

# GENERAC®



**SPECIAL  
OFFER INSIDE**  
SEE PAGE 2 FOR DETAILS



## Your Guide to Home Standby Generator Ownership



# \$695 Bonus Offer\*

## IF YOU ACT BY 5/6/21!

Please review the enclosed Buyer's Guide, and then take the next step by requesting a **FREE QUOTE**. There's no obligation to buy, but if you decide that a Generac Home Standby Generator is right for you, we'll include the below bonus offer absolutely FREE—

# 7 YEAR EXTENDED WARRANTY

Includes All Parts & Labor

*Instead of our standard 5-year limited warranty, you'll receive our 7-year extended parts & labor limited warranty—a \$695 value FREE.*

\*Bonus offer contingent on requesting a free quote by date shown, and subsequently purchasing a home standby generator from the authorized, participating dealer. Offer is not available at retail, .com, and wholesale outlets. Additional Terms and Conditions apply. Visit [GeneracHomeGenerators.com](http://GeneracHomeGenerators.com) or call 844-645-2334 for more details.

In today's world, our homes have become our offices, our schools, our gyms, and much more. When utility power fails, whether it be from aging equipment, bad weather, animals, or accidents, your family and home could be at risk. If 2020 has taught us anything, it's that being prepared for the unexpected is essential, and with a Generac home standby generator, you can be.

Generac is the most trusted and reliable manufacturer of home standby generators in the world. Since 1959, more than 2 million Generac generators have been installed across the country. Each year, we invest millions in research and development, innovative technologies, and our people, ensuring that we design, engineer, and build the best products for our customers.

In fact, Generac is the only manufacturer in the industry that offers a 24/7, 365 customer support team, and has the largest, most experienced distribution network to help keep your generators maintained so they are ready when you need them most.

Generac has simplified the home standby generator buying process so you can feel comfortable and confident with your decision. In this guide, we will provide you with the answers to questions, such as:

- What is standby power and how does it work?
- Can I back up my whole home, or just certain parts of it?
- How much does an automatic standby generator cost?
- How can I get the generator installed, and how long does it take?
- How do I get started?

When you're ready to take the next step, request a free, no obligation quote. One of our authorized dealers will assess your needs and recommend a backup power system that is right for your home and fits within your budget. Remember, with a Generac home standby generator you're in control of your power.

Thank you for trusting Generac with your backup power needs, and we hope to welcome you to the Generac family soon.

Sincerely,



Aaron Jagdfeld  
President & Chief Executive Officer  
Generac Power Systems, Inc.



# 5 Great Reasons to Request a Free Quote Today!

1

## FREE EXPERT ADVICE

If you are spending more than \$1,000 on an investment for your home, a good practice is to consult an expert. Generac has a network of local, authorized dealers that have worked in the industry for decades, which means they will deliver the right solution that fits your needs. They have special planning tools and know how to navigate neighborhood zoning regulations and other local ordinances. By partnering with one of our authorized dealers, you take the guess work out of the project, saving you time, money and frustration.

2

## WHAT TO EXPECT

During your appointment, the dealer will ask you questions about your backup power requirements. Based on your feedback, the dealer will recommend a backup generator system that meets your needs and fits your budget.

3

## AVOID OVER PAYING

Bigger is not always better. Sizing and installing a home standby generator system can be complicated and it is common for homeowners to buy a bigger, more expensive system than they actually need. Generac dealers will listen to your needs and design a system built specifically for you, ensuring your home and your family stay protected during power outages.

4

## A WRITTEN, DETAILED PLAN AND COST ESTIMATE

A Generac dealer will first determine with you what type of coverage you are looking for from your home standby generator. Based on their calculations, they will outline several options that will meet all of your needs, giving you options to guarantee you have the protection you need.

5

## COMPETITIVE QUOTES, FOR FREE

When making a purchase, no matter the size, it is always a good idea to shop around. We understand you have options and will want to look into and meet with several installers. We care about you and want to make sure you have the best system to protect you and your family. You will receive free, estimates to help you choose the perfect solution.



## SPECIAL BONUS OFFER!

After you have reviewed this guide, take the next step by requesting a free quote. There's no obligation to buy, but if you decide that a Generac Home Standby Generator is right for you, we will include a special limited time bonus offer absolutely FREE!

