



2025

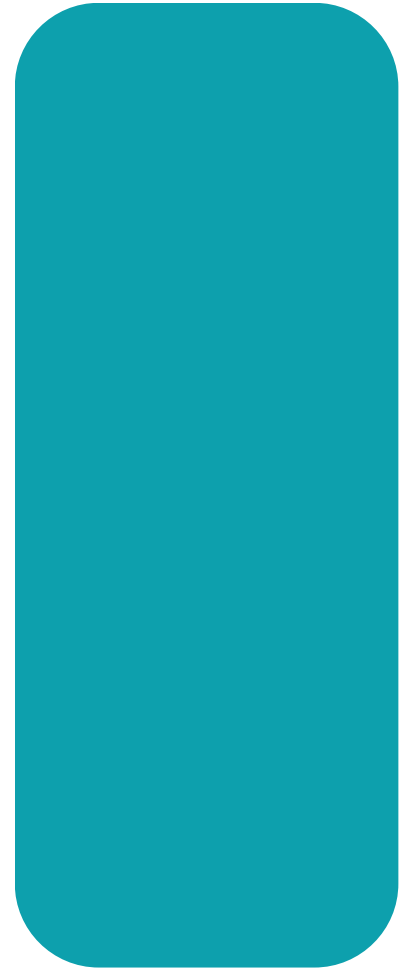
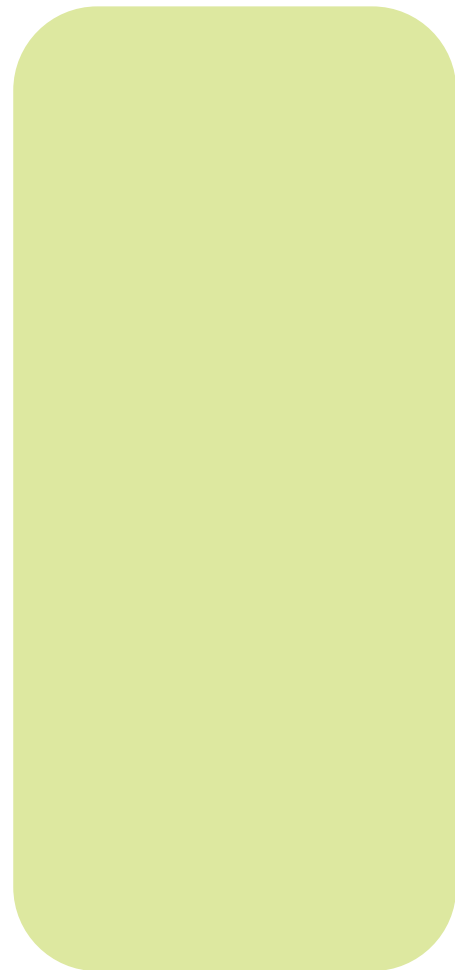
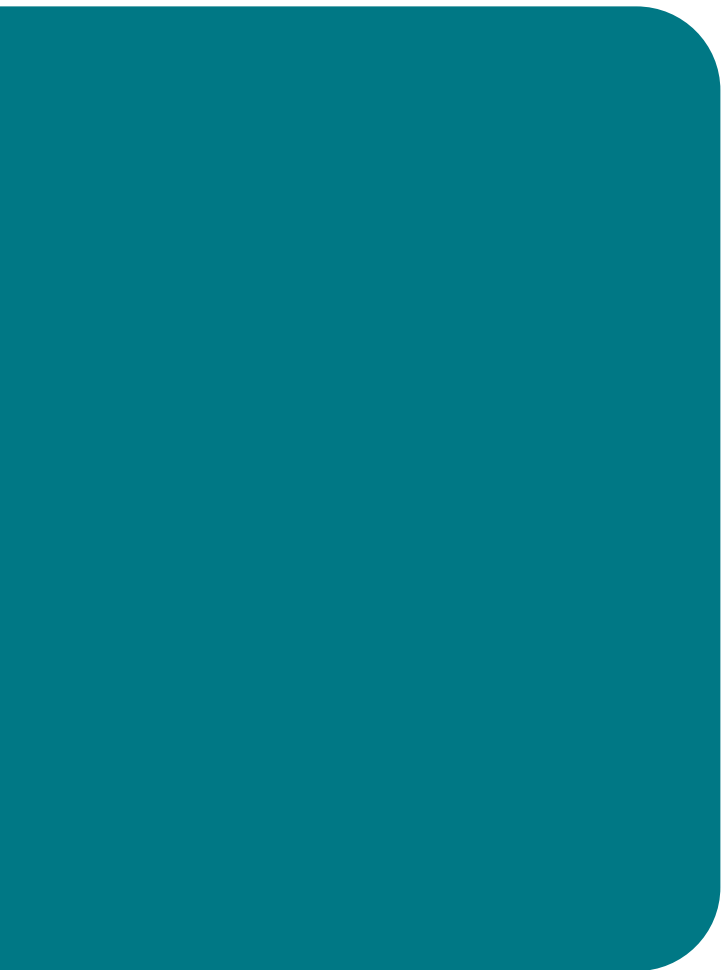
BENEFIT REPORT

