



TCSCENERGY
MARYLAND ENERGY ADVISORS

OFFICIAL PROGRAM OVERVIEW



THE MARYLAND ADVANTAGE

THE MARYLAND ENERGY ADVISOR **OPPORTUNITY** GUIDE

How to build a customer-focused energy and battery business **without**
cold calling, bugging friends, or recruiting your way to the top.

PRESENTED BY

Matthew Kuhn · TCSCEnergy

301-305-4828

tcscenergy@gmail.com

INTRODUCTION

WHY YOU'RE READING THIS

If you have a background in sales, solar, roofing, real estate, insurance, home services — or you're simply a motivated beginner looking for a genuine independent business opportunity — you are in the right place at the right time.

But let's address the elephant in the room immediately.

Most financial and independent business opportunities in the energy sector are built on a lie. They tell you that you are building a "business," but within forty-eight hours of signing up, you realize the truth: they want you to sell to your parents, pitch your high school friends on social media, and recruit three of your neighbors before you even understand how to acquire a single, happy customer.

“ That is not a business. That is a **recruiting treadmill**. And if you are a professional, it feels incredibly uncomfortable.

You did not build your reputation in Maryland to burn it down on awkward phone calls. You want a real business. You want to offer products that homeowners actually need, backed by a system that works, in a market that is expanding rapidly.

This guide is designed to show you a different path. We believe in a customer-first approach. We believe that if you focus on solving real energy problems for Maryland homeowners — using high-demand home batteries, community solar, and energy savings programs — the business scales naturally.

In the following chapters, we will break down exactly how the Maryland energy market has changed, why traditional recruiting models fail, and how our structured 6-step progression allows you to build a highly profitable, repeatable energy business starting part-time or full-time.

CHAPTER 01

THE BROKEN MODEL OF "RECRUIT-FIRST" ENERGY SALES

To understand why the Maryland Energy Advisor Program is different, we must first look at why the traditional energy and solar sales industry is broken.

For the last decade, the standard operating procedure for direct-sales energy companies has been simple: recruit as many warm bodies as possible, have them sell to their immediate personal networks, and then watch them burn out. The companies do not care about high turnover because they get a few quick sales from each person's family before that person quits.

This model relies on three highly flawed tactics:

- 1 The Warm-Market Burnout.** You are told to make a list of one hundred people you know. You are pressured to call your aunt, your old college roommate, and your dry cleaner to pitch them on solar or energy services. This immediately strains personal relationships.
- 2 The Forced Recruitment Trap.** In many organizations, your commission structure is suppressed unless you recruit a "downline." You are forced to spend your time managing and motivating others before you have even mastered the basic mechanics of customer acquisition yourself.
- 3 The High-Pressure Pitch.** Because the products are often poorly structured or overpriced, sales reps are trained to use high-pressure closing tactics. This leaves customers feeling cheated and advisors feeling exhausted.

“ We rejected this model entirely. If you cannot help a customer save money, secure their home's power, or access state-backed programs with absolute clarity and honesty, **you should not make the sale.** ”

By moving away from forced recruitment and focusing 100% on customer value, we've created an environment where professionals can thrive. You don't need to bug your friends. You don't need to make awkward phone calls. You just follow a clear, repeatable system that identifies homeowners already looking for the exact energy solutions we provide.

CHAPTER 02

THE MARYLAND ENERGY LANDSCAPE: A GOLDMINE HIDDEN IN PLAIN SIGHT

Why Maryland? And why now? Maryland is currently experiencing a perfect storm of energy challenges and legislative shifts. This has created an unprecedented demand for home energy advisors who actually know what they are doing.

↑ Rates

UTILITY BILLS RISING STATEWIDE

Grid

AGING & OUTAGE-PRONE

Incentives

PROGRESSIVE STATE PROGRAMS

First, utility rates are rising. Maryland homeowners are paying more for electricity than ever, and the grid is increasingly unstable. Extreme weather and aging infrastructure mean power outages are no longer a rare inconvenience — they're a regular threat to comfort, safety, and property.

Second, Maryland has implemented some of the most progressive energy mandates and incentives in the country, designed to help residents transition to clean energy, lower their carbon footprint, and secure their own power supply.

This is where our three core offerings come into play:



HOME BATTERIES

Seamless backup power during outages — lights, medical equipment, and refrigerators keep running. Smart systems store cheap energy and use it when rates spike, saving thousands over time.



COMMUNITY SOLAR

Perfect for renters, shaded roofs, and historic homes. Subscribe to a local solar farm and get guaranteed discounts on utility bills — no equipment installed. It saves money from day one.



ENERGY SAVINGS

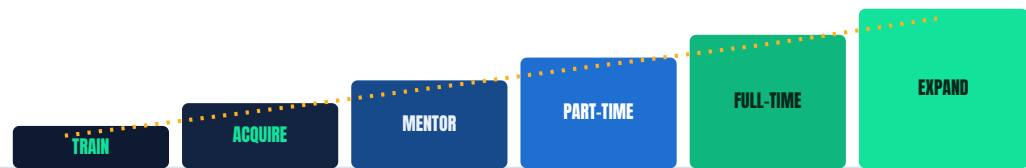
We help homeowners analyze current usage and implement smart, state-approved programs that reduce consumption and lower monthly bills.

