

## **Reasons Why it's a Good Idea to Invest in Solar Energy**

In 2012, a large push in solar energy investment has been seen. The biggest reason for this is that there is an international aim to find the most renewable, efficient and eco-friendly mode of providing energy globally. The many discussions of carbon footprints, greenhouse effect and global disasters like climate changes are motivating investors to look into other means of providing energy that not just prevents the environment from getting damaged further but also provides a necessary profit to the businesses. The more amount it costs to provide electricity to a factory, the lesser the profit margins of companies. The high cost of energy has made an impact on many people from driving a car to how much money it takes to simply heat up or cool down their homes. Everyone is looking for a solution to an affordable and healthy means of energy.

Many organizations like the US Department of Energy are researching to provide a solution for the energy crisis that is being faced all over the world. These days strong investors are finding out reasons to invest in solar energy companies and projects and are paying billions of dollars so that they can come to fruition. This is a good reason for others to understand where to put their money.

Apart from the environmental issues that dictate the need for sustainable energy forms like solar, another reason to invest in this area is financial. The growth of job opportunities in the solar power industry brings in more profit to the country creating higher purchasing power and increased tax revenues for R&D. More and more people are turning towards solar energy for their domestic and commercial use as the price of solar energy steadily decreases and becomes more competitive with natural gas and oil.

Another reason for investing in the industry of solar energy is the future of smart grid integration and growth. When investors look at national utility companies that are investing on grids to help integrate solar energy as well as natural gas for electricity generation, this is a good sign that solar power is here to stay. Investments in utility companies have always been quite safe. Aside from this, almost all utility companies have been here for decades and are now interested in creating projects to integrate solar panel systems as well that work both ways. Not only will they send out electricity to their consumers but will also be getting an influx of electricity from households and businesses that are producing solar energy on their own. This will also create further jobs for upgrades involving everything from analytics to grids.