



POWERED BY  
ZENO RENEWABLES

THE SUN'S GUIDE TO  
**GOING  
SOLAR**  
IN ALBERTA



THE SUN'S GUIDE TO GOING SOLAR IN ALBERTA

[HiretheSun.ca](https://hirethesun.ca)

# WHY GO SOLAR IN ALBERTA?



**Hey Alberta, it's me, the Sun. You know, the one lighting up your skies more than 300 days a year.**

You and I? We've got a good thing going. And now we can take it to the next level. Alberta is one of the sunniest places in Canada, and that means your home is in a prime spot to tap into solar power. With coal on the way out and renewables on the rise, the province is shifting, and you've got a front-row seat to my show.

Here's what happens when we team up:

- **Lower energy bills** (more money stays in your pocket)
- **Protection from unpredictable electricity rates** (those spikes? Not your problem)
- **Increased home value** because smart upgrades matter
- **Energy independence** (you're running your own show)
- And yes, you'll be doing your part for the **planet**

And thanks to Alberta's deregulated grid, you can even earn credit for the extra energy you don't use. That's right, I shine, your panels work, and the grid pays you. Not bad for something that rises every day for free. Read more [here](#).

**I'm a giant ball of  
burning plasma.**

# HOW SOLAR WORKS IN ALBERTA

## Let's break it down, how do your rooftops turn my rays into real, usable power?

Every morning, I rise over Alberta and pour sunlight across rooftops, acreages, and prairie skies. Your solar panels, those clean, modern rectangles, are built to catch every bit they can. They're made of photovoltaic (PV) cells that absorb my light and convert it into direct current (DC) electricity.

But your home runs on alternating current (AC), and that's where the inverter comes in. It takes my DC power and flips it into AC, ready to run your lights, fridge, furnace fan, even your EV if you've got one.

### Here's where Alberta gets interesting.

Most solar homes here are connected to the grid through a system called **Micro-Generation Regulation**. That means when you generate more power than you use (usually during the day, when I'm really showing off), the extra electricity flows back to the grid. Your retailer credits you for it. Think of it as turning my sunlight into savings.

And yes, I'm still showing up in the winter. Even when it's cold or cloudy, your panels keep working. In fact, solar often performs better in the cold, panels love chilly temps as long as they've got light. Seasonal swings are factored into your system design, so you'll know what to expect.

I deliver  
more  
energy  
to Earth  
in 1 hour  
than  
humans  
use in  
an entire  
year.

# HOW SOLAR WORKS IN ALBERTA (CONT'D)

## Here's how it works:

- 01 | I shine.
- 02 | Your panels soak up my energy.
- 03 | An inverter turns it into electricity you can use.
- 04 | Your home runs on solar, and extra power earns you credit.
- 05 | You save money and reduce your carbon footprint.
- 06 | I'll do the rest.

## Where I rise in Alberta.

Let's talk angles, because where I rise and set plays a big role in how much solar energy you can harvest.

Here in Alberta, I rise in the east and set in the west, just like everywhere else, but my exact path shifts with the seasons, thanks to Earth's tilted axis. In the summer, I take a high arc across the sky and shine for long stretches. In the winter, my path is lower, but I still show up, and Alberta's crisp, clear skies help make the most of it.

So, what does this mean for your solar setup?

- South-facing roofs usually get the best year-round exposure.
- East or west-facing panels can still produce well, especially if your energy use peaks in the morning or evening.
- And the most important thing? A clear line of sight. No big trees or tall buildings blocking my rays.

Give me a good angle, and I'll take care of the rest. Rain or shine, summer or snow, I'm here for it.

# WHAT DOES SOLAR COST IN ALBERTA

**Sure, I shine for free (you're welcome), but turning my light into electricity takes a bit of an investment up front.**

In Alberta, a typical residential solar system costs between **\$15,000 and \$30,000**, depending on your roof size, energy use, and system setup. It might sound like a big number, but here's the bright side: once your system's installed, I go to work every single day, helping you lower your power bills and reduce your reliance on the grid.

