing with individuals with similar skills in a mature industry, your skills and education become exponentially more valuable and more easily applied in an emerging industry–like renewable energy–where they are not a commodity, but a treasured asset that gives you a leg up on the competition. If you wish to learn more about what that can mean for you, read on.

Creative, persistent, and forward-thinking. Carbon Recall franchise owners come from all walks of life. They have a disciplined acumen for maximizing opportunity and they know how to inspire and bring out the best in other people.

The Landscape of Innovation at Carbon Recall

The first of its kind renewable energy service

"We at Carbon Recall are driving innovation at a very rapid pace, and we are vaulting directly to Net Zero, the most effective path towards powering up all residential and commercial properties with clean, renewable energy."

Darko Kapelina
President & Founding Partner
Carbon Recall®

The world demands more energy, in more places, at lower costs than ever before. But it's not about what energy can do, it's about what we can do with it.

Carbon Recall, at its core, is a renewable energy services business. We transform energy into solutions. Services for homes, businesses and communities across the world. Renewable energy services are quite powerful, but they are also flexible. They can scale with your business as you grow. From managing residential solar installations, when you're just getting started, to organizing larger projects that require a complete team of clean energy experts to upgrade any building to become 100% energy independent.

100% Energy Independence Is 100% Doable

Millions of people around the country are ready to take control of their unpredictable utility costs, reduce their electricity bills and improve their property's energy efficiency and energy production capabilities. With more than half the world's population now living in urban areas, how we lay out communities – and how we connect the benefits of renewable energy – matters.

We're helping people switch to renewable energy

Renewable energy is changing the way we interact with the world. We don't just need electricity anymore. We must have it. Our smartphones and appliances are all connected to it, of course, but now bigger things like homes, cars, and grocery stores are all being powered by renewable energy. To bring this opportunity to people and businesses who need it, Carbon Recall franchise owners deliver reliable, affordable, zero-carbon energy to make the places we live, work, and play the way they should be – 100% energy independent. Cities across America are just beginning the transition to renewable power, and franchisees nationwide are already starting to scale their operations by helping customers...

Migrating away from:	To:
× fossil fuels	✓ renewable energy
× pollution	✓ sustainability
× inefficient systems	✓ energy efficiency
× unpredictable costs	✓ Net Zero energy expenses
× energy dependence	✓ energy independence

A business to serve generations

Our vision is to lead communities and solve the many energy challenges facing our customers – utilizing an unparalleled service offering to build prosperous relationships and develop the most sustainable cities. This will be a decades-long effort that will serve to create a cleaner, more enjoyable and equitable future for everyone involved.

The future of energy is being built upon millions of homes that will harness and store energy from the earth's most abundant resources. And we believe that integrating and simplifying the process of using clean, renewable energy will be the key to its widespread adoption.

Our Core Service Principles

We improve lives®

Our mission is simple: connect renewable energy with real benefit to improve people's lives. The foundation of this mission starts with providing high-quality products and unsurpassed support that, together, deliver unforgettable experiences and exceptional value to our clients. This is important because first and foremost, we are a services company. And this uncompromising customer service is the focus of every decision we make. In each market we serve, we strive to choose the strongest approach to deliver reliable, affordable energy defined by these guiding principles.

Efficiency: Connect people with clean, affordable energy solutions by helping our customers migrate away from inefficient mechanical systems toward high-performance lifestyles with low environmental impact.

Simplicity: Provide a full-suite of energy services to seamlessly deliver the most convenient process for lowering costs, increasing performance, and enhancing value for any building, both new and old.

Sustainability: Transform energy use to create an environmentally conscious future, build cleaner cities, and increase economic prosperity by providing a better way for people to power their lives.

Challenges we solve

Most of the American homes and properties that will exist a few decades from now have already been built. These existing structures make up the vast majority of where we work, live and play – and most are very inefficient users of energy. The challenge here is to retrofit these buildings with new technologies to use less fossil fuel energy, produce less pollution, and improve the well-being of people who use them.

