

## Solar Carport Valuation

*Valuing the potential of solar carport installations at airport parking facilities nationwide*

### Project/Challenge

Enhance the competitiveness of bid pricing and understand the return on adding solar electricity generation to property assets.

### Solution

Greenleaf Advisors evaluated 13 locations through a physical lens, using tools to evaluate potential solar incidence, character and orientation of parking spaces, degree of shading and other land use concerns. Greenleaf Advisors then viewed each location through a financial lens, using a custom tool that considered the federal, state and local incentives and the cost of installation to develop a custom net present value and internal rate of return for each location.



### Results

Greenleaf Advisors prepared a comprehensive report that informed the bid package and positioned the client for success. In addition, our firm identified several new strategies related to European growth and emerging technologies that would greatly enhance the potential value of solar generation at airport parking lots. Further, Greenleaf Advisors began research on the influence solar generation would have on the growing market for electric and plug-in hybrid vehicles. Initial efforts point toward value in capturing a loyal customer base through a corporate social-responsibility communication plan.

### Why Greenleaf Advisors

Greenleaf Advisors was uniquely positioned to fill this role because of our ability to:

- Tap into a strong network of leading solar installers and technicians.
- Respond quickly and professionally to demanding time lines.
- Understand both the science and the business propositions needed for a successful bid.