



Via Email [ereimers48@gmail.com] Only

April 16, 2018

Erik Reimers  
168 Belle Avenue  
Pleasant Hill, CA 94523

**RE: Demand for Cease and Desist**

Dear Mr. Reimers:

Renew Financial Group LLC (“Renew Financial”) understands that your company, Flex Energy (“Flex Energy” or “you”), has been soliciting your marketing and/or lead generation services to home improvement contractors participating in Renew Financial’s Property Assessed Clean Energy (“PACE”) financing program, CaliforniaFIRST. Most problematically, we understand that you are disseminating materials which materially misrepresent PACE financing. By way of example, we understand Flex Energy has mailed postcards to California consumers which make express and implied misrepresentations that PACE is a “new home renovation program”; government “approved” and “sponsored”; and grants homeowners access to “authorized funds.” These postcards further misrepresent the nature of the participating counties and cities’ relationships to PACE. We also understand Flex Energy maintains various websites that contain similar inaccurate statements.

Your representations of PACE are inaccurate, misleading, and harmful to the PACE industry and its consumers. Although PACE is authorized by law and may be authorized by local governments, it is not, as your materials represent, government-backed or otherwise assured. The financing must be repaid in full and it is not subsidized by the cities and counties which make PACE available to their constituents. As leaders in the industry, we are also concerned about the way in which your materials imply Flex Energy is a city, county or other local government participating in PACE and/or an agent of the same. This practice can have no purpose but to confuse and mislead consumers. **Accordingly, we are requesting you immediately cease and desist from making misrepresentations about PACE and Flex Energy’s involvement therein.** If you fail to do so, we will feel compelled to bring your conduct to the attention of the appropriate authorities.

We appreciate your prompt attention to this matter.

Sincerely,

Renew Financial Group LLC

Kimberly Paese  
Senior Corporate Counsel