Combine these three and you are not a one-trick pony forcing a single product on a homeowner. You are a true **Energy Advisor** — you look at their situation and offer the exact mix that makes the most sense. Because the market is expanding so rapidly, demand for this advice is at an all-time high.

CHAPTER 03

THE 6-STEP PROGRESSION TO BUILDING YOUR BUSINESS

You do not need to figure this out on your own. We don't drop a brochure in your lap and tell you to go find customers. Instead, we provide a structured, 6-step progression designed to take you from complete beginner to successful, independent business owner.



1

PRODUCT & MARKET TRAINING

Before you speak to a single customer, you go through our comprehensive training. Learn the Maryland grid, how community solar works, the technology behind home batteries, and how to read a utility bill — building the confidence that only comes from true knowledge.

2

CUSTOMER ACQUISITION SYSTEM

We teach you our proprietary, repeatable acquisition system that does not rely on your personal network. You learn to identify high-probability prospects using digital tools, local partnerships, and direct-to-consumer strategies that actually work in Maryland.

3

MENTOR-LED SUPPORT

You are never alone in the field. During your initial consultations, you're paired with an experienced mentor who joins your calls, helps analyze utility bills, and ensures your solutions are perfect. You learn by watching experts do the work.

4

PART-TIME LAUNCH

Transitioning careers can be scary, so our program is flexible. Launch part-time — keep your current job, real estate license, or roofing business active — while you build your pipeline and start generating consistent cash flow.

5

FULL-TIME TRANSITION

Once your part-time income matches or exceeds your primary income and you're comfortable with the system, transition to full-time. Set your own hours, manage your own schedule, and control your own earning potential.

6

BUSINESS EXPANSION

Only after you've mastered acquisition and built a stable, profitable business do we discuss scaling. If you choose, build and train your own team — backed by our infrastructure — earning override commissions. Optional, earned, and built on real expertise.

THE BIGGER PICTURE

WHAT MOST PROSPECTS MISS

When people look at the energy industry, they often see it as a transactional sales job. They think about the quick commission and move on. But they miss the bigger picture.

“ We are in the middle of the **largest energy transition in human history**. The centralized power grid is failing, and the decentralized home energy network is taking its place.

Every home in Maryland will eventually need a battery, a smart energy management system, or access to clean energy sources. By establishing yourself as a trusted Maryland Energy Advisor today, you are not just making sales — you are building a valuable, long-term asset. You're building a book of business made up of homeowners who trust you to guide them through this transition. As new technologies, incentives, and programs emerge, you will be their first point of contact.

This is a professional business you can be proud to talk about at dinner parties. It solves real-world problems, helps the environment, keeps families safe during blackouts, and puts money back into the pockets of everyday Marylanders.

Asset

A BOOK OF BUSINESS, NOT A
PAYCHECK

Trust

YOU BECOME THEIR FIRST CALL

Impact

SAFER HOMES, LOWER BILLS

— YOUR NEXT STEP

REACH OUT & CLAIM YOUR TERRITORY

If you're tired of the recruiting models, the high-pressure sales floors, and the empty promises of typical "opportunities," this is your moment. We don't accept everyone into the Maryland Energy Advisor Program. We're looking for professional, motivated people who are serious about building a real, customer-focused business.

- ✓ **What would it mean for you** to build income in a market that's expanding this fast — on your own schedule?
- ✓ **How would it feel** to offer homeowners something they actually need — instead of pitching friends and family?
- ✓ **If a proven system already exists** — training, mentors, and real products — what's holding you back from taking a closer look?

YOUR SIMPLE NEXT STEP — NO PRESSURE

SCHEDULE YOUR PROGRAM DISCOVERY CALL

We'll talk through your background, walk you through the training in detail, and see if we're a good fit for each other. Whether you want to add this to an existing real estate or roofing business — or build a brand-new career from scratch — reach out to Matthew directly.

CALL OR TEXT

301-305-4828

EMAIL

tcscenergy@gmail.com

ASK FOR

Matthew Kuhn

Don't let another year pass working in a broken system. Secure your piece of the rapidly expanding Maryland energy market today.

 ABOUT THE PROGRAM

TCSCENERGY · MARYLAND ENERGY ADVISOR PROGRAM

The Maryland Energy Advisor Program is dedicated to helping independent professionals build profitable, customer-centric businesses in the rapidly evolving home energy sector. Through comprehensive training, mentor-led field support, and access to industry-leading products like home batteries and community solar, we empower our advisors to deliver massive value to Maryland homeowners — while building long-term financial security for themselves.



MATTHEW KUHN

FOUNDER · TCSCENERGY

Matthew works directly with motivated professionals across Maryland to build customer-focused energy businesses — the honest way. If you're serious about a real opportunity, he's your first point of contact.



CALL OR TEXT

301-305-4828



EMAIL

tcscenergy@gmail.com



SERVING

Maryland

READY TO TAKE THE NEXT STEP?

Call or text Matthew at 301-305-4828 to schedule your no-pressure discovery call.