

# Our Cherry Hill HRES™ project in the news!

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American Design And Build of Harford County opened its renewable energy division in April 2009 and completed its 200th solar installation in less than a year. Its crews have spent a great deal of time on rooftops installing solar panels.

## 'Solar success'

# Harford company shines

American Design And Build of Harford County is basking in "solar" success after completing its 200th solar installation in less than a year. The nationally recognized remodeling firm opened its renewable energy division in April of last year and has spent a great deal of time on rooftops.

"It's amazing how many people are interested in solar, but are reluctant to inquire," Joseph P. Dillon, vice president of marketing for the new division, said in a press release.

He went on to say that homeowners hear and read about solar all the time, but they feel it might be too technical for them to understand.

"We spend most of our time educating homeowners on how solar works and how the various federal, state and local tax incentives significantly offset the cost. Combine those incentives with the energy savings the systems provide and most homeowners look at us and say it's a no-brainer," Dillon said.

He said that even the tax credits, grants, etc., could be confusing and perplexing for some homeowners.

"We have staff specifically designated to prepare the necessary paperwork for homeowners to maximize their tax incentives with their solar investment. So again, it's a no-brainer," Dillon said.

"Our proudest accomplishment this past year was when we worked in conjunction with BITHENERGY, a local energy engineering firm," Kevin C. Carmen, senior vice president of

marketing for American Design and Build, said in the release.

The two companies collaborated in demonstrating how affordable renewable energy systems can become a reality to lower to moderate-income homeowners.

"This project clearly demonstrated how solar and other renewable energy sources can be made possible for all homeowners," Carmen said.

Recent history would suggest that solar was only available for big businesses interested in the SREC's (Solar Renewable Energy Credits) and homeowners with sizable utility bills along with matching tax liabilities.

"It doesn't matter what income level a homeowner is at, we all face staggering utility bills. Solar can make the difference between managing a household's utility bill versus fighting to pay one," Carmen said.

"We're installing systems for homeowners in their 80s and in their 20s and the reasons for going solar vary as well," Dillon said, adding that senior citizens see the immediate benefits for themselves and long term for their grandchildren's children.

"There are a number of green enthusiasts, but if I were to sum up why most people go solar, it isn't about saving the environment, it's about saving money," Dillon said.

For more information, contact 410-557-0555 or [www.americandesignandbuild.com](http://www.americandesignandbuild.com).