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Joseph Milillo

People should not look at Solar Energy as a cost, but as an investment. First you have to come to the realization that electricity is a necessary expense, just like food and shelter. Whatever your take home pay is, you have to subtract rent, food, transportation and utilities. Whatever is left over, you can spend on other things. Therefore, every time you can lower or eliminate one of those bills, it's the same as a raise. We're not talking about the Macy's one day sale, where you say "I saved a lot of money today" (on items you didn't need and would not have bought if not for the sale). We're talking about necessary expenses that you have no other choice but to pay.

Ben Franklin said "A penny saved is a penny earned." He was right in 1775, but that statement is no longer true. Thanks to the 16th amendment, a penny saved is better than a penny earned because it is not taxed. For example, if your boss gave you a \$3000 per year raise, how much do you get to keep and spend? Well, depending on your tax bracket, \$2100 maybe? If your solar power system saved you \$3000 per year, on a necessary expense, you get to keep and spend \$3000. You would need to earn \$4285 to net \$3000.

So what's your rate of return? Let's say your system, after rebates and incentives requires an investment of \$10,000. A system that size, from LI Power Solutions, will generate \$1923.42 per year in savings. That is a rate of return of 19.23%. That rate of return is not achievable in any traditional investment without market risk. It is just not consistently attainable in any mutual fund, bond or stock. If you figure income taxes, you would have to earn about \$2750 to net \$1923. That would be a before tax rate of return of 27.5%. By the way, mutual funds and bonds state their rate of return before tax. Bernie Madoff promised 14%. They lined up and gave him millions, and he was a scam. This rate of return gets better and better as electric costs rise.

Many people agree that investing in your home is a good idea because it adds value to your property. So putting money in a new kitchen is a solid move. Ok, I won't argue the point but if a kitchen is a good idea, then solar panels is a stroke of genius. A kitchen will increase the value of your home, so will solar panels. The kitchen will bring you comfort, convenience and enjoyment. A solar panel system will make (save) you money that you can use for whatever enjoyment you want. Long after the novelty of your new kitchen wears off; your solar panel system will continue to bring you lots of extra cash in your pocket. You can use that to eat out so you don't need a new kitchen!

Solar and other forms of renewable energy make sense in every way. Once installed, it is a free source of electricity that will never pollute, run out or be treated as a commodity. For example, whether you believe that greenhouse gasses will eventually destroy the planet or not, one thing everyone can agree on is that less pollution is better. Think about how much smog we could eliminate if everyone used alternative energy.

The sun is just there. No one can tax it or figure out a way to make you pay for it. If it ever stopped being there, we would have larger problems than whatever else we might be arguing over, I assure you that.

Your electric cost would not be affected, or at least less affected by commodity pricing, hedge fund speculation, Middle East shenanigans, oil spills or whatever else can cause the price of a barrel of oil to skyrocket this week.

I can't think of anything good about fossil fuels except one thing. It's what works now. We need alternatives. We can debate about why, but everything we've been doing so far regarding energy revolves around a finite fuel source that is controlled by foreign concerns, and is polluting the planet. Everyone knows this must change, at LI Power Solutions, we are doing our part, join us.

["The Sun, with all the planets revolving around it, and depending on it, can still ripen a bunch of grapes as though it had nothing else in the Universe to do." - Galileo](#) (I wonder what he would say if he knew about Solar Power.)