### **ACT NOW!**

Call Toll Free **1-844-645-2334** or Visit [GeneracHomeGenerators.com](https://www.GeneracHomeGenerators.com)

# Power Outages Can Happen Anytime

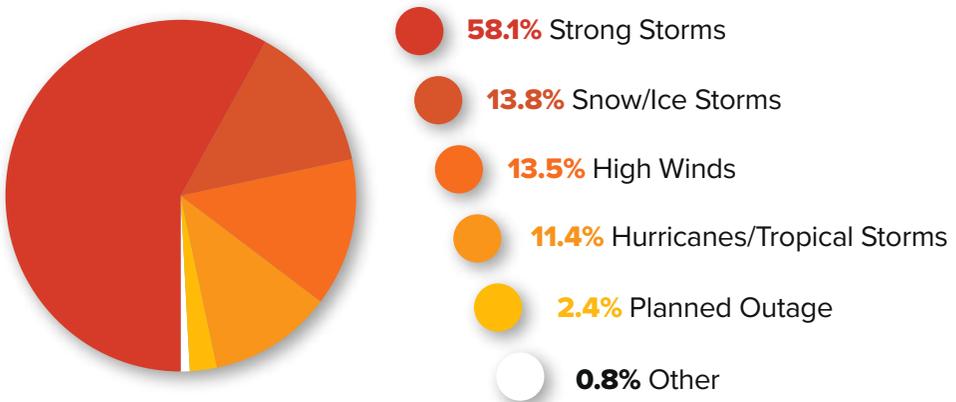
Life changes when utility power fails. During a power outage your home has no lights, heat or central air. Your refrigerator, microwave, laundry equipment, Internet and television are rendered useless. We tend to take these conveniences for granted because they're always available to us. But what happens when they're not?

Power outages have become more prevalent and problematic in recent years, especially in an increasingly connected world. In fact, 78% of power outages in the U.S. are weather related<sup>1</sup>, while other causes include vehicle accidents, utility equipment failure, animals and an overworked power grid. In California, for example, utilities have implemented Public Safety Power Shutoffs (PSPS) in an attempt to mitigate the risk of wildfires, instructing customers to prepare for proactive outages lasting several days.

Power outages can also be costly. If you lose power for an extended period of time, you could be forced to pay for:

- Hotel fees
- Replacement of spoiled food
- Burst pipes
- Mold Remediation

## Weather Related Power Outages 2018-2020



Source: Generac Research, 2018-2020

<sup>1</sup>Blackout: Extreme Weather, Climate Change and Power Outages, Alyson Kenward, PhD, and Urooj Raja, Climate Central: <https://assets.climatecentral.org/pdfs/PowerOutages.pdf>

## THE COST OF POWER OUTAGES



**\$10,000**

Frozen Pipes



**\$26,807**

Flooded Basement



**\$500-\$30,000**

Mold Removal



**\$110**

Alternate Shelter  
Per Night



**\$250**

Restock Refrigerator

*Sources:*

*Michigan Fire Claims, Inc., MoldRemediationCostGuide.com, Hotels.com, Fema.gov  
"Big Cost of Flooding" <https://www.fema.gov/media-library/assets/documents/181549>,  
USDA: <https://www.usda.gov/>*

# Protect Your Home & Family

We are all spending more time at home these days. Our homes have become our offices, schools, gyms – our safe havens. That's why there's no better time than the present to prioritize your family's comfort and security by purchasing and installing a Generac home standby generator. It stands guard, ready to provide backup power to your home in the event that utility power fails. With a Generac generator, you'll have lights, water, heating and cooling, and your family and home stay protected.

## Here's how it works:

- 1 UTILITY POWER IS LOST**  
Perhaps there is a storm. Maybe the electrical grid failed. In any case, the electricity you depend on is suddenly gone.
- 2 YOUR SYSTEM DETECTS THE PROBLEM**  
Within seconds, your generator prepares to restore your home's power.
- 3 YOUR GENERATOR TURNS ON**  
Whether you're home or away, within a few seconds, it is up to speed and generating electricity.
- 4 YOUR POWER IS RESTORED**  
The automatic transfer switch sends generator power to your home, and it will continue until utility power returns.

## REQUEST A FREE QUOTE TODAY!

Limited time bonus offer available with purchase. Call toll free **1-844-645-2334** or visit **[GeneracHomeGenerators.com](https://www.GeneracHomeGenerators.com)**.

