FREE HOMEOWNER GUIDE

# THE FLORIDA SOLAR & ROOF INTEGRITY GUIDE

How Florida homeowners avoid the "orphaned system" trap, bypass high-pressure sales tactics, and protect their roofs while locking in lower energy costs.

✓ 10-POINT ROOF CHECKLIST INCLUDED




HomeX POWERED BY SPECTRUM SOLAR

CALL OR TEXT YOUR FLORIDA TEAM

**(407) 759-5462**

Mon–Sat · 8am–7pm

PROUDLY SERVING
ALL OF FLORIDA

**Get Your FREE Estimate →**

INTRODUCTION

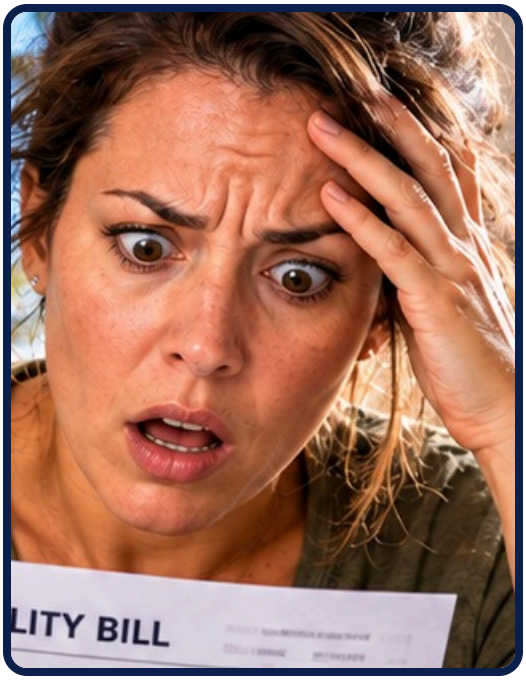
# WHY YOU'RE READING THIS

**Every month the power bill climbs higher, even when you haven't changed a thing.**

If you're a homeowner anywhere in Florida, you've likely noticed this frustrating trend.



**PROUDLY SERVING**
## ALL OF FLORIDA




Paying $150, $200, or even $300+ per month has become the new normal for households just trying to keep the A/C running through the brutal Florida heat.

At the same time, your front door is probably knocked on weekly by aggressive sales reps promising "free solar panels" or using high-pressure tactics based on outdated tax credit information. They show up with slick presentations. But when you ask hard questions about how the install will affect your roof, or what happens if the company goes out of business, you get vague, evasive answers.

You're reading this guide because you want the raw, unfiltered truth. You want to understand the real math behind Florida utility rates, how to protect the structure of your roof, and how to avoid the dangerous **"orphaned system" trap**, where homeowners are left with dead solar panels and voided roof warranties because their installer went bankrupt.

This guide gives you the knowledge, rate facts, and checklists you need to make a smart decision for your home, your family, and your budget.

Free Estimate
Solar Advantage

## SKIP THE GUESSWORK

Your **FREE Estimate** gives you real numbers for *your* home. No pressure. No obligation. Just facts.

