



## A Whole New Kind of Roof



### Rethink your roof with POWERHOUSE™ Solar System 2.0

POWERHOUSE™ Solar System 2.0 has completely changed roofs by making them work harder. Going far beyond a traditional roof, our solar modules generate electricity from the sun's rays to power your life — while keeping everything inside protected from the elements. Best of all, these revolutionary solar modules are now available in your area.

#### A total solar roofing solution that looks great!

- Provides renewable energy along with roof savings.
- Superior aesthetics as a building-integrated photovoltaic (BIPV) solution.
- Installed by a POWERHOUSE™ authorized contractor along with your regular shingles, giving you a single point of contact for the entire roof.
- Features a Solar Monitoring System, accessible 24/7, that shows how much energy your system is producing.
- Made in the U.S.A. and virtually maintenance-free.
- Delivers durable performance and built to withstand winds up to 150 mph and hail as large as 25mm.
- Offers a 20-year warranty from Dow, a Fortune 50 company.
- Certified for performance and safety, offering an exceptional level of quality and durability.
- Protects as a roofing material.

[www.dowpowerhouse.com](http://www.dowpowerhouse.com)



**POWERHOUSE™ provides long-term savings**

- Starts saving you money from the first day the system is connected.
- Reduces your utility costs: Every kWh of energy created is one you don't have to buy from the power company.
- Saves you at tax time – take advantage of a federal tax credit of 30 percent, as well as state and local utility incentives.
- The solar modules protect your home as a roofing material, enabling roof cost savings.



**Get added peace of mind from the Solar Monitoring System**



The Solar Monitoring System lets you watch and manage your electricity usage in real time. It's a great way to see exactly how your system is performing and saving you money.

Learn more – speak to a POWERHOUSE™ expert

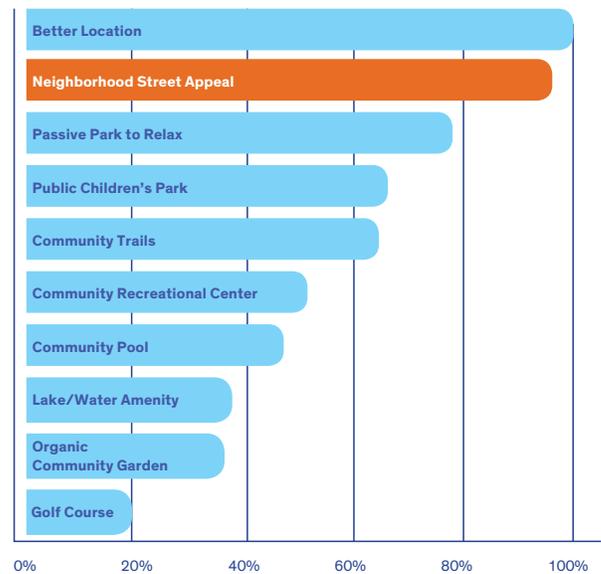
Thinking about replacing your roof? Speak with an expert from the POWERHOUSE™ team to find out firsthand about POWERHOUSE Solar System 2.0, including energy usage, tax credits, financing options and more.

Be on the forefront of innovation. Call 1-855-DOW-SOLR (369-7657) or email us at [dowsolarmarketing@dow.com](mailto:dowsolarmarketing@dow.com) to schedule a call.

**POWERHOUSE™ works hard and can increase home value**

- Converts direct current from the sun into alternating current to power your home, sending excess energy back to the power grid for credit.
- Decreases dependence on fossil fuels, contributing to a cleaner environment.
- Improves home marketability: Houses with solar increase in value and sell twice as fast, on average, as houses without solar.
- Boosts curb appeal – the second most important community feature sought by homebuyers (see chart below) – using Dow Solar's custom-designed, building-integrated photovoltaic solution that installs flush with asphalt shingles.

**Desirable Community Features**



2012 survey of 20,000 new-home buying prospects. Community surveyed: Arbor Ranch by Center Homes, San Marcos, California.