# Portable vs. Automatic Home Standby Power

You may be considering a portable generator for use during power outages. We are the leading manufacturer and distributor of portable generators and they can certainly be used to provide backup power, but there are some key differences to be aware of:



	PORTABLE GENERATORS	AUTOMATIC HOME STANDBY GENERATORS
Uses	Portability makes them ideal for job sites, tailgating, camping or other recreational activities	They are permanently installed at your home, similar to a central air unit
Starting	You must be home when the power goes out to start and connect almost all portable generators	Starts automatically when utility power is lost – whether you're home or away
Connecting	Must be manually connected via transfer switch or extension cord	Permanently connected to your home's electrical system
Refueling	Must be refueled every 6-12 hours, depending on loads and size of fuel tank	No refueling necessary if connected to a natural gas line or propane tank
Capacity	Typically powers only some key appliances	Can power your entire home or selected circuits
Monitoring	You must monitor operation in person	With Mobile Link™ you can monitor the generator's performance from anywhere in the world using a smartphone, tablet or PC



# A Solution For Every Need

Generac is pleased to introduce the 24 kW Guardian® Series home standby generator. It is the largest air-cooled home standby generator on the market today!

- Save up to \$8,000 in product and installation costs when compared to competitive output products.
- Takes up to 70% less space in your yard when compared to competitive output products.
- Mobile Link™ Remote Monitoring is FREE with every Guardian Series home standby generator. It allows you to monitor the status of your generator from anywhere in the world using a smartphone, tablet or PC.

Guardian® 24 kW Home Standby Generator

Model #7209

Starting at \$4,999 MSRP



# BIG DEAL.



# SMALL PACKAGE.



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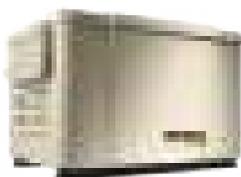
**Generac gives us peace of mind** because we know we have a power source and we are not going to have to be without.

- DWIGHT A. - LYNN HAVEN, FL

”

# Solutions to Meet Your Needs

Generac offers the largest selection of automatic backup generators in the world, which means we will be able to design a backup power solution that's right for you.



## POWER JUST THE BASICS

If you prefer a simple, economical approach, our affordable PowerPact™ provides automatic backup protection for essential circuits such as your well pump, refrigerator, furnace and sump pump.

PowerPact™ 7.5 kW

Model #6998

Starting at \$2,049 MSRP



## SMART POWER WHERE YOU NEED IT

Our Smart Module Management (SMM) system allows you to get whole house protection, without paying for a larger generator. All of your home's circuits can be protected by cycling power on and off as needed for different appliances and you decide what gets priority.

Guardian® 18 kW with whole house transfer switch

Model #7228

Starting at \$4,789 MSRP\*



## POWER IT ALL AND SAVE

Many homeowners want the peace of mind that comes with whole house coverage. Whenever there is a power outage, you don't have to worry because the power stays on throughout your entire home.

NEW Guardian® 24 kW Home Standby Generator

Model #7209

Starting at \$4,999 MSRP\*

*\*Prices do not include tax, SMM system and installation costs, which will vary depending on municipal guidelines and regulations.*

# Generator Installation

A local, authorized Generac dealer can have your home standby generator installed usually in 1 day! As experts in home standby power, they are in the best possible position to install your Generac system quickly, professionally and cost effectively.

We strongly encourage you to request a free, no obligation quote to make sure you get the correct size generator for your needs, not just for the size of your house. If you decide to purchase, installation is fast and easy. Here is what is involved:



## STEP 1: CHOOSING A SITE

When considering the location for your generator, you will want to find a stable area that is well-drained and does not flood. Keep in mind that the generator cannot be closer than 3 feet from utility meters, air conditioning units, combustibles or anything serviceable. And the closer the site is to the electric meter and the natural gas supply line, the more you'll save on installation. Once the site is chosen, your installer will take care of any required local permits.



## STEP 2: INSTALLING A GENERATOR

Prior to placing the generator, the site needs to be prepared. Usually this is achieved by putting down a bed of pea gravel or pouring a cement slab. Your installer will make sure the placement allows for all the right clearances (18" from the house, 60" from doors, windows and fresh air intakes, 36" in front to allow for a technician to perform any future checkups or maintenance).



## STEP 3: CONNECTING FUEL AND ELECTRICAL

With the generator itself in place, a transfer switch will be installed next to your main breaker box (in some cases it may replace the breaker box entirely). Wiring is then run, in conduit, between the generator and the breaker box. Then the fuel line is installed.