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CHAPTER 1

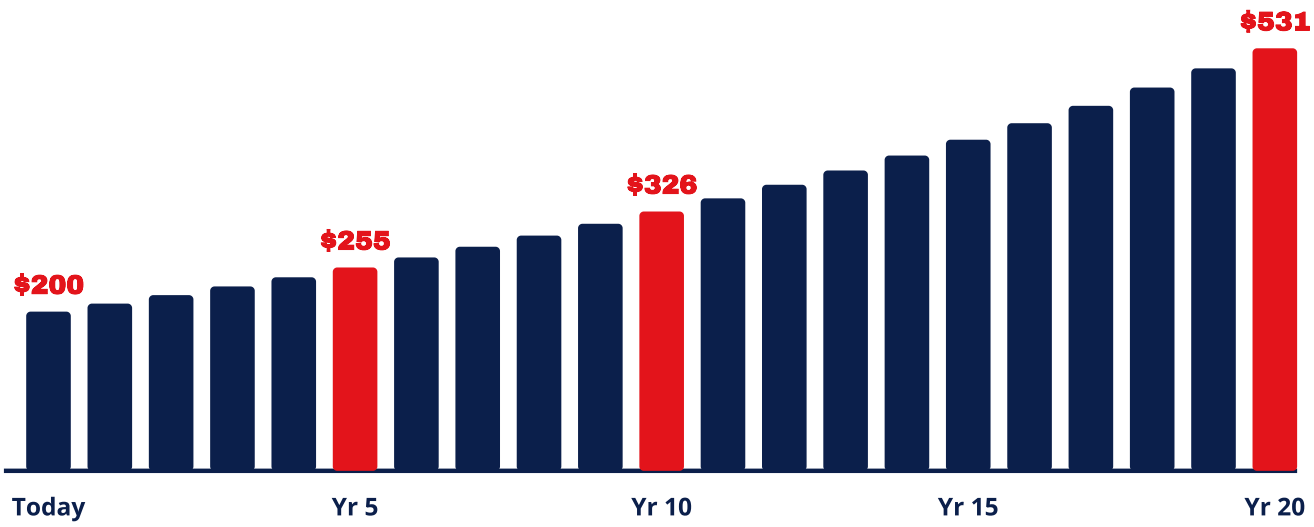
# THE HONEST MATH: FLORIDA UTILITY RATE REALITIES

Let's look at the facts. Since 2020, Florida homeowners have seen some of the sharpest utility rate increases in the nation, with some areas seeing hikes of up to 86%. Whether your home runs on **Duke Energy, Tampa Electric (TECO), or Florida Power & Light (FPL)**, your monthly budget has been under constant pressure.

These rate hikes are not temporary. When utility companies spend billions upgrading power grids, building new natural gas plants, or recovering from storm damage, those costs get passed straight to you through base rate adjustments and fuel charges.

When you pay $150 to $200+ a month to a utility monopoly, **you are renting your electricity.** You have 0% control over future rate increases. After ten, twenty, or thirty years, you'll have spent tens of thousands of dollars with nothing to show for it but a stack of old receipts.

## WHAT A $200 BILL TURNS INTO AT JUST 5% A YEAR




| IN 5 YEARS | IN 10 YEARS | IN 20 YEARS |
|---|---|---|
| **$255/mo** | **$326/mo** | **$531/mo** |
| $13,300 paid | $30,200 paid | $79,400 paid |

# STOP RENTING. START OWNING.

Going solar lets you swap a rising monthly expense for a predictable, fixed cost that eventually goes away once the equipment is paid off. You go from renting your power to owning your power.

**But here's the catch:** that savings only shows up if the system is engineered correctly, priced honestly, and installed by a team that will actually be around to support it.




- **Engineered right** for your roof, your shade, and your usage.
- **Priced honestly** with real math, not sales-floor promises.
- **Installed by a local team** that will still answer the phone in 20 years.

Free Estimate
Solar Advantage

## GET YOUR REAL NUMBERS

Your **FREE Estimate** runs the math on your actual utility bills and your exact rate schedule (Duke, TECO, or FPL). Not a guess. Not a sales pitch.

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CHAPTER 2

# THE 10-POINT ROOF COMPATIBILITY & WARRANTY CHECKLIST

**The biggest mistake Florida homeowners make when going solar is ignoring the roof.**

A solar system is built to produce clean energy for 25 to 30 years. If your roof is near the end of its life, or the install is done poorly, you run a massive risk of leaks and structural damage.



In the traditional solar industry, sales organizations sell the system and then hire cheap, third-party subcontractors to bolt heavy racks through your shingles and into your roof trusses. If your roof starts leaking two or three years later, the finger-pointing begins. The roofing manufacturer says the solar installers voided your warranty. The solar company says the leak came from old roof wear. **You're stuck in the middle, facing thousands of dollars in repairs.**

## ONE 25-YEAR WARRANTY. ROOF + SOLAR.

To prevent this nightmare, HomeX Florida Solar pioneered the single, unified 25-year roof and solar warranty. Because our own trained teams handle both the roof and the solar install, we take full responsibility for both. If we touch your roof and install your solar, we cover both under one guarantee.

