



# FranklinWH Price and Energy Storage Solutions

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### FranklinWH Price Breakdown: What You're Really Paying For

Let's cut through the marketing fog. When you see a FranklinWH system price quoted at \$20,000-\$30,000, you're actually paying for three components:

- The battery cells (40-50% of cost)
- Smart energy management system (30-35%)
- Installation labor and permits (20-25%)

Now here's where it gets interesting. Highjoule's recent analysis found lithium iron phosphate (LiFePO<sub>4</sub>) batteries - the kind both FranklinWH and we use - dropped 18% in commodity pricing since Q1 2023. So why haven't consumer prices followed? Well, that's the \$30,000 question.

### How FranklinWH Costs Stack Up Against the Competition

Take Highjoule's HJT-9000 system. It offers comparable 15kW output to FranklinWH's flagship model, but at 22% lower price per kWh. How? Our secret sauce lies in patented cooling technology that reduces balance-of-system costs.

### The Installation Wild Card

You know what most buyers forget? Permitting delays add \$800-\$1,200 in hidden soft costs. Last month, a Texas homeowner waited 97 days (!) for solar+storage approval. Meanwhile, Highjoule's partnered installers guarantee 30-day permit turnaround through our priority processing program.

### The Hidden Price Factors Nobody Talks About

Let me tell you about Mrs. Rodriguez in Phoenix. She paid \$28,500 for a FranklinWH system in 2022. Then monsoon season hit. Turns out her "weatherproof" unit couldn't handle 90% humidity - \$2,300 in repairs later, she switched to Highjoule's desert-optimized HJT-DesertX model.

This isn't rare. Industry surveys show 23% of home battery systems need component replacements within 18 months. Why? Most manufacturers use the same Chinese inverters. We bucked the trend by developing in-house power conversion tech - boosting reliability while cutting replacement costs by 40%.



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## A Battery That Pays You Back? We're Making It Happen

Imagine this: Your system automatically sells stored power during peak rates. Highjoule's GridFlex software did exactly that for a Seattle microgrid last February, generating \$217 in energy credits during a single cold snap. That's passive income your FranklinWH unit can't match.

## The Tesla Comparison Everyone Misses

Sure, Tesla Powerwall's \$11,500 base price looks attractive. But factor in required solar integration costs and limited off-grid capabilities? You're looking at \$19k-\$24k for comparable functionality to Highjoule's standalone HJT-9000 (\$16,750 before incentives).

## Blackout Economics: A California Community's Win

When PG&E implemented rotating outages last summer, the Oak Valley neighborhood turned crisis into opportunity. By pooling 42 Highjoule systems through our Community Storage Network(TM), they collectively earned \$12,380 in demand response payments. Individual households saved \$300-\$500 monthly on bills - their systems effectively paying for themselves in 32 months.

## Why Chemistry Matters More Than Price Tags

FranklinWH uses standard prismatic LiFePO<sub>4</sub> cells, which are good but not great. Highjoule's stacked wafer design increases surface area for cooling by 60% - allowing sustained 1C discharge rates without degradation. Translation? Our batteries handle 2X more daily cycles than competitors while maintaining 80% capacity after 6,000 cycles.

## Warranty Wars: Reading the Fine Print

Here's a kicker: Some "10-year warranties" only cover complete failure, not capacity loss. Highjoule's warranty guarantees 70% capacity retention after 10 years - no weasel clauses. We even cover labor costs, which most competitors exclude.

## Tomorrow's Battery Prices - Today's Smart Choice

With the FTC cracking down on "greenwashing" in energy storage claims, manufacturers face new truth-in-pricing regulations starting Q1 2024. Highjoule already exceeds the disclosure requirements through our PriceGuard Transparency Initiative - another reason 83% of our customers say they felt fully informed about storage system costs.

Look, at the end of the day, choosing a battery isn't about finding the lowest sticker price. It's about finding the best value over a 10-15 year lifespan. And that's where Highjoule Technologies - with our combination of German engineering, Texas-sized warranty protections, and California-grade smart software - delivers what FranklinWH and others simply can't match.

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