## STEP 4: SIMULATING AN OUTAGE

Once installation is complete, your dealer will simulate a power outage to make sure your new generator and transfer switch work exactly as they should in the event of a power outage. The final step is setting up your generator's "exercise," a weekly test run to ensure that everything is in good working order and ready for a power outage.



# Added Protection

Our relationship with you does not end once your generator is installed. Generac proudly stands behind its products and offers extended limited warranties for an added peace of mind.

In addition, many of Generac's local, authorized dealers provide service programs to help your generator get the proper routine maintenance to ensure it's ready to operate when you need it. Service programs can include, but are not limited to:

- Oil Changes
- Oil Filter Replacement
- Spark Plug Replacement
- Battery Replacement
- Mobile Link Dealer Monitoring

## FLEXIBLE FUEL OPTIONS

At Generac, we understand that our customers live in rural and urban communities, which can sometimes dictate which fuel options are available. For this reason, we offer flexible fuel options to ensure all customers can receive the protection they deserve.

### NATURAL GAS (NG)

The preferred fuel, when it's available. It burns clean, is inexpensive and can supply a generator indefinitely. Line pressure will be checked by the installer to ensure it's sufficient.

### PROPANE (LP)

This clean-burning\* fuel is stored in a pressurized outdoor tank that needs periodic refills. Commonly used when natural gas is not available.

*\*When compared to other fossil fuels.*



# Our Business is Power

Generac manufactures the widest range of power products in the world including portable, residential, commercial, industrial and mobile generators. We are also the leading designer and manufacturer of manual and fully automatic transfer switches and accessories for backup power applications up to 3.25 MW. Generac has also recently introduced PWRcell, a solar + battery storage system that harnesses power from the sun to power homes and lower electric bills. It can also store energy to provide whole home backup power during utility power outages.

## Power Your Life with Generac

Take an inside look at what makes Generac® the leader in Home Standby Power.



### 24/7/365 CUSTOMER SUPPORT

Generac has a dedicated team standing by 24/7/365 from our headquarters in Wisconsin to provide assistance when you need it.



### MOBILE LINK™ REMOTE MONITORING

Allows you to monitor the status of your generator from anywhere in the world using a smartphone, tablet or PC. Easily access information, such as the current operating status and maintenance alerts. Our team of authorized dealers also offers monitoring programs, which enable them to proactively address any issues that may arise, giving you additional peace of mind.



### TRUE POWER™ TECHNOLOGY

Delivers best-in-class power quality with less than 5 percent total harmonic distortion for clean, smooth operation of sensitive electronics and appliances.



### QUIET-TEST™

This self-test mode runs at a lower rpm for a five or 12 minute test, making generators significantly quieter than other brands while consuming less fuel.

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You never realize the wrath nature can have until you see 155 mph sustained winds. But **our Generac didn't let us down**; it powered our air conditioner, our fish tank, our refrigerator and freezer. Having a Generac gave me peace of mind knowing I had power.

- RANDY W. - PANAMA CITY, FL

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# Nothing's Built Like a Generac



## G-FORCE ENGINE

Is the heart of our Home Standby Generators. You expect a generator to run as long as you need it. Constant use can put an engine under incredible stress, if it isn't built for the challenge. The Generac G-Force engines are specifically engineered to withstand the rigors of generating power, so you can look forward to long life and trouble-free performance.



## SMART MANAGEMENT MODULES (SMM)

Saves you money by allowing you to purchase a lower kilowatt generator. SMM supplies backup power to your most essential circuits first and only pushes surplus power to less-essential circuits as it becomes available.



## COLD SMART START

Smart technology that monitors ambient temperature allowing the engine to warm up prior to taking on load in cold conditions, reducing wear on the engine.



## HEAT MANAGEMENT

Designed to run cooler with increased surface area for maximum heat rejection.



## FULL FLOW OIL FILTER

The 460cc is the only engine in its class designed to have oil filtration that removes debris from oil, improving the durability of the engine and longer engine life.



If we ever do lose power, I am not going to lose my food, lights or electricity. **My husband and I will be comfortable, safe and warm because I have a Generac.**

- SHARON C. - BOSTON, MA



### **LOW OIL PRESSURE SENSOR**

Shuts down the engine to prevent damage before it happens.



### **MORE POWER. BETTER EFFICIENCY.**

Built specifically for generators.