A Radically Practical Strategy:
To solve this challenge, Carbon Recall is delivering the best-in-class energy solutions and investing in the things that matter most – our communities and environment.

Every homeowner has the potential to achieve energy independence. These homeowners can be excited about the possibilities, or they can be a bit confused. Sometimes they can't wait to get started, and sometimes they don't know where to start. Energy independence is complicated. That means we need help simplifying the process. Carbon Recall's services help property owners make sense of renewable energy and turn a complex process into one that's simple, fast, and easy. And we even know how to help them take part in saving our world – kind of like superman, but real.

Rapid Retrofits: We quickly outfit residential and commercial buildings with systems to reach net-zero (or a zero-carbon building with zero net energy consumption) meaning the total amount of energy used by the building on an annual basis is roughly equal to the amount of renewable energy generated on site. Carbon Recall brings a deep understanding of how to put all the pieces together to make this a reality. Because the more you can get out of a building, the higher the performance, the higher the efficiency, the lower costs, that's what's best for our customers.

Going Beyond Solar: Carbon Recall's unique energy-as-a-service approach to every property ensures new solar projects are as efficient on the outside as they are on the inside. And we're not just lowering utility expenses – we're getting rid of them entirely.

8.7kW install in Oxford, MS. Paired with an energy storage system with 10.5kW of battery backup.

Energy as a Service

Redefining Electricity

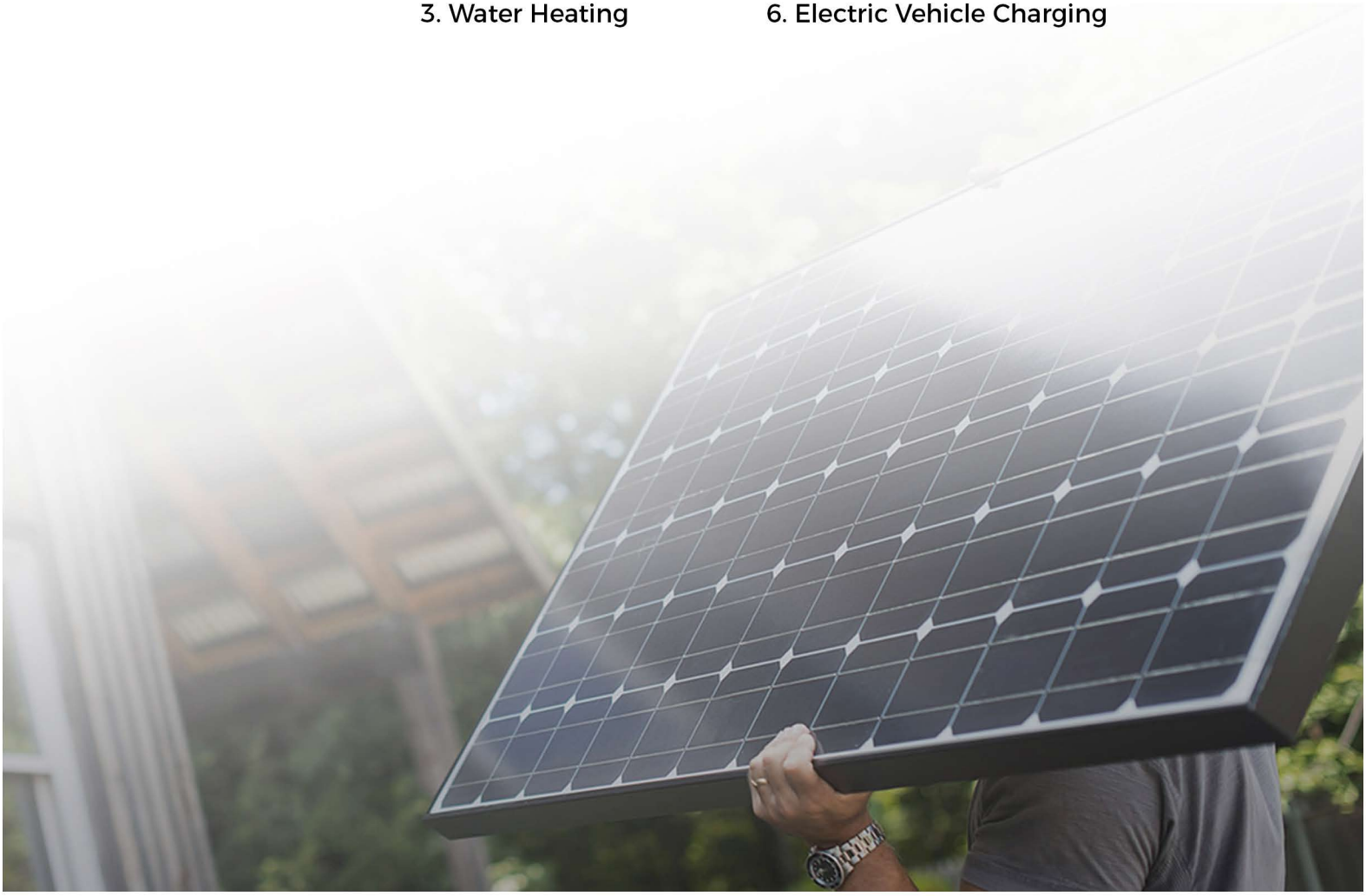
Through an all-in-one approach, we are helping thousands of homeowners and businesses take full advantage of new technologies. Energy as a Service is a complete energy solution designed to give our customers control on their energy usage, using solar panels to reduce energy bills, battery storage to get more independence from the grid, and efficient system improvements to enable more sustainable living.