Certified



Corporation

Sustainability,
Impact, and
Transparency



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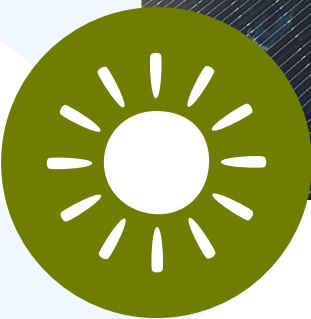
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^ Pictured above:
Graham, our co-owner
and head of solar sales
(Left) on a lobbying trip
to DC to advocate for
the solar industry
during budget cuts

> Pictured right:
Will, our co-owner and
CEO, talks as a press
conference hosted by
Solar United Neighbors
advocating for the
preservation of solar
tax credits. They were
not preserved.



Leading the Change Through a Changing Landscape

2025 was an action packed, 'keep you on your toes' kind of year. From incentive shifts, to policy threats, and through lots of uncertainty (and several trips to DC), we learned how to lean even more into our community and our core values.

Several policies impacting the work we do across all lines of our business were under threat. We were all hands on deck, mobilizing our team, customers, community, and industry partners — sending emails, making calls, and showing up to voice why clean energy and building performance is important for North Carolina.

In total, we racked up over 240 advocacy messages sent by our team to congressional representatives calling for the preservation of ENERGY STAR and DOE Zero Energy Ready Home programs, the extension of the 45L New Efficient Homes Credit, and saving the 25D Residential Clean Energy and 48E Clean Energy Tax Credits. We even got called out by Senator Tillis' office for flooding their office with impressive sustained reach outs.

Once it was all said and done, we had some wins but also some major losses. ENERGY STAR, DOE Zero Energy Ready Home, and 45L programs were saved, but we lost the Federal Residential Solar Tax Credit and the 48E Commercial Tax Credit will be phased out.

"It hasn't always been smooth. Our mission is going against the norm: changing the way the world makes and uses energy. Getting people on board with change is hard, especially in industries like energy and construction where there's a strong attachment to how things have always been done. We've faced legislative headwinds, tough housing markets, tariffs, and the general ups and downs that come with running a business over more than two decades.

The past year in particular was an interesting time to step into a new CEO role, with significant policy changes creating real uncertainty for our business. But what's kept us going through all of it is our mission, our people, and what we stand for. One of our core values is "Enjoy the Journey," and we take that seriously. The bumps aren't just obstacles; they're the experiences that push us to grow. If you're not being challenged, you're not moving forward. "

– Will Etheridge, CEO & Co-Owner

Through every unexpected shift, some things stayed constant — our team's dedication to our mission, and our commitment to doing business in a way that's good for people and the planet.

As we come up on our *quarter of a century* anniversary, we're excited to see where we'll be in the next 25 years.



Using Business as a Force for Good

What is a B Corp? B Corporations are purpose-driven businesses that are dedicated to balancing a triple bottom line (people + planet + profit). Certified B Corps are assessed every three years to meet rigorous standards of social and environmental performance, accountability, and transparency. These standards are continually improving, with a major update coming in 2025, pushing B Corps to re-evaluate their practices to find ways to become even stronger change makers and global community leaders.

Now in our 15th year as a Certified B Corp, the movement has come a long way since the first 82 B Corps were certified in 2007. We are now joined by 9,707 companies worldwide.

To qualify as a B Corporation, companies must complete the B Impact Assessment (BIA). The assessment has a total of 200 questions with a max of 200 possible points. B Corps must achieve a minimum of 80 points to become certified. Within the BIA, there are five categories that assess the full scope of a company’s practices from the fine details of day-to-day operations to the overarching big-picture impact of their business model.

