

# GeoscapeSolar

INCREASING PROPERTY VALUES WHILE  
REDUCING ENERGY RELIANCE

By Lisa Martone

In 2008, financial experts Michael Boches and Jeffrey Chavkin decided to re-focus their energy and expertise into an industry where the financial rules had yet to be written. Seven years later Geoscape Solar is a thriving, solar installation company that has proven leadership in creative financing and delivers cutting edge solar technology.



caption, caption, caption, caption, caption caption, caption, caption, caption, caption, caption caption, caption, caption, caption, caption, caption

"We saw what other solar companies were doing and we wanted to be different," said Jeffrey Chavkin, President and Co-Owner of the company. "We created a niche in the market where we not only focused on selling Solar Energy Systems but concurrently educated consumers about the installation process, financing, environmental benefits and the many government programs available that offer incentives and practical help. While Geoscape Solar is focused on developing commercial opportunities, they also rely on a strong residential division, installing roughly five residential properties per week."

## A LEADER IN SOLAR PROJECT DEVELOPMENT

Prior to Geoscape Solar's inception, Boches and Chavkin spent a great deal of time familiarizing and educating themselves about the technology and financing that were available for solar. Within five months, Lee Watson, a construction and engineering specialist was added to round out the partners' technical, operational and financial expertise. From their humble beginning, Geoscape Solar now has over 40 employees and has grown into one of the leading solar specialists in the country.

The firm's uniqueness is tied to its ability to focus on the entire process of converting to solar energy. From consultation, design, maximizing available resources and incentives, to financing, installation and ultimately, conversion – Geoscape

partners with their clients every step of the way. "We make it easy for homeowners, businesses and other institutions to reduce their reliance on utility-generated energy." Chavkin explains. With outstanding customer satisfaction and an A+ rating from the Better Business Bureau, Geoscape Solar continues to surpass their competition.

Geoscape also places an emphasis on the quality of the installation and the aesthetics of a system, both for commercial and residential properties. "This aspect of the job is crucial," adds Chavkin. "There are some poor installations out there where wires and conduits are haphazardly installed. This type of installation will not only negatively impact the effectiveness of a client's system, but could also negatively affect resale value. Choosing quality materials is crucial. Creating a design that maximizes these quality materials is equally as important."

## WHAT FULL SERVICE REALLY MEANS

Most competitors cannot boast the full range of services that Geoscape provides for their clients. Once a preliminary design is agreed upon, the team begins working on securing customer financing. "Sometimes the notion of solar not being affordable gets in the way of customers believing they can make the switch over to solar energy," Chavkin explains. "We unclutter that mentality –with strong, government incentives, energy credit programs and high returns, choosing to go solar almost always makes sense."

New Jersey residents can currently receive 100% financing for solar projects –whether through equity/bank financing, capital leases, operating leases, or PPAs. Yet, some incentives are running out of time. Currently there is a 30% federal investment tax credit (ITC) available. However, if the solar energy system is not fully installed by the end of 2016, that 30% drops to 10% for commercial properties and 0% for residential properties. "To maximize the available benefits you must work with someone who has a firm grasp on both financing and installation...that is Geoscape Solar," says Chavkin.

After financing is secured, Geoscape Solar's turn-key installation process begins. Unlike many of their competitors, Geoscape's jobs are designed and installed under their umbrella. "This is the most crucial part of the job," Chavkin ex-

*"Geoscape Solar has been a flexible and knowledgeable partner, providing a creative financing solution and delivering a system that exceeds our environmental and financial goals. The SunPower system from Geoscape Solar will help us achieve our net zero energy goal for the new education center, and will supply 25% of the electricity required for the rest of our campus operations."*

Mark Biedron, Co-Founder, The Willow School

PHOTO COURTESY OF GEOSCAPE SOLAR

*"There is a Native American quote that says: 'We do not inherit the land from our ancestors, we are borrowing it from our children'... so if you create your own clean energy and pay less for it than you are paying now, why wouldn't you?"*

Jeff Chavkin, Geoscape Solar



Berlin Medical Facility

plans. "It has to be done to Geoscape Solar standards, according to plan and completed on time. By overseeing every aspect of the installation, Geoscape Solar can insure the level of quality control that we demand."

The service doesn't stop after installation. "Many solar company philosophies are that they have done their job once the client has been given permission to operate the system," explains Chavkin. "At that point, Geoscape is only beginning the partner relationship which involves a long term commitment to our customers. Services include post-installation support, monitoring, and the product warranties we stand behind, as well as aggregating and selling SREC's for our customers in those states that offer them."

### THE SUNPOWER DIFFERENCE

Another way that Geoscape maintains their strong reputation is through a commitment to superior products. Nearly 80% of the solar panels that Geoscape installs are provided by California based SunPower. SunPower is a publically traded company that has pioneered the path of solar technology for over 30 years. In addition to innovative solar solutions and second to none cutting edge technology, SunPower offers the best 25- year Power and Product Warranty in the solar marketplace. SunPower's superior product and vision made their company a natural strategic partner for Geoscape Solar. Both Geoscape and SunPower's mission align in focusing on creating clean energy and helping clients' bottom line. "Our SunPower systems are guaranteed to be 88% efficient 25 years from today," said Chavkin. "They are 25-40% more efficient than any other panels made and are the only company that offers a full replacement warranty for 25 years including labor, shipping, and equipment."

### HELPING BUSINESS AND

### COMMERCIAL PROPERTY OWNERS

Recently, a state of the art SunPower system was installed at The Willow School in Gladstone, NJ. This school is pursuing certification under the Living Building Challenge™ as well as the U.S. Green Building Council's LEED Platinum standard. Geoscape designed, installed and financed the system which is projected to pay for itself in savings within eight years.

According to the Environmental Protection Agency, The Willow School's solar energy system will offset over 8.3 million pounds of carbon dioxide. This is the equivalent of an automobile not driving 6.4 million miles.

Geoscape Solar is continuing to expand into markets across the country. Their goal is to educate consumers not only about the environmental benefits of converting to solar energy, but also about the State incentives and strong Federal incentives that are still in place until the end of 2016. ■

*For further information on Geoscape Solar please visit [www.geoscapecolor.com](http://www.geoscapecolor.com) or call (877) GEO-SUN1.*



*caption, caption, caption, caption, caption*

PHOTOS COURTESY OF GEOSCAPE SOLAR