How we do it

As the nation's only solar energy services franchise company, Carbon Recall delivers an unparalleled service offering built on a foundation of more than 10 years of lessons learned in managing and operating complete property solutions and decades of franchising experience. The result of our efforts create high-performance buildings that are less expensive to operate, emit less carbon, and are healthier for the occupants.

Six Key Areas of Energy Service:
We've packaged our expertise into six areas of service to provide a truly transformative approach to energy independence.

1. Solar
2. Energy Storage
3. Water Heating
4. Air Conditioning
5. Smart Energy Management
6. Electric Vehicle Charging



1. Solar power

Distributed solar, by definition, are solar systems which are installed on existing roofs, and that business is usually won locally. Solar systems installed on existing roofs don't require any new construction, tree removal, or new asphalt – it's simply leveraging existing roofs as energy generation platforms for solar systems.

Of the roughly 160 million properties in the U.S, one can conservatively project that about 75%, or 120,000,000 roofs, are viable solar roofs. With the average property in the U.S. consuming 25 kWh of electricity per day, and the average 5 kW solar system generating about that much electricity per day, it becomes very clear that one of the biggest business opportunities in the U.S. exists in the area of local solar energy services.

Carbon Recall has a major advantage over the national installers' economics. With excellent access to high-efficiency solar modules that cost significantly less than the national competition, Carbon Recall's solar energy services deliver: competitive costs, favorable margins, superior efficiency and unparalleled support.

2. Energy Storage

The price of energy storage technology is plummeting, and cheaper energy storage will expand the market dramatically. With energy storage competition heating up from companies like Tesla, Mercedes, and LG, a larger market will continue to drive down the cost of energy storage.

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

Distributed solar and energy storage will not only make sense to residential customers – it will make more expensive utility sources nearly irrelevant. 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 zero-carbon natural resources available. Geothermal energy and on-demand "tankless" water heating can also be carbon-neutral and why we consider it part of our integrated 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.