We’re proud to be part of this global alliance of companies innovating for impact and building a B Economy that helps solve social and environmental problems for the long term.

SEM’s Scores

112.5

Overall

15.6

Governance

25.5

Workers

16.7

Community

50.5

Environment

4.0

Customers

Median
Scores*

6.2

18.3

10.5

24.1

1.9

**Median scores based on other companies’ performance in same size range*

Certified



Corporation

Declaration of Interdependence

We envision a global economy that uses business as a force for good.

This economy is comprised of a new type of corporation – the B Corporation – which is purpose-driven and creates benefit for all stakeholders, not just shareholders.

As B Corporations and leaders of this emerging economy, we believe:

- That we must be the change we seek in the world.
- That all business ought to be conducted as if people & place mattered.
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.
- To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.





Leading the Change Since 2001

Southern Energy Management (SEM) is the Southeast's rooftop solar and building performance expert based in Raleigh, North Carolina. We're a team of nearly 200 building scientists, solar professionals, and entrepreneurs dedicated to improving the way the world makes and uses energy.

Since 2001, SEM has offered energy efficiency, green building, sustainability consulting, and turn-key solar services for homeowners, builders, developers, nonprofits, and companies across the country.

We're passionate about continuously innovating and leading the energy market while maintaining our core values. We're also firm believers that businesses can change the world for the better, and we're committed to working toward that goal each and every day. We believe what you do is important, and how you do it matters just as much. Because of that, we're proud to be a Certified B Corporation!

It's our mission to help others achieve their sustainability goals. Now in our twelfth year as a B Corp, and with over two decades of experience behind us, this report is just one step in sharing the measures we are taking to meet our own sustainability goals by improving the way our company interacts with our team, community, environment, and customers.

Hoping you will learn a bit about us and what being a B Corp is all about. And as we like to say at SEM, SHINE ON.

Residential Solar

Helping homeowners lower bills & gain power security by harvesting the sun

Commercial Solar

Guiding businesses in saving money and investing in their operations

Builder Services

Working with builders to create more efficient homes and capture more value

Mixed-Use Services

Simplifying green building to help project teams create sustainable value

Zero-Energy

Pushing energy efficient homes to the next level with solar power

Consulting

Supporting builders and communities in telling their sustainability stories



< Our 2025 Shine On Award winners: Robert, Katherine, Josh, and Tony



Core Values



Seek Solutions



Have To Get To



Invest in the Greater Good



Never Settle



Enjoy the Journey



Governance

- Worker access to financial information
- Customers' opportunities to give feedback
- Diversity of the company's governing bodies
- Whether the company has adopted a social or environmental mission
- How the company engages its workers, board members, and the community to achieve that mission





Governance

Measure of the company's overall mission, ethics, accountability, and transparency

1 Mission Locked

In 2025, we officially became an LLC owned by seven long-term employees, who "mission locked" the business. That means our ownership team built a legal framework that requires us to consider all stakeholders (including the planet) in our decision-making, not just profit. This was a major contributor to our score increase.

1 B Corp Recertification

Southern Energy Management has officially completed our 6th B Corp recertification, raising our score by 15 points in the process! Not as a milestone to check off, but as a recommitment to how we show up for our customers, our team, our planet, and our communities.



10 Guidance Team Leaders

Our guidance team are the visionaries that chart the path for SEM. With the transition in ownership, Bob and Maria are cheering SEM on from the sidelines. The guidance team also enhanced several benefits including 8 hours of paid volunteer time and increased parental leave as part of SEM's 'Grand Life' vision.

72% Quarterly Rock Completion Rate

Each quarter, team members define 90-day priorities (or "rocks") that will contribute to achieving our company's vision. In 2025, we got closer to our 80% rock completion target, finishing with over 97 rocks started.



Workers

- How the company treats its workers through compensation, benefits, training, and ownership opportunities
- Management/worker communication
- Job flexibility
- Corporate culture
- Worker health and safety practices





Workers

Measure of the company's relationship with its workforce and the overall work environment

678 Hours of SEM YOUNiversity Courses in Leadership, Social, & Environmental Training Offered

SEM YOUNiversity is our internal professional development and life-skills training program, offered to all SEM team members. This equips our team with a shared toolkit to seek solutions as we work to lead the change!