Most homeowners see their system pay for itself in **8 to 12 years**, sometimes even faster depending on how much power you use—and how much you send back to the grid.

That's where Alberta's **micro-generation** system comes in. When you generate more electricity than you need, the surplus flows back into the grid and earns you credits on your bill. Over time, that means more savings, more predictability, and less stress over rising energy rates.

And don't forget:

- Many homeowners see a boost in property value, often \$40,000 or more.
- Solar systems are low-maintenance and built to last 25+ years.
- You're locking in long-term savings by using a fuel source (me) that never sends a bill.

Let's just say: I'm the most reliable employee you'll ever hire, and I don't take coffee breaks.

## Alberta Summary:

**Avg Sunlight Hours:** 2,300-2,600

**Solar Potential:** 1,200-1,400kWh/kW per year

**Payback Period:** 8-12 years

**What You'll Save:** \$25,000-\$40,000+

**Warranty:** 25 years on panels



**I'M NOT  
ACTUALLY  
YELLOW**

# WHAT DOES SOLAR COST

## IN ALBERTA (CONT'D)

**What is solar potential? kWh/kW per year is a way to describe how much electricity a solar system produces, relative to its size, over the course of a year.**

### Breaking it down:

kW (kilowatt) = the size of your solar system (its power capacity).

kWh (kilowatt-hour) = the amount of electricity it produces or you use.

So, kWh/kW/year = how many kilowatt-hours of electricity each kilowatt of your system produces per year.

This number helps estimate:

- ➞ How much energy your system will generate
- ➞ How much you'll save on your electricity bill

See for yourself with our [Solar Savings Calculator](#)

**I travel  
fast  
– like,  
really  
fast.**

# INCENTIVES & REBATES

I may rise and shine for free, but I know that installing solar panels and energy upgrades can come with upfront costs. The good news? There's a growing list of programs designed to help you bring me onboard, with less strain on your wallet.

## Canada Greener Homes Loan

Looking for a little extra solar support? This **interest-free loan** has your back.

- Borrow up to **\$40,000 interest-free**, repayable over **10 years**
- Use it for solar panel installations and other energy-efficient upgrades
- The program just got an extra **\$600 million** in funding because, well... a lot of folks are eager to work with me

It's a golden opportunity to lower your energy bills, boost home efficiency, and make a meaningful impact on the environment, all while putting me to work.

I've been shining for **4.6 billion years**, and I've got about 5 billion more to go. That's a lot of **free energy** just waiting to be used. That's **more reliability** than most alarm clocks, and definitely more than your utility bill.

# INCENTIVES & REBATES (CONT'D)

## Clean Energy Improvement Program (CEIP)

The **Clean Energy Improvement Program (CEIP)**, through Alberta municipalities, helps you install solar panels (and other energy upgrades) without the big upfront cost. Think of it as a way to harness my power now, and pay it off over time, while you're already saving on your energy bills.

Here's how it works:

- ➔ You can finance **up to 100% of the project cost**, panels, equipment, and installation.
- ➔ You pay it back gradually through your **property taxes**, over as long as 20 years.
- ➔ If you move? No problem. The payments stay with the home, so the next owner keeps paying, and keeps soaking up my rays.
- ➔ It's only available in certain Alberta municipalities for now, but the program's growing fast (Calgary, Edmonton, Lethbridge, Medicine Hat, and Airdrie, to name a few - [view the full list here](#)).

So if you're ready to make the switch, but the price tag is holding you back, CEIP might be the nudge you need. I'll bring the sunlight, this just makes it easier for you to catch it.

## Micro-Generation in Alberta

Here's the deal: when you've got solar panels and I'm shining bright, sometimes you'll make more power than you actually need. That's where Alberta's micro-generator system comes in.

Let me walk you through it:

- 01** | I shine.
- 02** | Your panels soak up my energy and power your home.
- 03** | When you're making more than you use, the extra electricity flows back to the grid.
- 04** | Your power company gives you a credit in dollars for that surplus energy.
- 05** | Later, like at night or in the winter, you use those credits to lower your electricity bill.



