

suburban life



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Thanks to **Colonial Generators**, the peace of mind that comes from having a whole-home generator is more attainable than ever.



ABSOLUTE POWER

Thanks to Colonial Generators, the peace of mind that comes from having a whole-home generator is more attainable than ever.

by **LINDSEY GETZ**

With so much of our daily lives dependent upon uninterrupted power, it's no surprise that more people than ever are interested in whole-home generators. The primary deterrent keeping people from obtaining a generator is the perceived cost—emphasis on the word *perceived*. While there was a time when the cost of a whole-home generator prohibited many homeowners from making the investment, Colonial Generators has helped to make them easily attainable with a variety of financing options.

Eda Petuqi, director of operations for King of Prussia-based Colonial Generators, says that nowadays homeowners can no longer afford to go *without* a home generator. Petuqi is in a unique position to know; in addition to overseeing operations at Colonial Generators, she has an insurance brokerage in Broomall, the Eda Petuqi Agency. She has seen firsthand the devastation wrought by extended power outages—everything from spoiled food to frozen pipes to flooded basements caused by inactive sump pumps.

“Just the cost of food spoiling when a refrigerator loses power can be incredibly expensive for a family,” she says. “It’s not uncommon for people to have more than one refrigerator or freezer chest these days. When those claims



Anyone can own [a whole-home generator]. When they do, and that first storm comes, it will be easy to see why it was worth the investment and never lose power again."

—EDA PETUQI, COLONIAL GENERATORS

come in, people often don't realize that they will still have to pay their deductible and then their rates are going to go up. It still ends up being expensive—and a major hassle and headache."

It's important to note that whole-home generators differ from the smaller, portable generators that homeowners might imagine. One of the key benefits is that a whole-home generator comes to life within 15 seconds of losing power. It's all automatic, so in the event of an outage the homeowner does not have to lift a finger to kickstart the generator.

A homeowner does not even need to be home for the generator to do its job. In other words, whether the homeowner is on vacation or halfway across the state for a business meeting, they do not have to worry about coming home to a refrigerator full of spoiled food or, in winter, a flooded first floor caused by a burst pipe.

Weighing the Financial Value

Petuqi says it's tough to put a price on the peace of mind and potential cost savings that come from owning a generator. She believes homeowners need to keep that value in mind as they make their purchasing decision.

"We know that most people want a generator, but they say their main reservation is cost," she adds. "However, they often don't think much about buying Starbucks every morning or having the latest iPhone and accessories—things that we can easily go without. But a home generator is an investment that brings significant value to our lives. It's more than just a want; it's a need."

And now, with so many financing options, Petuqi says that Colonial Generators has removed many of the barriers that might have once stood in the way of such an investment. Today, Colonial Generators even works with big-box stores such as Lowe's and Costco, which have some of their own financing and payment plans.

"From a financial perspective, a generator is no longer a luxury item that is out of reach for the everyday homeowner," she says. "The cost was once a bump in the road, but that bump is gone. There are practical ways to afford one with various payment plans, financing, and cash-back options."

Petuqi adds that with so many people working from home these days—and some kids still doing virtual learning, especially on days of inclement weather—homeowners must also factor in the prevention of losing downtime for at-home work and schooling. Rather than a convenience, Petuqi believes it's a matter of keeping a family's daily routine operating as normal regardless of external circumstances such as strong storms or "acts of God."

"More than ever, we're at home and in need of power," she says. "Sometimes we don't think about it as much until it's lost, but most of our day revolves around having power."

A Streamlined Experience

Of course, not all providers of whole-home generators are created equally. The true value of working with Colonial Generators comes from a company structure designed to make the experience as simple, seamless, and streamlined as possible.

Once the generator is purchased, Colonial Generators assumes all the "heavy lifting." This includes any permits and coordination required with the local townships and utility companies. As far as logistics, whole-home generators can be configured to run on either natural gas or propane, depending upon which option makes the most sense for each home. Also, today's finest generators are equipped with next-generation technology; when the generator turns on, an app will send an alert to the homeowner so that they are kept in the loop.

Petuqi expects to see continued interest and growth in the whole-home generator market going forward. Since she joined Colonial Generators, she has made it her goal to help anyone who believes in the benefits of a whole-home generator has the opportunity to realize those benefits.

"There was a time when generators were only for people with a medical condition—and the generators were very unaffordable—but all of that has changed," she says. "Anyone can own one. When they do, and that first storm comes, it will be easy to see why it was worth the investment and never lose power again." ■



Financing options have largely removed the cost barrier that once prevented homeowners from investing in a whole-home generator.



Colonial Generators

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