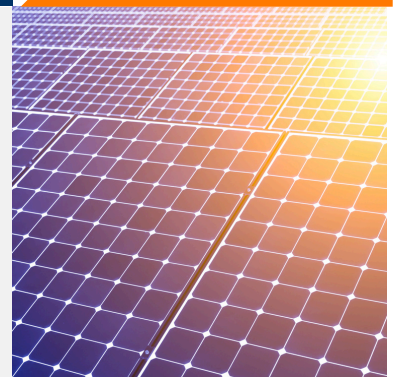
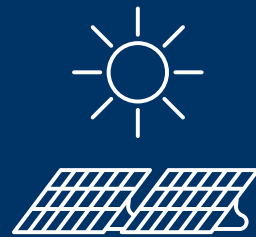


# Opportunities for Washington Businesses with **Commercial Solar**

A Practical Guide to Reducing  
Operating Costs and Increasing Long-  
Term Asset Value

**Solara Solar**

*Washington State  
Commercial Solar Experts*





A man and a woman, both wearing yellow hard hats and dark blue work shirts with reflective stripes, are on a rooftop. The man is crouching on the left, looking at a solar panel. The woman is standing on the right, holding a tablet and looking at the man. The rooftop is covered with rows of solar panels. Two vertical orange lines are positioned on either side of the text.

Smart companies  
are just waking up  
to commercial  
solar as a **strategic  
investment**, not  
just clean energy



# Why Commercial Solar?

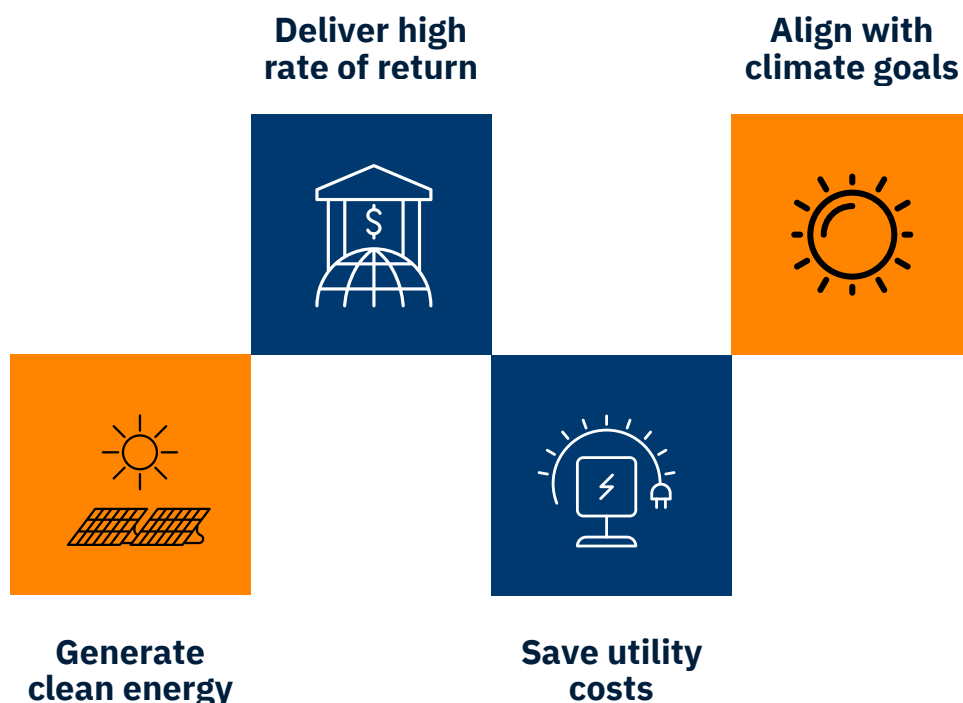
## A CORE FINANCIAL STRATEGY FOR PROPERTY OWNERS, BUSINESSES & NONPROFITS

**By generating power on-site, organizations can lock in long-term energy costs, reduce exposure to utility rate increases, and turn unused roof or land space into a productive asset.**

Commercial solar is best understood as a capital investment rather than a sustainability expense.

Most projects deliver predictable cash flow, attractive internal rates of return, and payback periods that outperform many traditional capital improvements.

In this way, commercial solar has become a core financial strategy for property owners, business operators, and nonprofits.





## WHY THE TIME IS NOW IN WASHINGTON STATE

Washington businesses are facing rising electricity costs, increasing sustainability expectations, and competitive pressures to operate more efficiently. State clean energy policies make now a strong time to explore commercial solar.

## THE ECONOMICS OF COMMERCIAL SOLAR

Commercial solar is best understood as a capital investment rather than a sustainability expense. Projects deliver predictable cash flow, attractive internal rates of return, and payback periods that outperform other capital improvements.



## WHAT DETERMINES SOLAR ROI

Solar project performance depends on several factors including utility rates, system design quality, available incentives, financing structure, and long-term operations and maintenance planning.

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# Exploring **Community Solar**:



## **PUT YOUR ASSETS TO USE**

Use your facility roof, parking lot, or land to host a shared solar array. You can take a portion of the output for your own operations and dedicate the rest to tenants, neighbors, or community partners.



## **OBTAIN GRANTS & FUNDING**

Community solar projects can combine federal tax incentives, Washington Department of Commerce grants, and WSU Community Solar Expansion Program incentives for a powerful funding stack that reduces net cost.



## **CHOOSE THE RIGHT FIT**

You can participate as a host site, subscriber, co-developer, or program partner. That flexibility makes community solar a fit for organizations of many sizes and sectors.



**Community solar isn't just a feel-good initiative — it's a strategic tool for managing energy costs and serving your community.**

In Washington state, community solar is especially powerful because it can be paired with a number of available incentives and grants. Businesses and nonprofits can play a central role by hosting the project, co-developing it, or serving as an anchor subscriber.

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# Here's How to Get Started:

Once you have decided to look more closely into commercial solar as an investment, take these next steps:

## STEP 01

Collect recent utility bills and basic site details so you can understand your current energy use, costs, and whether your facility is a good candidate for solar.

## STEP 02

Decide what matters most — lower operating expenses, long-term ROI, sustainability goals, or resilience — so your solar project can be evaluated properly.

## STEP 03

Engage a commercial solar provider to assess system options, feasibility, and incentives, and receive a clear customized plan with costs, savings, and next steps.

## HOW TO EVALUATE COMMERCIAL SOLAR PROPOSALS FROM MULTIPLE CONTRACTOR BIDS

Not all solar proposals are created equal, and surface-level pricing rarely tells the full story. Commercial decision-makers should look beyond upfront cost and understand how each proposal is structured.

Key assumptions around energy production, utility rates, and system degradation directly impact projected savings and should be reviewed. Equipment selection also matters. Module, inverter, and racking quality influence reliability, maintenance needs, and long-term performance.

Installer experience is critical. Projects of a commercial scale require proven expertise to deliver reliable outcomes.



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# Get In Touch

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