### **AUTOMATIC COMPRESSION RELEASE (ACR)**

Improving engine start ability and reduces drain on battery (460cc only).



### **ENGINE STARTER**

Engine Starter designed for improved durability and reliability. Rated for 10,000 starts.



### **PRESSURE LUBRICATION**

The 460cc engine has pressure lubrication that ensures oil is immediately present at the start of the engine, allowing the engine to quickly take on the load.





“ A **Generac generator is what saved our belongings and is what ultimately saved us as a family.** There was utter chaos and destruction outside, but my home was air conditioned and I had power.

- JASON C. - PANAMA CITY, FL



# Getting Started

Generac has streamlined the process of becoming an owner of an automatic standby generator making it quick and easy.

1

## REQUEST YOUR FREE QUOTE

A Generac consumer sales representative will schedule your appointment with a local, authorized Generac dealer.

2

## INSTALLATION

Most automatic backup generators can be installed within 1 day.

3

## PEACE OF MIND

Begin enjoying your peace of mind. Once the generator is installed, you no longer need to worry about power outages disrupting your life.



**SPECIAL, LIMITED TIME  
OFFER! ACT NOW.**

Call Toll Free **1-844-645-2334** or visit  
**[GeneracHomeGenerators.com](http://GeneracHomeGenerators.com)**



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“We had no power for 8 days. It was the most miserable 8 days, I lost everything in my refrigerator and freezer...so we said never again. As you get older, you need that peace of mind and **we just love our Generac**. I don't have to worry about my cellar being flooded or even my cell phone. My Generac gives me the peace of mind where I don't have to worry, everyone is safe and it makes life simpler.”

- LINDA C. - EAST LONG MEADOW, MA

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# Wattage Worksheet

This worksheet will help you approximate the size of the generator that is right for your home. On the reverse side, you will find estimated power needs for various household items you feel strongly about using during a power outage.

Note that this sheet is intended only to help you narrow down the size of your generator (and the approximate cost). It is not a substitute for requesting a free quote and detailed estimate from an authorized Generac dealer. You can also use the electronic Home Backup Generator Sizing Calculator on [Generac.com](https://www.generac.com).

## EXAMPLE

TOOL OR APPLIANCE	RUNNING WATTS	ADDITIONAL STARTING WATTS
Refrigerator/Freezer	700	2200
½ HP Furnace Fan	800	2350
Television	500	0
Window AC	15200	1800
Sump Pump – ½ HP	1050	2200

Running Watts v. Starting Watts: Running (or rated) watts are the continuous watts needed to keep items running. Starting watts are extra watts needed for 2-3 seconds to start motor-driven products (e.g. refrigerator, circular saw).

4250 Total Running Watts + 2350 Highest Starting Watts = 6600 Total Watts Needed

With this example, a 7.5 kW unit, (starting at \$1999) would be ideal.

## YOUR POWER NEEDS

TOOL OR APPLIANCE	RUNNING WATTS	ADDITIONAL STARTING WATTS

\_\_\_\_\_ Total Running Watts + \_\_\_\_\_ Highest Starting Watts = \_\_\_\_\_ Total Watts Needed