By the end of 2025, our team clocked in at hours of internal training and participated in a total of 86 hours of JEDI conversations.

7% Team Members Internally Promoted

We strive to be open, honest, and cultivate a level of trust where all team members can share ideas and goals to achieve growth. Each new job opportunity at SEM is open for current team members to apply for without retribution.

197 Team Members

We ended 2024 with 191 team members, then grew again throughout 2025 to a grand total of 197 team members by year-end.

4.4 Year Avg Team Member Tenure

Our industry's tenure average is 4.8 years. At Southern Energy, our tenure has been steady around 4 years with 24 team members tenured over 10 years! We are regularly tracking team member happiness and when hiring, we are guided by our mantra of "right people, right seats" which has proven successful for finding team members who embody our core values.





Community

- Practices and policies around community service and charitable giving
- Whether a company's product or service is designed to solve a social issue
- Inclusive hiring practices and work environments
- Local purchasing and hiring policies
- Social and environmental screening of suppliers and code of conduct



^ Volunteering at North Carolina Botanical Garden removing invasives.



Community

Measure of the company's supplier relations, diversity, & involvement in the local community



56+ Educational Community Events

In 2025, we were part of 56+ educational events on solar power and building performance – including our YouTube channel called ShineTV. We love being out in the community and look forward to our 2026 events!

331 Paid Volunteer Hours

In 2025, we increased our paid volunteer time to 8 hours! We saw an 182% increase in volunteer hours used. Our team used paid volunteer time supporting organizations like Carolina Tiger Rescue, Farmer Foodshare, Trees for the Triangle, and donating food to local food banks during SNAP funding challenges.



\$10k+ Donated to Charitable Organizations

We are proud to support various charitable organizations, both local and national. Check out [page 20](#) for a full list of our donations in 2025.

7,440 Affordable Housing Units Impacted

Homes and apartments built to above-code efficiency standards make affordable housing even more affordable. In 2025, we helped 72 affordable housing developments create healthier living spaces and lower utility bills for residents.

22 NC Organizations Went Solar

Our commercial solar division helped 15 multifamily projects, 2 educational institutions, 1 church, 1 fire station, 1 credit union, 1 brewery, and 1 nonprofit go solar in 2025.





Environment

- Transportation/distribution channels
- Environmental impact of supply chain
- Whether a company's products or services are designed to solve an environmental issue
- Facility's energy and water use, green building standards, building improvements
- Waste reduction and resource conservation practices





Environment

Measure of the company's environmental impact through its facilities, materials, emissions, and resource use

30,953 Equivalent Cars Taken Off the Road

In 2025, the energy saved through our efficiency and solar power services removed an equivalent 30,953 cars off the road! That's 3,849 more cars removed than in 2024.



LEED Silver Certified Facility

We are proud to report our building achieved LEED Silver Certification status in 2023! Reaching our certification goal involved lots of hard work from our team to measure and model our energy use, several facility upgrades to improve our building's efficiency, and determination to lead the change — starting with how we make and use energy at our HQ.

3,917 kW Solar Power Installed in 2025

Our teams helped 487 homes and 22 businesses/non-profits go solar in 2025! Battery storage was also popular, with 411 batteries installed by SEM across North Carolina.

7,710 lbs Waste Diverted from the Landfill

We were proud to partner with CompostNow in 2025 to give new life to our food waste. We also up-cycled our snack bar wrappers through Terracycle, and have a bottle filling station which has averted 46,000+ bottles so far!

74% Facility Energy Use Offset by Solar

In 2025, our 55.5 kW solar system on our 16,000 sq ft facility produced 56.9 MWh of homemade solar energy!





Customers

- Products/services targeted toward serving under-served populations
- Direct focus on improving impact of organizations
- Product accreditations and certifications
- Quality assurance, and customer feedback and complaint channels
- Data usage, privacy, and security





Customers

Measures whether a company sells products or services is designed to solve an environmental or social issue

47% Solar Customers Came from Referrals

Our Shine On Club and our partners are the reason why we've been around for 25 years! We are so thankful for everyone who believes in the work we do and leads the change with us.



49,156 Families Impacted by Our Services in 2025

Our solar services touched 487 families, solar case team supported 1,013 families, builder services 19,645 families, and multifamily services 27,954 families.



