

**CONTACT: Dawn Dankner-Rosen  
DDR Public Relations  
(914) 747-2500 office | (914) 420-8219 cell**

**For Immediate Release**

## **You Don't Need to Wait for Spring, Solar Expert Says: Install Solar This Winter to Start Saving Sooner**

*Take Advantage of Temporary Tax Credits and  
Maximize The Sunny Season by Going Solar Now*

Briarcliff Manor, N.Y. – It's a common misconception that if you want to install rooftop solar panels, you have to wait for spring. Nothing could be further from the truth -- and in fact, fall or winter are excellent times to get it done, explains solar expert Douglas Hertz, president and CEO of Briarcliff Manor-based **Sunrise Solar Solutions LLC**.

"We have the capability to install solar panels at any time of the year, and there are several key advantages to having your installation completed before spring," Mr. Hertz says.

Here are three compelling reasons that smart homeowners are going solar sooner:

### **It's sunnier than you think.**

One persistent myth is that the Northeast isn't sunny enough for solar. In fact, the tri-state area has only about 20 percent less sunshine than Florida -- and the region has more sunshine than Germany, which has the most solar PV systems installed anywhere in the world. "Any time sunlight hits your solar panels, that will be converted into clean energy -- even in winter," says Mr. Hertz. "Homeowners don't always think about solar in the colder months, but they should -- because even with seasonal highs and lows, the sooner they go solar, the sooner they'll start saving."

### **Every sunny day without solar is a missed opportunity.**

"By having your solar panels in place before spring, you can ensure you won't miss a single day of our sunniest season here in the Northeast," says Mr. Hertz. "We pay some of the highest electricity rates in the country here. Waiting till spring or summer to begin your installation

means you're missing valuable sunlight that could be generating power for your home and reducing those bills immediately," he says.

**The clock is ticking on incentives.**

Some savings have an expiration date; so smart homeowners aren't waiting around. "There are excellent solar incentives in place today that are scheduled to be reduced and phased out -- and once they're gone, they're gone," says Mr. Hertz. "By going solar sooner rather than later, homeowners will get the greatest value out of their investment because, thanks to these high but declining incentives, the cost of that investment today is the lowest it will ever be."

*Sunrise Solar Solutions, headquartered in Briarcliff Manor, NY, is the largest locally owned and operated solar company in Westchester County, Rockland County and throughout the Hudson Valley. A full-service NYSERDA solar installer and NABCEP certified installer -- Sunrise offers sales, design, and installation of state-of-the-art solar energy systems for both homes and businesses. For more information, call (914) 762-7622 or [www.sunrisesolarllc.com](http://www.sunrisesolarllc.com).*