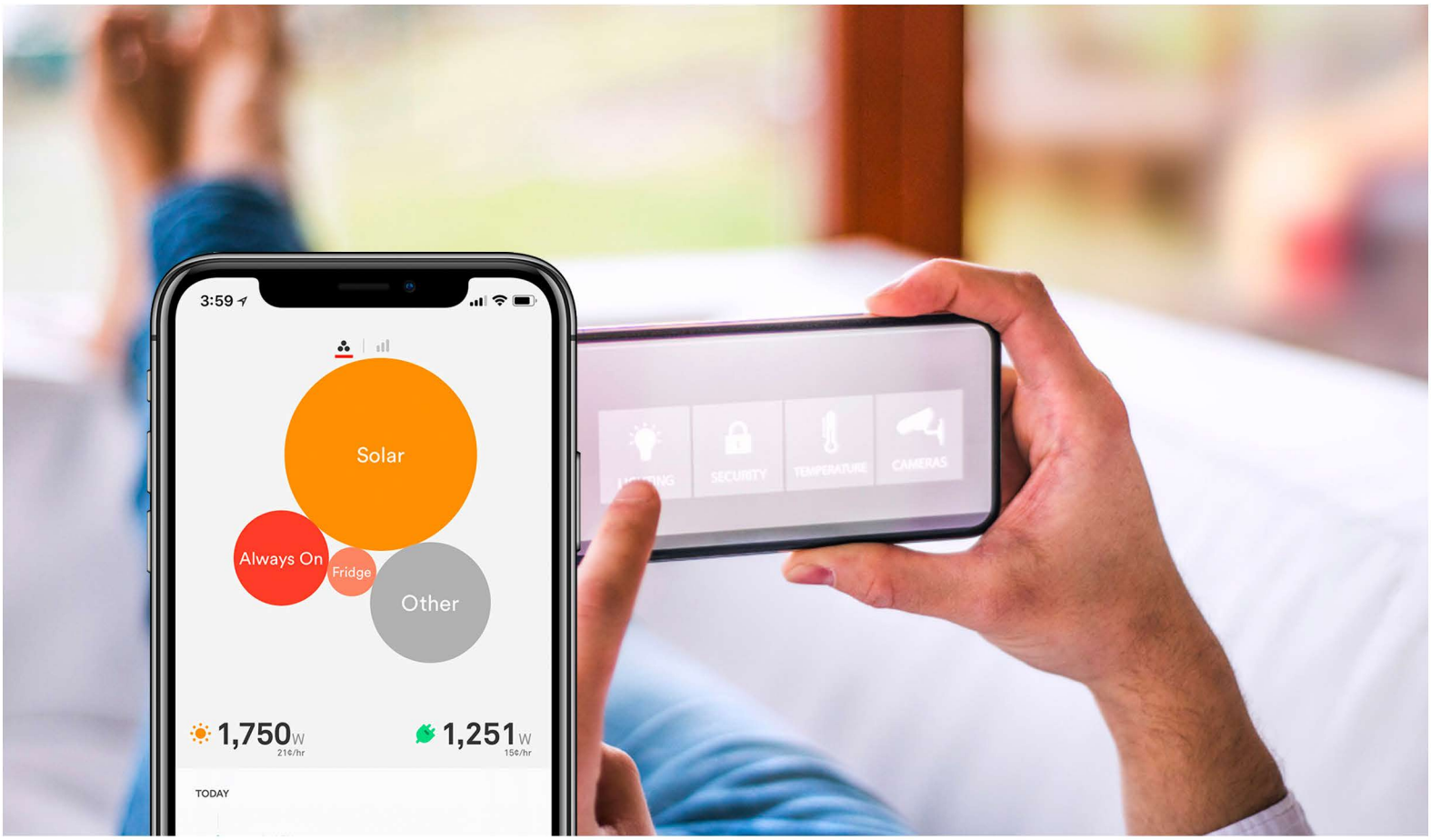
Carbon Recall is leveraging advances in tankless water heating and geothermal systems that makes it easier for customers to achieve long-term efficiency and savings to make its application a winning strategy on cost overall.