\$26.7 MIL Saved from Energy Efficiency Services

The homes we've certified for energy efficiency have helped families across the Carolinas and beyond save real dollars on their utility bills. That's equivalent to everyone in Durham getting 4 free bags of Counter Culture Coffee (valued at \$20 ea).



\$720,900 Saved from Solar Power

The first year savings of all the solar we installed in 2025 could purchase 50,065 memberships to the Umstead Coalition, a non profit that preserves William B. Umstead State Park, which is down the road from our office!

\$544 Approximate Avg Saved Per Family / Year

Between all the families we reach from our home solar and building performance services, the energy savings add up. With all that extra dough, each family would be able to enjoy an extra 136 brownies a year from Greyston Bakery (valued at \$4 per brownie)!



Community Partnerships

- Eden Village
- Habitat for Humanity & Rotary Club
- Hope Renovations



^ Tracy and Amanda represent SEM at a Hope Renovations Women in Trades panel



Community Partnerships



Hope Renovations

Hope Renovations is a nonprofit on a mission to empower women and gender expansive folks to pursue living-wage careers in the construction trades through their pre-apprenticeship training program. We are proud to support Hope Renovations' mission as their Vision Partner providing internship opportunities, training, and other support.

[Learn More](#)



Habitat for Humanity & Rotary Club

We are excited to work with the Rotary Club of East Chapel Hill and SolarEquity to help Habitat for Humanity homes go solar! To date, we have installed 35 solar systems on Habitat homes in Durham & Orange County, helping these families save money on each electric bill.

[Learn More](#)



Sun Day at Burkett Farm

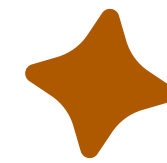
We celebrated Sun Day, a day of nationwide climate action, highlighting the power and opportunities of renewable energy. Hosted at Burkett Farm's solar-powered Container Barn, alongside our longtime partner, REdesign.build, this free community event brought together leading local voices in climate-smart solutions for an afternoon of learning, connection, and action.

[Learn More](#)



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- A Call to Action





Transparencies



Human Rights & Child Labor Policy

As a Certified B Corporation, we recognize that all people are interdependent and work to encourage diversity, equity, and inclusion. We do not allow the use of any child labor or have tolerance for any forced labor, and work to make sure all team members have a voice in our company.



Public Disclosure of Donations

In 2025, SEM donated over \$9,000 to the organizations listed below. The intent of SEM’s charitable contributions is to deliver public benefit by supporting other organizations that align with our mission, vision, and core values, to enable the betterment of people and the planet.

- **Habitat for Humanity**
- **National Parks Foundation**
- **Appalachian Trail Conservancy**
- **Bald Head Island Conservancy**
- **Chatham Pride Alliance**
- **North Carolina Climate Week**
- **North Carolina Sustainable Energy Association**
- **North Carolina League of Conservation Voters**
- **Fly Around Festival**

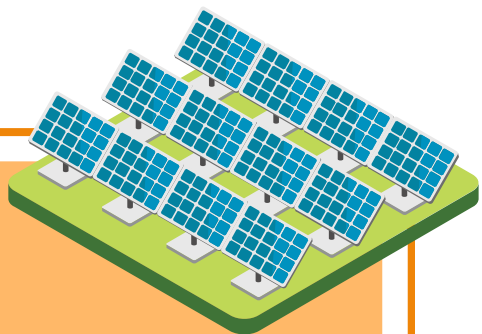
We also donated time and/or materials to these community partners in 2025:

- **Farmer Foodshare**
- **Habitat for Humanity of Orange County**
- **Hope Renovations**
- **Trees for the Triangle**



Board & Advisory Council Representation

- STBE Advisory Council, Appalachian State University – Brinson Fuller
- Board Member, North Carolina League of Conservation Voters – Laurie Colwander
- Green Building Initiative Fellow, GBI – Laurie Colwander
- RESNET Board of Directors, RESNET – Taylor Fearington
- RESNET Emerging Leader Council Member, RESNET – Dorian Gothard
- RESNET Fellow, RESNET – Courtney Holland
- Board Member, B Local Triangle – Katherine Koonce



Guidance on Sustainable Practices

As a business that is built on love for people and the world, we rely on our team members to embody our core values as they make day-to-day decisions in working to lead the change.

In absence of supplier codes of conduct and other way-finding documents centered on sustainability, we defer to the tenants of the B Corp Declaration of Interdependence to guide our team. We look forward to defining and implementing a more robust, set of written principles that our team can refer to as we continue to work together to build a force for good.



