

# Turn Sunshine into Solar Energy and Save with PlugPV

By Jeanne Cotroneo Darrow

Few people still make a living by going door to door. Anthony Cappelletti is one of them. He joined one of his four brothers at solar energy industry leader PlugPV in 2020, shortly after a motorcycle accident had left him with one leg. Forced to pivot from construction, he started a career in solar. “It sounded like fun, educating people and saving them tons of money,” says Tony, who was knocking on doors in crutches even before he got his prosthetic.

Today, the Arlington High School graduate is PlugPV’s lower Hudson Valley district manager, leading a team of 25 at the pioneering company that has defined the landscape as a turnkey solution for solar installation, including all design, engineering, financing, operations and maintenance services. “We do everything in-house,” explains Tony. “Nothing is subcontracted out.”

## HOW SOLAR WORKS

Simply explained, an installation consists of mounting solar panels to a bracket system on your roof. The panels are wired together, and the captured energy flows into a smart inverter that switches the current and feeds your house. “Any excess energy goes out onto the grid, and when you need it, you pull it back at no cost to you,” Tony explains.

Homeowners can monitor their system through any smart device and watch it make power in real-time, which is metered through a point system created by New York State. There are no moving parts to break, and everything has a 25-year warranty.

## A COST-SAVVY SOLUTION

Homeowners interested in solar should start with an initial consultation, which involves “educating residents about New York State’s renewable energy mandate, their connectivity to the grid, and how solar can protect them from exposure to utility company rate hikes,” explains Tony, who just needs a recent energy bill to obtain the home’s usage. “If they understand and like the option of giving up their Central Hudson bill and redirecting that money into their own home, we get them qualified and come back with a free code-compliant drawing of their custom installation based on measurements we take.”

That qualification process involves a soft credit check (since financing is involved), a few measurements and a determination that the house has enough sunlight exposure. But the most important factor for moving forward, Tony insists, is that each homeowner truly understands every aspect of their capital improvement project, including the report he provides showing how much guaranteed power they’ll generate.

Once they do and decide to move forward, PlugPV will “obtain their permits, communicate with the state and Central Hudson on their behalf and install their system—without a penny being paid out of pocket,” says Tony. “You don’t pay until your system is making power and you can stop purchasing it from Central Hudson.” Most systems are up and running within three months of the initial consultation.



Plug PV’s Tony Cappelletti helps neighbors save money through solar. After losing his leg in a motorcycle accident, he’s found purpose in becoming a husband to Makayla, a father to Gianna, and in raising money to supply prosthetics to adaptive athletes.

## SIGNIFICANT SOLAR INCENTIVES

A number of factors are enticing homeowners to move forward now: state (New York pays a flat \$5,000 and all upfront costs) and U.S. government (a 30% federal tax credit) incentives, the lure of a fixed monthly payment to replace their ever-rising utility bill, and permanent system ownership that adds significant value to their homes. “This is not a lease—you own your power system,” says Tony, adding that homeowners typically save tens of thousands of dollars over a seven-year period.

As he cautions, the utility now charges its customers an extra fee to make up for the revenue loss from customers who have gone solar, and Central Hudson is approved to raise rates again in July. He says the government incentives could end, and Central Hudson could even stop allowing customers to go solar.

## WHY PLUGPV

Veteran-owned PlugPV is the largest and best-rated installer in New York State. “That’s because we’re nimble and responsive to our customers, which I learned not just by working here but by being a customer myself,” says Tony. He and another brother use PlugPV systems to power their local rental properties. PlugPV also provides battery storage systems—Tesla Powerwalls that serve the same purpose as a generator—and home-installed electric vehicle (EV) chargers.

“With PlugPV, there’s no 800 number or waiting on hold when you need help. You have my mobile number, and you’re my priority, no matter the day or time,” says Tony, who loves the relationships he builds in the community, as he sits at kitchen tables every day, helping his neighbors and learning their stories.

His own journey is a story of inspiration. After his accident, Tony made it his life’s mission to uplift those in need. He shares untold stories of warriors on a podcast called *Two Dudes Three Legs*, which he hosts with his PlugPV regional manager. Together, they’ve so far raised \$30,000 to supply prosthetics to adaptive athletes. As to his own inspiration, he married and became a father to his 10-month-old daughter and now lives each day “focused on what really matters.” ♦