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 solutions that offer the possibility of a built environment that meets people's needs from the roof of the property to the foundation. Incorporating sustainable material selection and ventilation strategies to help control moisture, improve indoor air quality, identify energy losses, reduce energy costs, and provide a more comfortable and healthier living environment.



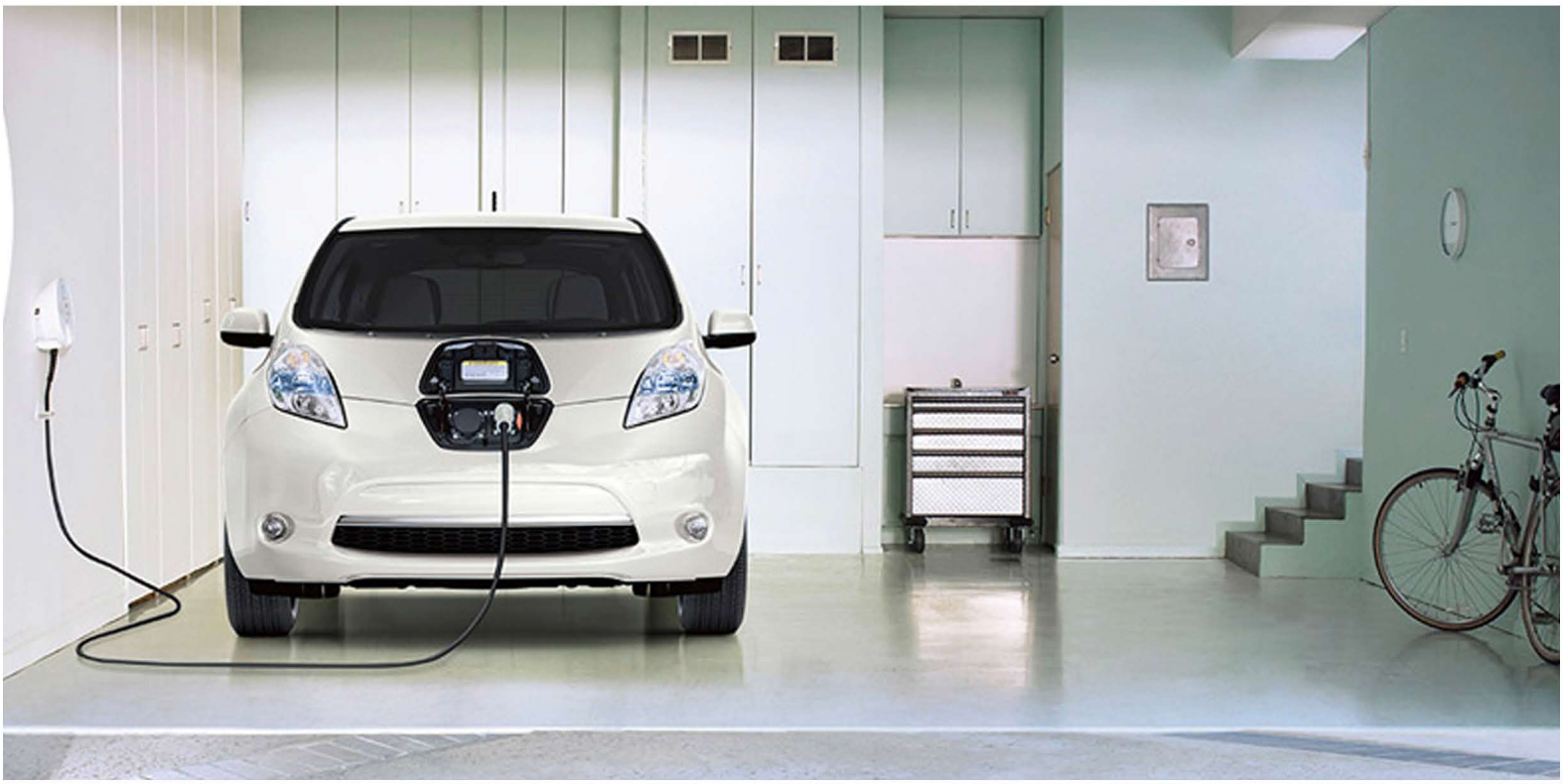
5. Smart Energy Management

Inefficient lighting, outdated HVAC and Water Heating systems, and lack of data collection are the four main reasons building owners–and homeowners–overspend on energy costs. Although sophisticated controls have a very important role in complicated buildings, 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 energy efficiency.