Before you let *any* company put panels on your home, insist on a full evaluation using the checklist on the next page. **Print it. Use it. Hand it to every company that knocks on your door.**

# YOUR 10-POINT ROOF CHECKLIST

- [ ] 1 **Shingle Age and Condition:** Is the existing roof under 10 years old, or does it need to be replaced prior to solar installation to avoid future removal and reinstallation fees?
- [ ] 2 **Decking Integrity:** Are there any signs of soft spots, wood rot, or mold visible from inside the attic space?
- [ ] 3 **Structural Load Capacity:** Can your roof trusses easily support the additional dead load of 3 to 4 pounds per square foot from the solar array?
- [ ] 4 **Wind Mitigation Rating:** Will the mounting hardware and panel layout maintain or improve your home's wind resistance rating to qualify for potential home insurance discounts?
- [ ] 5 **Flashing and Sealant Quality:** Are the installers using high-grade, marine-grade silicone and elevated aluminum flashing to create a permanent, watertight seal at every penetration point?
- [ ] 6 **Material Compatibility:** Is the mounting system engineered specifically for your roof type, whether it is architectural shingle, concrete tile, or standing seam metal?
- [ ] 7 **Attic Ventilation:** Will the planned solar panel layout block essential ventilation pathways, such as ridge vents, off-ridge vents, or soffit intakes?
- [ ] 8 **Shading and Solar Access:** Has a digital shading analysis been conducted to map local tree canopies and ensure maximum sun exposure throughout all twelve months of the year?
- [ ] 9 **Electrical Panel Capacity:** Is your home's main electrical panel and bus bar rated to handle the backfeed breaker required by your local utility company?
- [ ] 10 **Unified Warranty Alignment:** Does a single, licensed contractor take full, written responsibility for both the integrity of the roof penetrations and the performance of the solar equipment for 25 years?




## WE'LL RUN THIS CHECK FOR YOU, FREE

All 10 points are part of your **FREE Estimate**. A virtual or in-person roof check, done by a HomeX pro.

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CHAPTER 3

# AVOIDING THE "ORPHANED SYSTEM" TRAP

Florida's solar industry has been flooded with national sales outfits that rely on heavy marketing, high-pressure door knocking, and zero local accountability. Over the past few years, dozens of these big, investor-backed solar companies have filed for bankruptcy or pulled out of Florida.

When they disappear, they leave behind thousands of **"orphaned systems."** That's a solar array on a homeowner's roof that doesn't work, is causing leaks, or isn't producing the promised power, with no company left to honor the warranty, make repairs, or answer the phone.




## FIRST, ASK WHO IS ACTUALLY DOING THE WORK.

Many solar companies are just sales offices. Once you sign, they sell your job to the lowest-bidding subcontractor. Subcontractors get paid per panel, so they're pushed to rush, cut corners on waterproofing, and skip safety steps.






# SECOND, DEMAND PROOF OF LOCAL LICENSING & CERTIFICATIONS.

A reputable solar partner must have:

- **In-house installers.** Every tech on your roof should be an actual W-2 employee of the company, trained to strict quality and safety standards.
- **NABCEP certification.** The North American Board of Certified Energy Practitioners is the gold standard for solar design and install. If the lead crew isn't NABCEP certified, your system isn't being built by experts.
- **Active state contractor licenses.** Verify the company holds active, clean licenses for both electrical and roofing work in Florida.
- **Real local proof.** Look for a track record of happy local customers, like hundreds of verified, high-star reviews from actual neighbors.




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## KNOW WHO'S ON YOUR ROOF

Book your **FREE Estimate** and you'll meet a certified, local HomeX pro. Not a subcontractor. Not a stranger from out of state.

**Call or text: (407) 759-5462**

THE BIGGER PICTURE

# WHAT MOST HOMEOWNERS MISS

Most people look at solar only as a way to save money on a calm, sunny afternoon. The relief from high bills is real. But there's a bigger picture many people miss: **energy resilience.**

Florida is famous for tropical storms and hurricanes. When a big storm hits and the grid goes down, regular grid-tied solar systems are legally required to shut off automatically. This safety feature keeps your system from sending power back into the lines, which could badly injure utility linemen working to restore power.