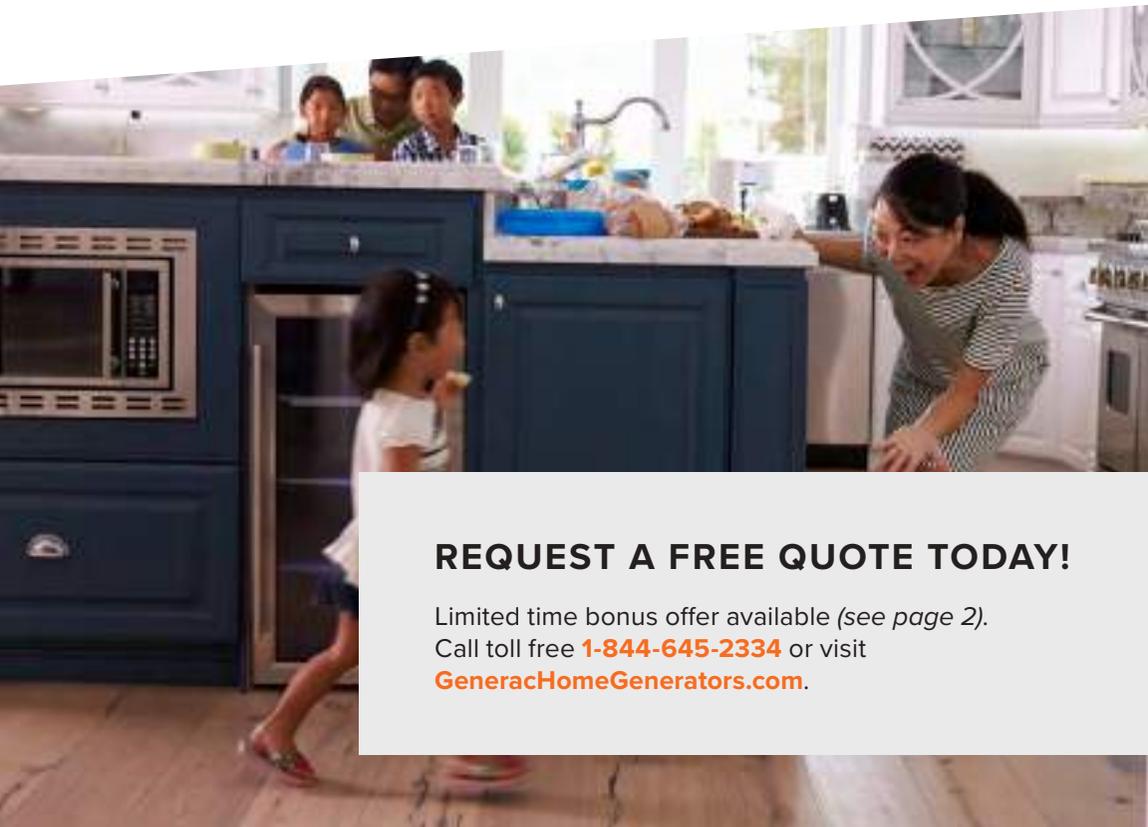
# Typical Power Needs by Appliance

	RUNNING WATTS	ADDITIONAL STARTING WATTS	
ESSENTIALS	Light Bulb 60 Watt	60	0
	Light Bulb 75 Watt	75	0
	Refrigerator/Freezer	700	2200
	Sump Pump 1/3 HP	800	1300
	Sump Pump ½ HP	1050	2200
	Water Well Pump 1/3 HP	1000	2200
	Electric Water Heater	4000	0
HEATING/COOLING	Space Heater	1800	0
	Humidifier 13 Gal	175	0
	Furnace Fan Blower ½ HP	800	2350
	Furnace Fan Blower 1/3 HP	700	1400
	Window AC 10,000 BTU	1200	1800
	Window AC 12,000 BTU	3250	3950
	Central AC 10,000 BTU	1500	3000
	Central AC 24,000 BTU	3800	4950
	Central AC 40,000 BTU	6000	6700
Heat Pump	4700	4500	
LAUNDRY ROOM	Iron	1200	0
	Washing Machine	1150	2250
	Clothes Dryer Electric	5400	1350
	Clothes Dryer Gas	700	1800
KITCHEN	Microwave Oven 625 Watts	625	0
	Microwave Oven 1000 Watts	1000	0
	Coffee Maker	1000	0
	Electric Stove 8" Element	2100	0
	Dishwasher Hot Dry	1500	1500
	Food Processor	400	0
	Toaster Oven	1200	0
	Toaster	850	0
Electric Can Opener	168	0	

		RUNNING WATTS	ADDITIONAL STARTING WATTS
LIVING ROOM	TV (55" LED)	90	0
	Wifi Modem/Router	20	0
	Video Game Console	125	0
	Laptop Computer	85	0
MISC.	Security System	500	0
	Garage Door Opener ½ HP	875	2350
	Curling Iron	1500	0
	Hair Dryer	1250	0

These are estimates only. Check your tool or appliance for exact wattage requirements. The wattages listed in our reference guide are based on estimated wattage requirements. For exact wattages, check the data plate or owner's manual on the item you wish to power.

CAUTION: Operating voltage and frequency requirement of all electric equipment should be checked prior to plugging them into this generator. Damage may result if the equipment is not designed to operate with a +/- 10% voltage variation, and +/- 3 hz frequency variation from the generator name plate ratings.



## REQUEST A FREE QUOTE TODAY!

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For any questions or to learn more, visit us at  
[GeneracHomeGenerators.com](https://www.generac.com/homegenerators)

**GENERAC**<sup>®</sup>