

OWN YOUR POWER.

Why More Alberta Homeowners Are Switching to Solar

SUN WEALTH ALLIANCE INC. | POWERING TODAY. ENRICHING TOMORROW. | SEPTEMBER 2026

WHO WE ARE

Powering Today. Enriching Tomorrow.

Sun Wealth Alliance Inc. helps Alberta homeowners take ownership of their energy costs with professionally designed, locally installed solar systems built to perform for decades.

Energy should be an asset you own — not a bill you rent forever.

Lower Monthly Costs

Replace a rising utility bill with a fixed payment on power you own.

Built for Canada

Systems designed for Canadian winters, long summer days and Alberta rates.

Stronger Home Value

An energy-producing asset that adds lasting value to your property.

Flexible Financing

Payment terms from 10 to 25 years, built around your budget.



01 — THE PROBLEM

Power Prices Are Rising. Are You Ready?

THE PROBLEM

Electricity Costs Are Outpacing Household Budgets

55%+

Rise in Alberta electricity costs, 2018–2023

$224/MWh

Alberta's average wholesale power price in 2023 — nearly double Saskatchewan's

12.0¢/kWh

Current regulated rate of last resort in Alberta (2025–2026)

"Data centre demand is expected to keep pushing Alberta household electricity costs higher in the years ahead."

— Pembina Institute, 2026

Sources: C.D. Howe Institute, 2024; Canada's National Observer / DeSmog, 2026 (Pembina Institute); EnergyRates.ca / retailer RoLR filings, 2025–2026.

WHY NOW

Two Forces Driving the Shift to Solar

PROBLEM 1

Rent vs. Own

Monopoly
Extra charges and fees with no competitive choice

Renting
Energy becomes a permanent monthly liability

PROBLEM 2

Grid Stress

Saturated
The grid is nearing capacity in many areas

Demand
Electricity demand keeps climbing year over year

THE OLD MODEL

Renting Your Power: No End Date, No Equity



With traditional grid power, you cover every link in that chain — every month, indefinitely.

- ⊗ **No End Date**
- ⊗ **No ROI**
- ⊗ **No Resale Value**
- ⊗ **No Incentive**

Compare that to solar: once it's paid off, your power is free for the rest of its 25+ year lifespan — and it adds equity to your home.

A FAMILIAR IDEA

You Wouldn't Rent Your Home Forever. Why Rent Your Power?