6. Electric Vehicle Charging

Often without anyone truly noticing it, a major evolution is happening that will change the financial, economic, and cultural landscape. Currently, that monumental shift involves electric vehicles. EVs are quietly growing in numbers and speeding past fossil fuel reliant, gas guzzling vehicles, with many auto manufacturers announcing plans to make more and more EV models. Sooner than the public might realize, all forms of transportation, cars, trains, boats, buses, etc. will be 100% electric.

As EVs continue to progress and the transition from fossil fuel to renewable energy grows, it's obvious that the business opportunity for all is heightened exponentially. Carbon-free transportation can only truly exist when buildings follow suit. And Carbon Recall is a company that integrates all of our customers renewable energy needs, not just for the electric vehicle in their garage, but the entire home, naturally creating a clean energy lifestyle for all.



An Introduction to the Industry

Emerging Possibilities

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, the renewable energy industry presents a wealth of opportunities because the technology has become beneficial and affordable just about everywhere – for homes, businesses and beyond.

Big Picture Potential

Energy is the cornerstone of the modern world and solar energy services are rethinking everything powered by electricity; what it does, where it comes from, and how we can keep getting this essential amenity for nearly nothing at all. But this opportunity extends far beyond just a few solar panels.

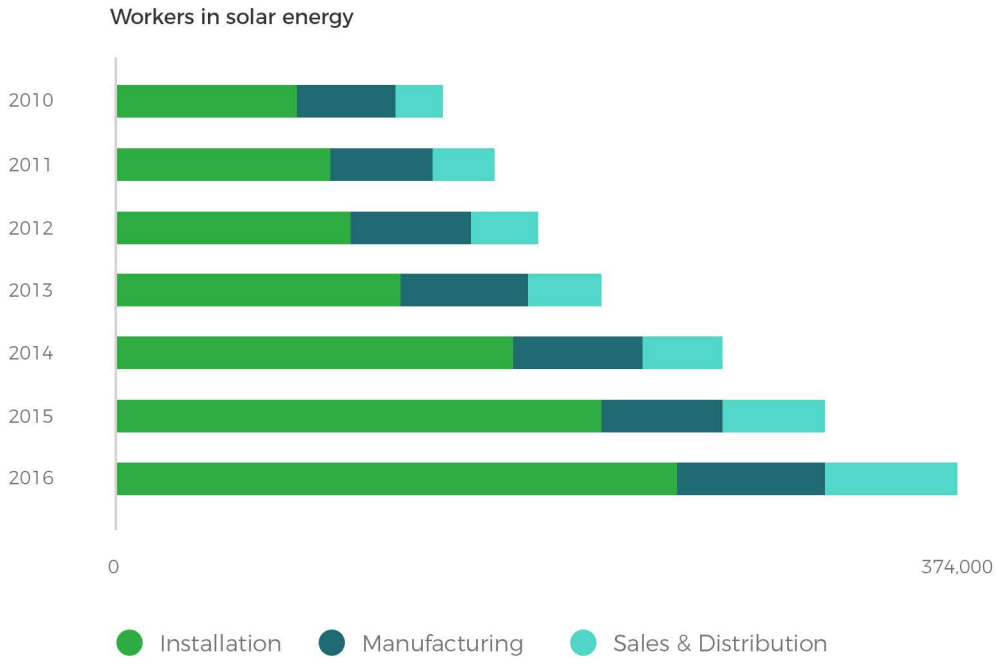
80%

According to the International Energy Agency, "80% of eco-efficiency and energy cost reduction potential in the building sector and half in the industry still remains untapped.