> **That means if you have solar panels but no battery storage, you'll still be left in the dark during a blackout.**




Pair your solar system with a smart battery backup and you create a self-powered "microgrid" for your home. During a storm or outage, your system disconnects from the grid and keeps powering what matters most: your refrigerator, lights, internet router, and essential medical equipment. When the sun comes up, your panels recharge your batteries. That's real energy independence when your family needs it most.

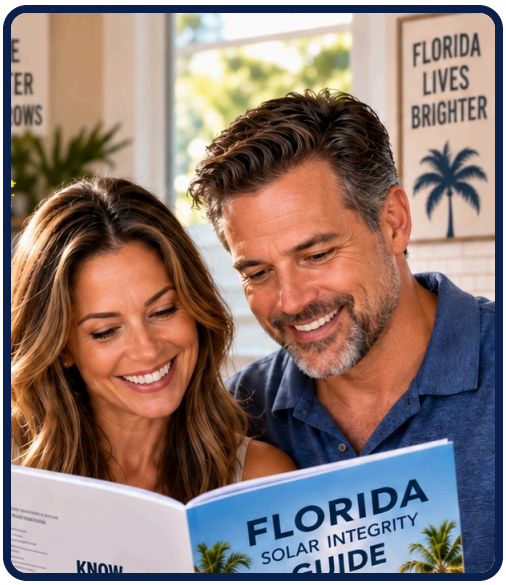
YOUR NEXT STEP

# CLAIM YOUR FREE ESTIMATE

## You don't need to make a final decision about solar today.

Your only goal right now is to get the honest facts and accurate math for your home. Every home is different. Your roof angle, shade, electrical panel, and past usage are unique to you.

That's why we offer a **free, complete Solar & Roof Integrity Assessment.** When you request your Free Estimate, we will:




1. **Run the precise, honest math** based on your actual past utility bills.
2. **Match your usage** to your local utility rate schedule (Duke, TECO, or FPL).
3. **Do a 10-point roof check,** virtual or in person, to make sure your roof is ready for solar.
4. **Design a custom layout** built around your home and your energy goals.

Free Estimate
Solar Advantage

## NO PRESSURE. NO HIDDEN FEES. NO OBLIGATION.

Just clear numbers, honest advice, and guidance from a local team you can trust. A HomeX team member will reach out to set up your Free Estimate. When they call, say yes. Or don't wait: call or text us now. It costs you nothing, and you'll finally see the real numbers for your home.

**Call or text your Florida team**

**(407) 759-5462**

**Mon–Sat · 8am–7pm | sales@homexmarketing.com | homexmarketing.com**

ABOUT US

# ABOUT HOMEX FLORIDA SOLAR

**Own your power. Skip the utility bill.**

HomeX Solar & Roofing, powered by Spectrum Solar, is a highly rated, fully licensed, locally run solar and roofing contractor serving homeowners all across Florida.






**PROUDLY SERVING**
**ALL OF FLORIDA**

★★★★★

**4.8 stars from 207 Google reviews**

| 4.8★ | 207 | 25 YRS | 1,200+ |
|---|---|---|---|
| Google rating | Google reviews | Roof + solar warranty | Homes powered |

We built our company on honesty, transparency, and superior craftsmanship. We've earned our neighbors' trust by doing things the right way: never using third-party subcontractors, employing NABCEP-certified pros, and offering a single, unified 25-year roof and solar warranty that gives our customers total peace of mind.

## WE LIVE HERE. WE WORK HERE. WE'RE COMMITTED TO PROTECTING YOUR ROOF WHILE HELPING YOU TAKE CONTROL OF YOUR ENERGY FUTURE.

**Licensed & insured in Florida**
Solar: Spectrum Solar Power LLC, CVC57225
Electrical: HomeX Home Services LLC, EC13015516
Roofing: Gaetano Home Services LLC, CCC1334533
General Contracting: Gaetano Home Services LLC, CBC1266306

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