24 yrs
Average age to move into a home

82 yrs
Average life expectancy

58+ yrs
Of housing / electricity needed

Home Ownership

~~Pay Rent for 58 Yrs~~

- Pay Off Home in 25 Yrs
- Save Money
- Build Equity
- Fixed End Date

Energy Ownership

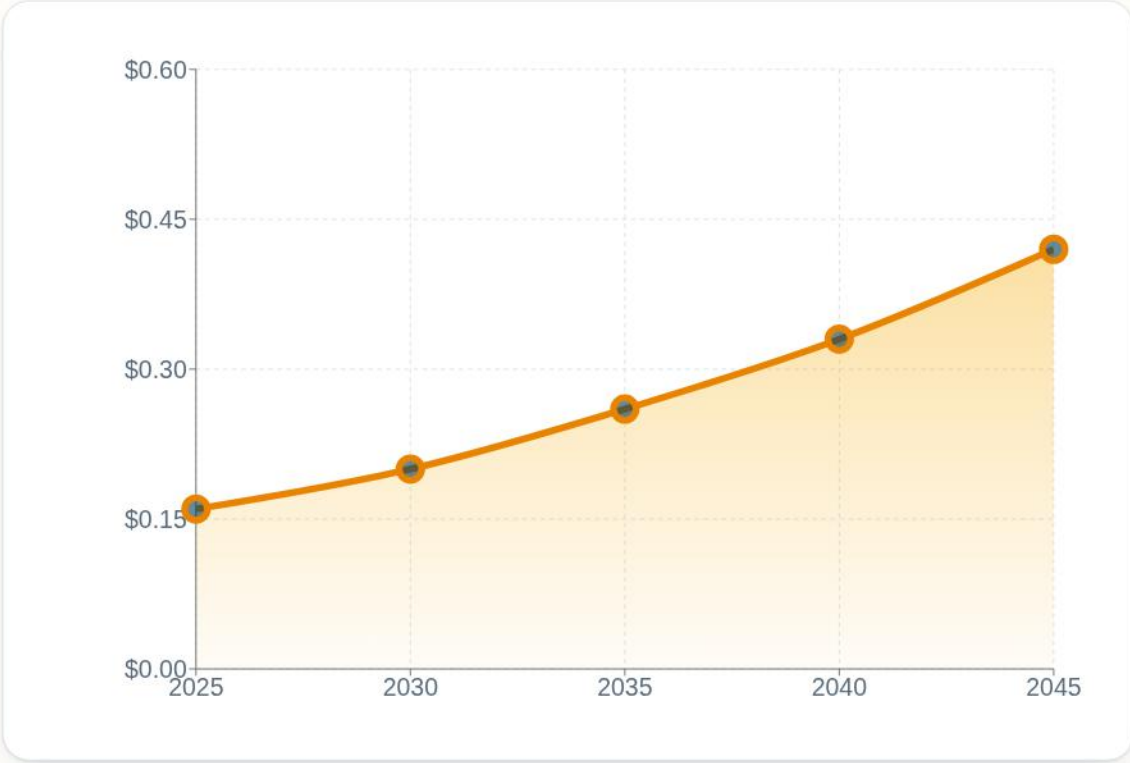
~~Pay Energy Bills for 58 Yrs~~

- Pay Off Solar Within ~10 Yrs*
- Eco-Friendly
- Build Equity
- Fixed End Date

*Illustrative payoff timeline — actual loan terms vary by financing option and system size.

LOOKING AHEAD

If Rates Keep Climbing at Today's Pace



+5%

assumed average annual increase

A conservative assumption — Alberta rates already rose 55%+ from 2018–2023, with further pressure expected from data-centre demand.

Illustrative modeled projection, not a guarantee of future rates. Sources: C.D. Howe Institute, 2024; Pembina Institute / Canada's National Observer, 2026.



02 — THE OPPORTUNITY

There's a Better Way to Power Your Home

THE TRADE-OFF

The Cost of Waiting vs. the Benefit of Solar

Hedging against inflation

Without Solar

- Limited grid access remaining for new solar interconnections
- Energy prices increasing year after year
- Grid modernization costs passed on to ratepayers
- Permanent “renting” of your electricity

With Solar

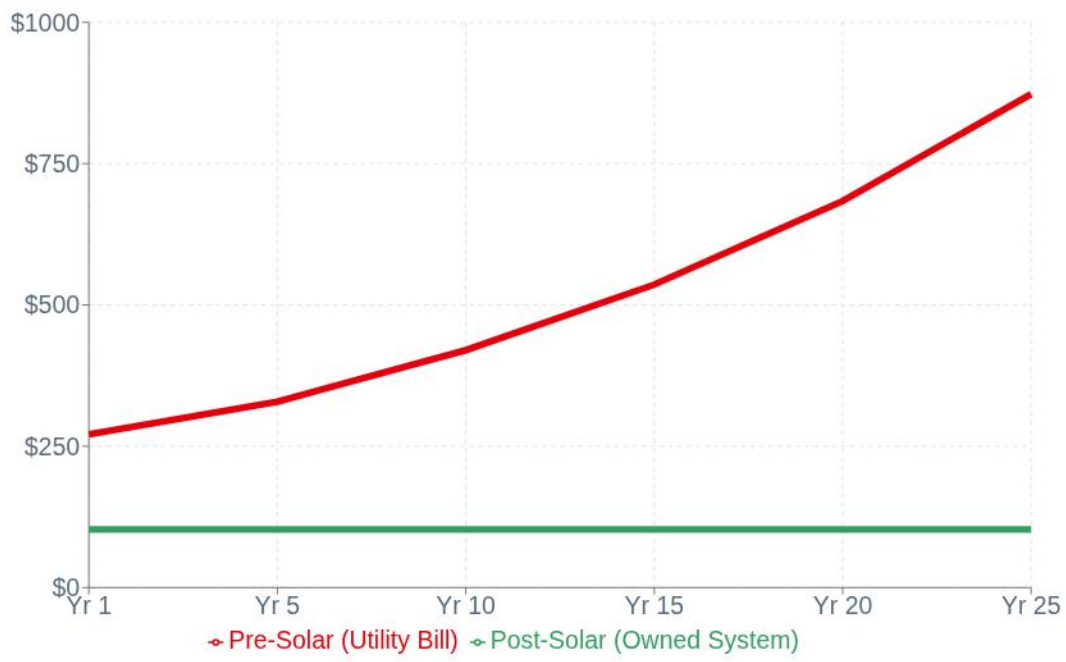
- $50–$200 typical monthly energy savings
- Homes with solar sell for 6.9% more on average*
- Energy independence and resilience during outages
- 25-year materials & 30-year production warranties

