



The Radiant Store, Inc

Terry Moag - President

well to solar electric systems and offer a return on investment that is superior to any other solar technology.

SM: What separates your company from other retail solar stores?

TM: For one thing, we are not a retail store. The name "The Radiant Store" really is a play on words as we are storing radiant energy with our products. We are a full-service supplier and installer of solar thermal systems. Because every solar system design is different depending on the site, the mechanical systems and other important considerations, our approach has been consultative and comprehensive when it comes to recommending a solar solution that is right for a customer. Tailored solutions are the norm in this business. I think our value proposition to a customer is that we have the knowledge and the experience to design, install, and service the optimum solar system for each person's situation.

SM: When starting your company you had to overcome many obstacles. What was your greatest obstacle and what inspired you to carry forward your mission statement?

TM: There were several. For one, we did not have a market back in 2005 for integrated solar thermal systems. It was just not something the United States was doing to any meaningful degree. So bootstrapping in an underdeveloped market was not easy. Aside from that there are the challenges of being a start up: capital, eighty-hour work weeks ... the usual stuff.

SM: How did you wind up at the Saratoga Technology + Energy Park®(STEP®) in Malta?

TM: I was looking to grow the business. STEP offered an opportunity to join a diversified group of clean-technology businesses, and I thought my presence here would help. And it did—in the past year since I arrived at STEP, business has doubled from \$600,000 to \$1.3 million.

SM: What energy efficiency return on investment can your company provide for your customers?

TM: We typically find that investment in a solar thermal system will pay for itself in three to five years and produce positive cash flow for up to thirty years. Contrasted with solar electric, which has paybacks in the ten to twelve-year range, it is really favorable. Systems generally price in after incentives between three and five thousand dollars, which makes them affordable for the average homeowner.

SM: With oil and gas prices rising, what is the best recommendation you can make for your customers?

TM: We are a company that approaches energy efficiency in a comprehensive way. Normally we recommend conducting an energy audit to get a baseline on how you can improve your home's energy efficiency. The New York State Energy Research and Development Authority (NYSERDA) offers a variety of incentives to homeowners looking to go green as well as reduce their carbon footprint overall. Sometimes insulating is all that is required, sometimes renewable energy makes sense, or maybe a high efficiency boiler or furnace is the right choice. The main thing is to get a professional to evaluate the situation and give you the facts so you can make an informed decision.

Success Magazine: When did you open The Radiant Store, Inc? What inspired you to open your own solar energy company?

Terry Moag: In 2005 I felt like the market was ready for an applied technology solar thermal company. I was in a unique position because I had the knowledge and an opportunity to partner with a European company looking to expand in the US. What really inspired me was being on the cutting edge of a new technology. I was at a point where I needed to feel challenged and had become disillusioned with the lack of leadership in the states when it comes to an energy policy. I felt like I could make a positive difference on a local level.

SM: Terry, what is the focus of the products and services of The Radiant Store, Inc?

TM: The Radiant Store is a solar thermal installer. Photovoltaic solar, which creates electricity, collects a fraction of the electromagnetic light spectrum and converts that energy to electricity. But our solar-thermal systems collect solar energy in a broader light spectrum, and the panels produce heat that is used for everyday things like hot water preparation, radiant heating, or pool heating. It is roughly seven times more efficient than making electricity with solar. On a global level, solar thermal has been far more widely embraced.

Our products compare favorably in price as

Radiant Store

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