# INCENTIVES & REBATES (CONT'D)

In Alberta, you get paid at the same rate you pay for it, which is fixed.

Once registered as a micro-generator, you can go through partners like the Solar Club Loyalty program, an exclusive membership offering solar micro-generators premium rates, AIR MILES® Reward Miles™, access to Carbon Offset Credits, and cash back for their contributions.

You'll still have to pay some fixed fees to stay connected to the grid, but overall? Micro-generation helps turn every sunny day into real savings. You generate. You share. You save. I'll handle the shining.

## Edmonton's Change Homes for Climate Program:

Hey Edmonton landlords and property owners, this one's for you. If you've got a building with four or more units, the City of Edmonton wants to help you bring me into the mix. Through a special incentive program, they're offering \$0.50 per watt toward the cost of your solar system.

Here's how it breaks down:

- You can get up to \$4,000 per unit,
- With a maximum of \$100,000 per property owner per year.

That's real money back for putting me to work on your roof—and helping your tenants save on energy costs too. Whether you manage one building or a whole portfolio, this rebate is a solid way to make solar even more cost-effective.

So if your properties qualify, now's a good time to let me do what I do best—shine, save, and support a cleaner future.

# INCENTIVES & REBATES (CONT'D)

## Lethbridge's SunRidge BuiltGreen Homeowner Rebate

Hey Lethbridge! If you're building in the SunRidge community, we've got something special going on.

This neighbourhood was designed with me in mind—energy-smart, environmentally conscious, and full of potential. And now, if you're putting up a BuiltGreen-certified home with solar included, you could qualify for a rebate of up to \$3,500 through the SunRidge BuiltGreen Homeowner Rebate.

And hey, I get it, beyond burning energy bills **I'm not great with paperwork**. Lucky for you, the team at Zeno Renewables knows this stuff inside and out. They'll help you apply for every rebate, loan, and incentive, and make sure you don't get lost in the red tape.

Let's face it: you've already got the most reliable energy source in the solar system. Now you've got the support to make it happen. Let's get glowing.



The light I shine takes just  
**8 minutes** and **20 seconds**  
to travel **150 million km** and reach  
your roof. That's some express delivery.

## WHAT TO EXPECT:

# THE SOLAR INSTALLATION PROCESS

**While not every solar installer is the same, here is how I partner with Zeno Renewables.**

## Step 1: Initial Consultation

This is where the journey begins. You'll meet with a sustainability specialist who'll dig into your energy usage, answer all your questions, and explore the incentives available in your area to help you bring me into your home, efficiently and affordably.

## Step 2: System Design

Once they know what you need, the team gets to work designing a system that makes the most of my light and your space. After you approve the custom plan, they handle everything from site checks to assembling the perfect solar solution tailored to you.

## Step 3: Permits & Utility Approval

There's some paperwork to handle before I can do my job, things like permits, utility interconnection agreements, and incentive applications. Don't worry, Zeno's team takes care of it all so you don't get lost in the red tape.

## Step 4: Professional Installation (2–3 days)

Once everything's approved and ready, the real magic happens. Certified electricians install your panels and make sure everything is up to spec. I'll be watching from above, ready to shine on your new setup.

## Step 5: Final Inspection & Grid Connection

After installation, Zeno runs a full internal audit to ensure the system meets their high standards. Then it's time for the city inspection to certify everything. Once that's done, it's the big moment. Your system is turned on and I officially become part of your home energy team.

## Step 6: Monitoring & Ongoing Support

Once I'm on the job, Zeno will introduce you to your system monitoring app so you can track how much of my energy you're using (and saving). You'll also get a full walkthrough, documentation, warranty info, and the **Zeno Money-Back Production Guarantee**, so you've got full peace of mind.

---

From consultation to commissioning: the full process typically takes 8 to 12 weeks. This process may be longer if applying for a loan or an incentive.

So if you're ready to bring me on board, know that you'll be in good hands. I've got the power, Zeno makes it happen.

# FAQS

## FOR ALBERTA HOMEOWNERS

### Q: Do I need a battery?

A: Not unless you want off-grid backup. If you want more independence, adding battery storage lets you save my energy for use at night or during outages.