*SolarReviews analysis of Zillow listing data, 2025. Individual results vary by market and home.

THE MATH

Your Monthly Payment, Before and After Solar

Same 10 kW example as our website — 13,000 kWh a year, 100% offset



SOLAR, FIXED 25 YRS

$103/mo

UTILITY, YEAR 25

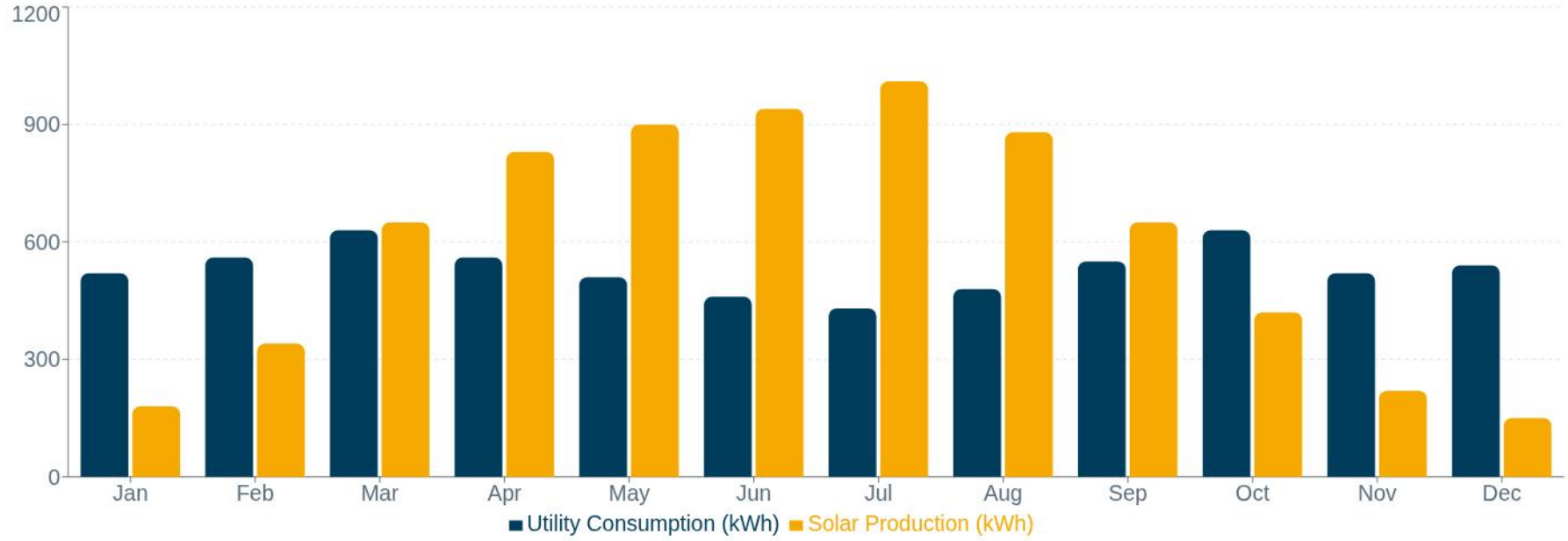
$873/mo

Your solar payment never rises. The utility bill climbs every year.

HOW IT WORKS

Your Home Becomes Its Own Power Plant

When you produce more than you use, it's credited to your virtual “Energy Bank” with your utility.



Illustrative monthly profile for a south-facing rooftop system in Alberta. Actual production varies by orientation, shading, and weather.

Own Your Power. Control Your Future.