A Call to Action

Now more than ever, it's pressing that we exercise the collective power we hold as a community of consumers, businesses, and organizations dedicated to using our energy as a force for good.

When our plans are met with challenges, it will be the energy we lead with and the people we come together with that will guide us through what's ahead. So let's lead with intention, create good energy and bring it into every space we enter because how we move forward starts with how we show up now.

"You're here to care, to care for your workers, your community, the planet, the other people that you do business with. . ."

Andrew Kassoy
Co-Founder, B Lab US & Canada

In spirit of the late Andrew Kassoy, Co-Founder of the B Corp Movement, we invite you to join us on this journey to creating systems that prioritize people and planet alongside profit.

There's no better time than now to create change. **Are you in?**

1 Ready to take action to be more sustainable?

Reach out to learn more about how our solar power and building science services can reduce your footprint and improve your positive impact.

✉ shine@southern-energy.com

📍 southern-energy.com

2 Need help sharing your sustainability story?

Our sustainability reporting team is happy to help organize your data and tell your story! Let Jamie Hager know you're ready to get started.

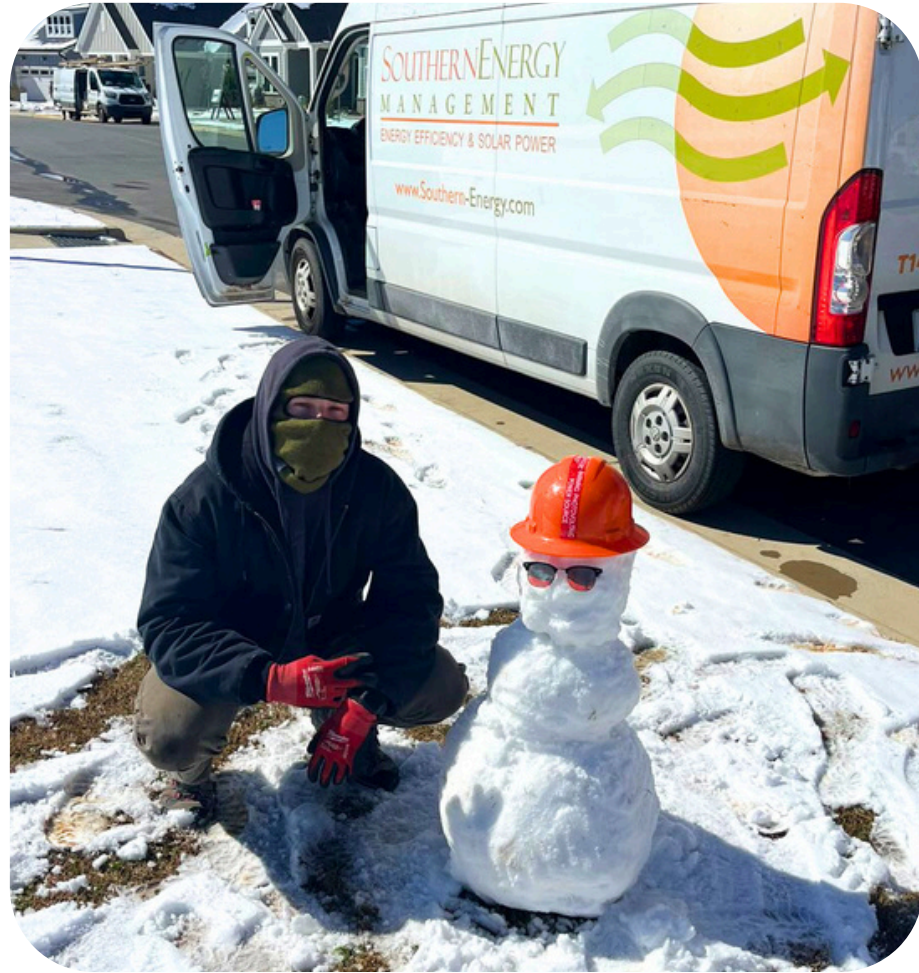
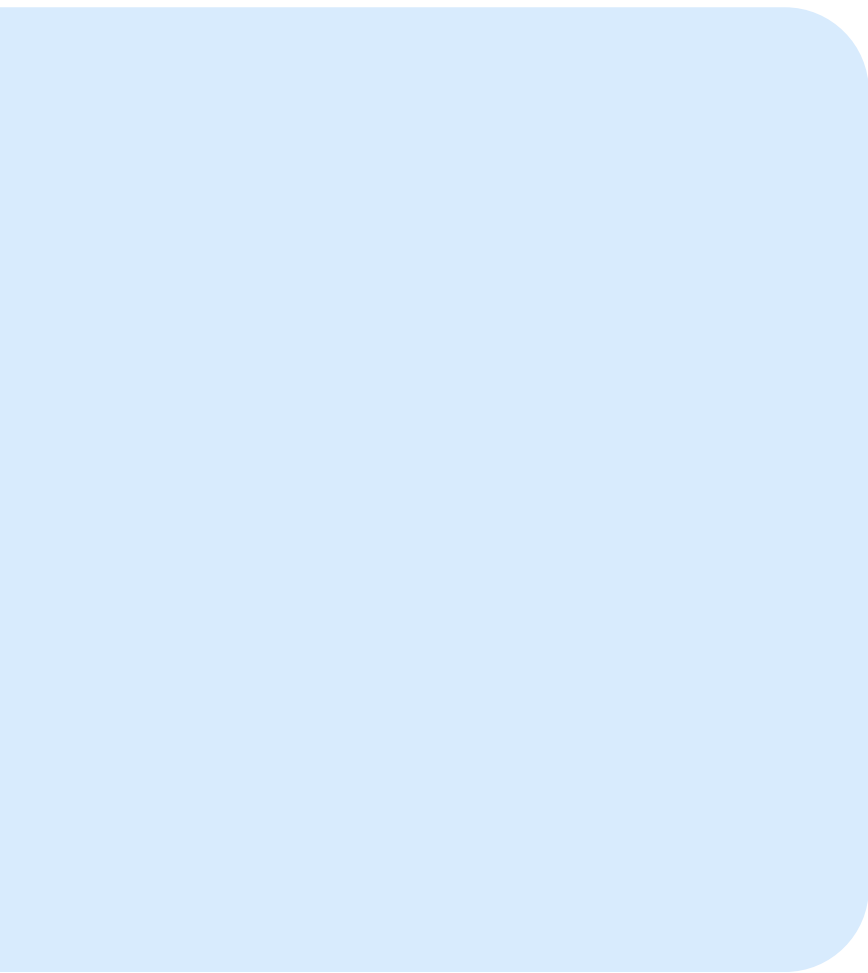
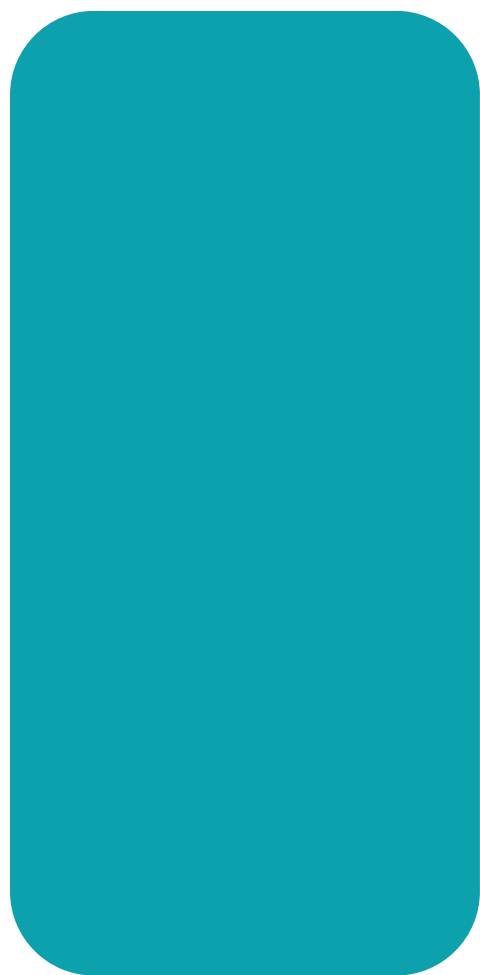
✉ jamie@southern-energy.com

📞 (919) 538-8700

3 Want to strengthen and future-proof your business?

We're here to help you incorporate sustainability into your business with tools like B Corp, HeartMath, and Kolbe. Share your goals with Maria!

📍 360impact.us





♥ Published on Earth Day - 4/22/2026 ♥

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