



Choose  
Renewables™

educate. evaluate. empower.™



CONSERVE



OFFSET



GENERATE



INVEST

Choose Renewables empowers you with clean, fresh, renewable energy you will be proud to purchase – whether it be for home, work, or school. We educate you by presenting meaningful renewable energy information. We evaluate your renewable energy footprint and on-site potential. And most importantly we empower you with a broad range of renewable energy products and services in our four key action areas: Conserve, Offset, Generate, and Invest.

## Why Choose Renewables?

Because you too can choose to make a difference. This is one easy decision you can make that will help to:

- SAVE you money
- LEAD us to energy independence
- FREE us from our addiction to fossil fuels
- REVERSE the course of global warming
- GROW our economy by spawning new industry, and
- CREATE a more sustainable tomorrow

We're on a mission to demonstrate that people, planet, and profits are not mutually exclusive pursuits. Our core is simple – educate, evaluate, and empower individuals with renewable energy they'll be proud to purchase! Our unwavering commitment to you is to provide the best available renewable energy products and services in the most meaningful and professional way.

## How to Choose Renewables

1. **Conserve:** Renewable energy begins with conservation. For every 1 kilowatt-hour of electricity you use, it took 2.4 kilowatt-hours of potential energy to get it to you.\* Conserve electricity by changing your behavior and adopting energy efficient technology.
2. **Offset** and/or **Generate:** The savings you reap from conserving electricity can fund the purchase of renewable energy credits (RECs) that offset your conventional electricity use—or better yet you can generate your own renewable energy on-site.
3. **Invest:** Vote with your dollars and invest in socially-responsible mutual funds, renewable energy companies/funds, or consider lending money to others looking to generate their own renewable energy.

Begin by learning more about each of our four key action areas at [www.chooserenewables.com](http://www.chooserenewables.com). Make sure to review your personal on-site renewable energy estimate via our MyWatts™ Renewables Estimator!

## Products and Services

### Conserve

Our conservation products deliver the ideal balance of resource conservation, efficacy, and value. We only sell products that have consistently proven to be best-in-class. These kits are available in pre-selected configurations or individually customizable bins via [www.chooserenewables.com](http://www.chooserenewables.com).

- **FreeWatts™ Twenty** – These products, when properly installed, should save you at least 2,000 kWh of electricity and 20% of your heating/cooling costs per year.
- **FreeWatts™ Ten** – These products, when properly installed, should save you at least 1,000 kWh of electricity and 10% of your heating/cooling costs per year.
- **FreeWatts™ Five** – These products, when properly installed, should save you at least 500 kWh of electricity and 5% of your heating/cooling costs per year.



### Offset

By purchasing Renewable Energy Certificates (RECs) you are displacing other non-renewable sources from the electric grid. You still buy electricity from your current supplier, but you also purchase all of the environmental attributes for a specific quantity of renewable generation from Choose Renewables. We sell 100% New Wind Green-e Certified RECs called CleanWatts™. The Green-e Program certifies that CleanWatts™ meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions. For more information on Green-e certification requirements, call 1-888-63-GREEN or log on to [www.green-e.org](http://www.green-e.org).

- **CleanWatts™ Promise Plan** – 1,200 kWh of CleanWatts™ per month – enough to offset up to 100% of the electricity used in a large home.
- **CleanWatts™ Commitment Plan** – 900 kWh of CleanWatts™ per month – enough to offset up to 100% of the electricity used in an average home
- **CleanWatts™ Choice Plan** – 600 kWh of CleanWatts™ per month – enough to offset up to 100% of the electricity used in a small home, apartment, or other small abode.
- **CleanWatts™ Custom Plan** – You choose the number of kWh of CleanWatts™ per month by purchasing any number blocks containing 150 kWh each.



### Generate

Choose Renewables helps you make a great renewable energy decision for on-site generation. Our MyWatts™ Renewables Estimator provides a preliminary estimate of your on-site renewable energy potential. Our detailed analysis, using data collected at your planned installation site, provides you the insight you need to make a great on-site renewable energy investment.

- **MyWatts™ Renewables Estimator** – Our online tool provides you with a quick estimate of your on-site renewable energy potential.
- **MyWatts™ Detailed Energy Study** – We send you the hardware so you can gather the data. Return it to us and we'll follow-up with a detailed analysis of the renewable energy potential at your specific location.
- **MyWatts™ Wind and Solar Systems** – We are partnering with best-in-class wind and solar renewable energy system manufacturers to deliver 100% on-site renewable energy at your location.



### Invest

Help to shape the future by investing in companies developing state-of-the-art renewable energy technology. We can connect you with mutual funds investing in socially-responsible businesses or consider other investment vehicles focused specifically on renewable energy.

- **FutureWatts™ SRI Funds** – We are partnering with best-in-class mutual fund companies focused on socially-responsible investing.
- **FutureWatts™ Renewable Energy Funds** – We are partnering with best-in-class mutual fund companies offering renewable energy-focused investments.
- **FutureWatts™ Lender Match** – We are working to create a mechanism that will match lenders with borrowers for on-site renewable energy implementations using peer-to-peer lending. Stay tuned to [www.chooserenewables.com](http://www.chooserenewables.com) for more information.





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



**Choose  
Renewables™**  
educate. evaluate. empower.™

**Choose Renewables, LLC**

3400 Innovation Court

Grand Rapids, MI 49512

(616) 975-4886

(877) 975-4950 (Toll Free)

Email: [contact@chooserenewables.com](mailto:contact@chooserenewables.com)