See how a 10 kW solar system compares to continued reliance on utility power.

10.0 kW DC	$31,000	13,000 kWh	$0.25/kWh	5% per year	25+ years
System size	Total system cost	Annual production	Electricity cost	Utility inflation	System life

Renting Power

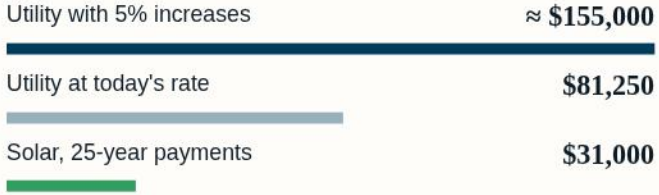
Your utility bill today

$271/month

$3,250 per year · 13,000 kWh × $0.25

- ⊗ Electricity costs rise yearly
- ⊗ No ownership
- ⊗ No equity created

25-year cost comparison



Turn an ongoing utility expense into an energy-producing asset: about 13,000 kWh a year for 25+ years.

Owning Power

Your estimated solar payment

~$103/month

$31,000 system · 0% APR · 25 years

- ✓ Fixed monthly investment
- ✓ 100% energy offset
- ✓ Energy asset you own

Financing options $31,000 at 0% APR	10 years	15 years	20 years	25 years · Recommended
	≈ $258/month	≈ $172/month	≈ $129/month	≈ $103/month

Current utility cost	Estimated solar payment	Potential immediate monthly advantage
$271/month	$103/month	≈ $168/month

Own Your Power.

Reduce Exposure to Future Rate Increases. Build Long-Term Energy Value.

REQUEST A CUSTOM SOLAR ASSESSMENT | GET A PERSONALIZED SAVINGS REPORT | BOOK YOUR FREE CONSULTATION

Illustrative scenario, not a quote. Assumes no panel degradation and utility rates rising 5% a year; before incentives and taxes.

BEYOND THE BILL

Clean Energy, Real Impact

Based on the same 10 kW sample scenario producing 13,000 kWh per year

≈6.4 t

CO2e avoided every year

≈159 t

Modeled CO2e avoided over 25 years

13,000

kWh of clean energy produced per year

Source: Environment and Climate Change Canada, 2025 Alberta grid emission factor (0.49 kg CO2e/kWh). Illustrative: constant production and grid factor; excludes degradation. Actual impact varies.

GOOD TO KNOW

Is My Home a Good Fit for Solar?

Not every roof qualifies — here's what we check during your free assessment

Roof Condition & Age

Enough remaining roof life to outlast the system's 25+ year lifespan

Orientation & Shading

South- or west-facing, largely unshaded roof sections perform best

Electrical Panel

Panel and breaker capacity to support a safe grid interconnection

Structural Capacity

Roof must support panel weight plus local wind and snow load

Available Roof Space

Enough usable area to reach your target system size

Permits & Utility

Local permitting rules and utility interconnection requirements

GETTING STARTED

What We'll Need From You

A recent electricity bill plus 8 quick photos speeds up your free assessment

1. **Electricity Bill**
2. **Panel, 6 ft Away**
3. **Panel, Up Close**
4. **Bus Bar Rating Sticker**
5. **Main Breaker Switch**
6. **Meter Close-Up**
7. **Meter Area**
8. **Front & Side of Roof**
9. **Maps Screenshot**

FROM CONSULTATION TO ACTIVATION

Our Process

STEP 1

Free Consultation

Tell us about your home and your goals

STEP 2

Site Assessment

We review your roof, panel, and usage

STEP 3

Custom Design

A system engineered for your home

STEP 4

Permitting & Approval

We handle permits & utility sign-off

STEP 5

Installation

Professional install by our local team

STEP 6

Activation & Monitoring

Go live, then track performance



Most projects move from consultation to activation in a matter of weeks — timelines vary with permitting and utility approval.

VALUE CREATION

The Value Canadian Homeowners Keep

Fixed Energy Costs

Lock in your cost of power while utility rates keep climbing.

Transparent Numbers

A clear proposal for your home — your savings, your payment, no hidden fees.

Wealth That Stays Home

Money once sent to the utility builds equity in an asset you own.

Energy Independence

Produce your own clean power for 25+ years and reduce your reliance on the grid.