### Q: What kind of maintenance is required for panels in Alberta?

A: Solar panels are low-maintenance and require minimal upkeep. You can monitor my production right from your phone in real-time!

### Q: What about winter and snow?

A: Just because it's cold doesn't mean I'm not doing my job. Solar panels work on light, not heat. In fact, cooler temperatures can actually improve panel efficiency. As long as I'm out (even on cloudy days), I'm still sending photons your way.

While snow coverage can impact production, our dry precipitation in Alberta mitigates any sticky snow and the rest through the tilt angle. Seasonal production should be included in your estimate so there are no surprises.

### Q: Will solar work with FortisAlberta, ENMAX, or ATCO?

A: Absolutely. I work with all major Alberta utilities and retailers, including FortisAlberta, ENMAX, ATCO, and more. Whether you're in a rural area or a major city like Calgary or Edmonton, your solar system can be connected to the grid and eligible for Micro-Generation Regulation.

### Q: What About My Roof?

A: Great question, and an important one. Let's talk rooftops (after all, that's where I do most of my work). If your roof is getting close to the end of its lifespan (typically around **15 to 20 years** for asphalt shingles), it's a smart idea to **replace or repair it before installing solar panels**. The good news? I shine on all kinds of rooftops. Solar works well with most materials, including:

➞ **Asphalt & Cedar shingles:** No problem. These are the most common and solar-friendly surfaces.

➞ **Metal roofs:** Ideal! Super durable and easy to mount on most (but not all) metal installs.

➞ **Flat roofs:** I've got solutions for those too, panels can be installed on angled racks to catch more of my light.

If unsure, you can usually request a free assessment from a reputable local roofing company.



POWERED BY  
ZENO RENEWABLES

# REAL ALBERTA HOMEOWNERS, REAL RESULTS

## **Paul LaClaire**

Calgary, AB

"Zeno was incredible to work with from start to finish. They helped design the right system for our needs and guided us through every step of the Greener Homes grant and loan applications. The entire process was seamless. Zeno handled permits, utility coordination, and inspections, all with their own in-house team. Once installed, they walked us through the app and final paperwork. Professional, friendly, and always on time. Zeno should be your first choice for solar."

## **Mark Jaskiewicz**

Edmonton, AB

"I highly recommend Zeno. I just recently got a system installed and it was an excellent experience from start to finish. From helping walk me through the planning process, grants and loans, and the final turnover process. To the operations side promptly answering questions and getting through all the paperwork involved. To the team of installers and just how professional, clean, hardworking, and friendly they were (especially considering just how difficult my attic access is!). The workmanship of the final install is fantastic, their attention to detail and a quality end result is obvious. Thank you all. Post install support has been amazing too. Choose Zeno, you won't regret it!"

# WHY CHOOSE ZENO?

- 700+ 5-Star Google Reviews - the most in the industry
- Consumer Choice Award 5x Winner
- 25-year panel warranty, lifetime craftsmanship warranty
- Turn-key and Seamless, ongoing support through permitting, incentives and post-installation
- Trusted by hundreds of homeowners across Alberta

**They're not just installing panels,  
Zeno has partnered with me to work  
for you!**

# READY TO EXPLORE SOLAR ?

## Download and View My Resume!

See why I'm the most qualified candidate for your rooftop.

From billions of years of experience to 100% renewable energy output, I'd like to say I have a glowing track record. Check out my resume that's lighting up inboxes everywhere.

[Download the Sun's Resume](#)

## Use Our Solar Savings Calculator

Curious on how much in energy costs we can save together? Let's crunch the numbers.

Get a personalized estimate of how much switching to solar could save you based on your home, usage, and location in Alberta, we've got you covered.

[Solar Savings Calculator](#)

## Book a Free 20-Minute Virtual Consultation

Let's talk about solar, no pressure, just sunlight.

Have questions about panels, pricing, or whether your roof is even a good fit? Chat with one of Zeno's local solar advisors in Alberta (not robots, promise) and get the clarity you need to take the next step.

[Talk to a Solar Expert](#)