The business opportunity is vast; there are roughly 160 million residential and commercial properties in the U.S. and over 90 percent were built before 2005; leaving 144 million properties in the U.S. as very inefficient consumers of energy. According to the EPA, residential and commercial properties account for 40 percent of total U.S. energy consumption and over 30 percent of the energy used is wasted, making the market opportunity for renewable energy services very compelling. And as we've seen, there will be clear winners who leverage the wide-open field of renewable energy and the growth it will experience over the next decade – and beyond.

Solar Energy is Seeing Monumental Growth

Just under 374,000 people were employed in solar energy in the US. Employing More People In U.S. Electricity Generation Than Oil, Coal And Gas Combined:



Business As Usual Is Simply Outdated

By the middle of the century, the world will use twice as much energy as we do today. More energy than entire generations that came before us. And that's a great thing: the more energy people have, the larger our economies grow and the better our lives become. But to get there, we need different tools and smarter businesses than the ones that have served us in the past.

> *"The ordinary way of doing business is not the best way."*
>
> - Henry Ford

Grid defection day is coming: The moment when people stop buying their electricity from the grid, and just generate it themselves. According to a recent McKinsey & Company study which examined the economics of power generation, McKinsey found that as soon as 2020, U.S. homeowners will be able to generate and store 80% to 90% of their electricity on site while only using the grid as a backup. That's known as "partial-grid defection." Full grid defection or leaving the electric power system entirely through the installation and use of solar and batteries, should arrive by 2028, the McKinsey report predicts.

There is a wide range of distributed energy acceptance on the part of utility companies in the United States right now. On one end of the spectrum, there are those more progressive utilities which understand that the paradigm shift from fossil fuels to renewable energy is inevitable, and they are using it to their advantage in many ways; on the other end of the spectrum, there are those utilities trying to slow down progress by making it more difficult for their customers to implement distributed energy.

Power Utilities Shouldn't Underestimate the Power of Carbon Recall:

Here's why – Today's electrical power utilities sector is dominated by a core group of companies which, in effect, operate regional and local monopolies. Moves to diversify the marketplace have been primarily limited to energy generation, on a small scale, making them frail when you consider that distribution is the main cost impediment. As long as there is centralized generation, without a competitive dynamic, the traditional power utility providers have no incentive to improve services or reduce prices.

Enter Carbon Recall: The integrated renewable services company offering customers the benefits of choice, negotiating power, better service, and lower energy costs by providing end user energy efficiency solutions and decentralized energy generation as alternatives to today's utility. Along with other companies in the distributed renewable energy sector, Carbon Recall is demonstrating that if the challenge goes unmet by traditional power utility companies, the drive for energy independence is an unstoppable force.

> *"We will make electricity so cheap that only the rich will burn candles."*
>
> - Thomas Edison

U.S. Homeowners on Clean Energy: A National Survey

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 the have recently experienced power outages with their current utlity 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

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 property is starting to look at solar as their next home improvement project or utility bill eliminator. The cost of solar has gone down significantly (by more than 72% since 2010), and the demographics of solar buyers now span all the way from families with low and medium incomes in the suburbs to the highly affluent customers living in upper-end neighborhoods.

There are many reasons why homeowners go solar but cutting energy costs is the most common. Many people are aware that solar is a great home efficiency upgrade and 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 good for homeowners and more popular than ever in the United States.

Drastically reduce or even eliminate electric bills: Whether you're a homeowner, business, or nonprofit, electricity costs can make up a large portion of your monthly expenses. 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.

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.

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.

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.

Solar is Booming

For a number of reasons, including falling equipment costs, improved technologies, growing investments, and increased awareness of renewable energy alternatives. Why such growth? With baseline solar installation costs becoming more and more affordable, homeowners are going solar like never before.

