



A Trusted Path to Community Solar for Your Residents

A municipal education partnership that protects residents from misinformation and delivers guaranteed savings.

100+

Municipal Partnerships

6

States Served

\$14M+

Credits Generated

0

Formal Complaints

The Problem in Maryland

Community solar lets Potomac Edison customers subscribe to a local solar farm and receive credits on their utility bill — no panels, no installation, no change in utility service. Maryland residents are being overwhelmed by door knockers, telemarketers, and commission-driven marketers. Some are legitimate. Many are not. Residents can't tell the difference and they're missing out on real, state-regulated savings because the noise has made the entire category feel like a scam.

Why Solar Simplified Is Different

- **No door knocking. No telemarketing.** We never canvass and never outsource enrollment to commission-based vendors. Residents only learn about us through channels their town has approved.
- **Municipal oversight on every communication.** Mailers, newsletter copy, social posts, press releases — all reviewed and approved by the municipality before distribution.
- **Low lift for municipal staff.** We write, design, print, mail, and track. Total municipal staff time across a typical 6-week campaign is approximately 3 hours.
- **Resident-first agreements.** Month-to-month, no sign-up fees, no participation fees, and no cancellation fees.
- **Registered Provider with the Maryland Public Service Commission:** MD PSC No. 25D3152170007962

How This Works The municipality **does not endorse** Solar Simplified. The municipality's role is to share vetted educational information with residents through standard channels — the same way municipalities help residents access LIHEAP, weatherization assistance, or property tax relief. Every resident-facing communication is reviewed and approved by the municipality before it goes out.

Program Overview

- **Guaranteed 10% discount** on all applied solar credits — among the highest savings rates available in Potomac Edison.
- **Guaranteed 20% discount** on all applied solar credits for Income-qualified customers.
- **1,400 household spots** currently available for eligible Potomac Edison customers.

Civic Contribution to the Municipality

\$50 per enrolled account — up to **\$70,000**, if all spots are filled. Funds can be paid directly to the municipality or a nonprofit recipient of your choosing and can be used for sustainability initiatives, park benches, food pantries, etc.

Next Steps

Before any meeting, we're happy to send you a **customized outreach plan** — including draft mailer copy, suggested newsletter language, a sample press release, and a 6-week campaign timeline. You can review the full campaign before deciding whether to schedule a 15-minute conversation.

Just reply to either of the contacts below and let us know if you'd like to see the customized plan or learn more.

Sasha Lukovenko

VP of Sales & Marketing
sasha@solarsimplified.com

Kim Danna

Community Relations Manager
kim@solarsimplified.com