NEXT STEP

Let's See If Your Home Qualifies

Book a free, no-pressure site assessment. We'll review your roof, your usage, and your goals — then show you the real numbers for your home.

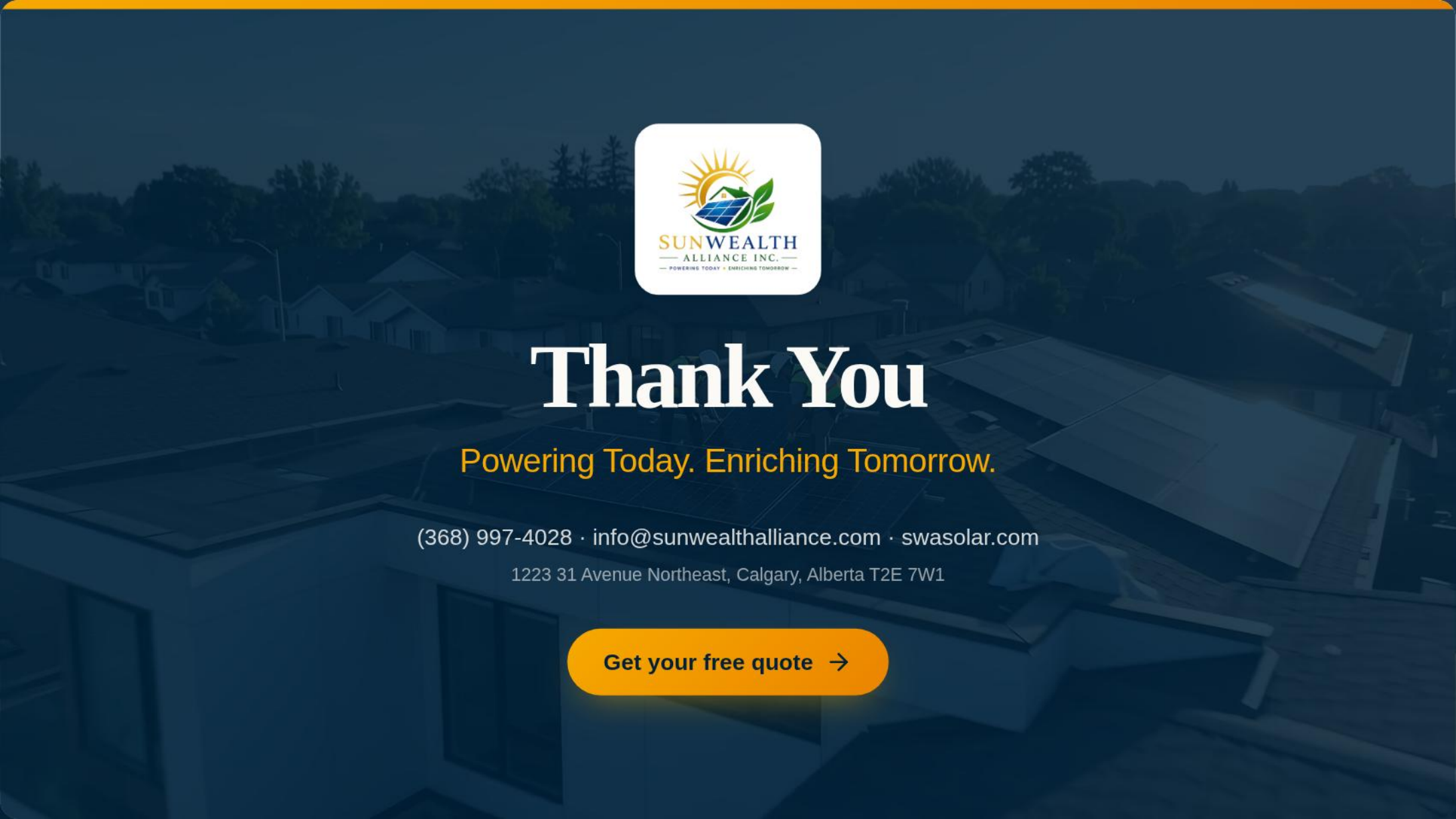
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Book your free assessment →

Scan to book your free assessment



Thank You

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Get your free quote →