Of homeowners say they want solar power for their homes

More value and lower monthly electric bills: Home buyers are willing to pay a premium for a home with a purchased solar installation, according to the U.S. department of energy. However, the most overlooked point when considering distributed renewable energy is the value of the energy created and energy saved, and the use of that value to pay off the financing for the system. Coupled with the 30% renewable energy federal tax credit, the positive effect and increased value of the property in real estate terms, and the ROI on the investment, the value proposition for investing in renewable energy is irrefutable.

90%

Of homeowners nationally believe that renewable energy is important to America's future.

Support for Renewables is Strong and Widespread: Nine out of ten homeowners nationally believe that renewable energy is important to America's future. Support is high among all major political affiliations, with respondents that identified themselves as Republicans, Democrats, and Independents coming in at 87%, 93%, and 83%, respectively.

More homeowners consider the environmental impact of their purchases: Homeowners say they care about the environmental impact of their car, home, and other major purchases. 70% consider or investigate the environmental impact of big-ticket items when making purchasing decisions. Nationwide, more than 50% of homeowners said they were more likely to make such consideration today than three years ago.

Discover the Carbon Recall Franchise

Build a brighter future with us

We work together to help you develop, launch, and scale your own solar energy services business. For both eager and experienced company-builders, a Carbon Recall franchise is the ideal opportunity to apply your existing skills in a whole new (more powerful) way.

Built for success

Loaded to your advantage; our tried, tested and proven system is ready to meet your unique market demands.

Smarter and faster

Access the necessary tools, resources, and support to get your business started – the right way. All within 90 days.

Better together

Our growing network of franchisees and over 30 years experience guides you at the forefront of an emerging industry.

Franchise Ownership: We invite everyone into our innovation, but we aren't looking for fast followers. This is about being bold and conquering unsolved problems. Which is why the greatest tool we can use for bringing our business to communities and global markets is through our franchise ownerships. This idea originates from the belief that a network of entrepreneurs and leaders facilitates exchange and powers our constant need to relentlessly drive progress through new ideas. Individuals with shared values and strong entrepreneurial passion who will bring better energy solutions across their community to make neighborhoods safer, smarter and more sustainable.

Combined, Carbon Recall franchise owners aren't just creating a business to serve a few people, it's a business that helps and benefits all of us. Franchisees success is the success of the entire organization. And where we really excel as a business, together, is taking our service the extra mile and establishing unparalleled trust with our customers.

This is how great results are achieved at Carbon Recall. And today, together with innovative partners, we are shaping the future of energy – one property at a time.

Getting started with Carbon Recall

It's time to build a better future for yourself, your family, your community and the world. Carbon Recall has the expertise you need to make it happen. From application approval to opening a new market, becoming a franchise owner can take as little as 30 to 45 days.

1. **Get to know us:** Contact us and speak with a franchise specialist to learn more.

2. **Apply online:** Our franchise application is where we can put your words into action.

3. **In-depth analysis:** After application approval, we evaluate your markets solar revenue potential and maximizing your return on investment.

4. **Meet with us:** Although we've valued our virtual relationship to this point, this is where our shared vision becomes reality.

5. **Prepare for launch:** As soon as possible, you will begin onboarding, training, and mastering all aspects of running your business.

6. **Franchise opening:** All boxes checked, all systems go. It's time to start providing services that are the best in the world and the best for the world.

Move Toward What Matters To You

Let's keep the conversation going

You want to know how a solar energy business works and what that can mean to benefit your future. We want to give you all the resources you need to discover the full scale of this opportunity. If you think you've got what it takes, go ahead and take the first next step.

Visit carbonrecallfranchise.com to get started

A new era in energy has begun and preparing to launch into this opportunity with Carbon Recall means knowing where you are now, roughly where you want to go, and what barriers stand in your way. Think hard about where you want to go and consider what's stopping you.