

LMI enrollment at utility scale.

CSR enrolls 5M+ kWh of subscriptions every month across seven states. More than 60% are income-qualified households, documented the way Category 4 projects need it.

5M+

kWh of subscriptions enrolled per month

1.25M

kWh enrolled per week

400–600

households enrolled per month

60%+

income-qualified (LMI) enrollments

85–92%

activation rate



Markets: **Minnesota, Maryland, Delaware, Illinois**, Maine, Rhode Island, New York
Bold: highest volume. Average, April–September 2026. Approximate mix; each enrollment counted once.

INCOME-QUALIFIED VOLUME

Why our LMI volume holds up

- **The Lifeline pipeline**
Much of our LMI volume comes from Lifeline work. We help eligible households apply for Lifeline phone service, then help them enroll in community solar.
- **Trusted in the community**
We have built trust with food shelves, pantries, and other organizations that serve income-qualified households.
- **Se habla español**
Spanish-language support for online leads, follow-up calls, and enrollment questions.

WHO WE ARE

Built in the field.

Calvin spent three years in community solar as a field rep and team lead before building CSR. He built the back office around what developers need: developer relations, compliance, enrollment reconciliation, and reporting.

Calvin McIntosh, Founder & CEO

■ The team

About 20 in-person field reps, 6 people on online outreach and homeowner support, state team leads, and traveling teams that open new utility territory.

DOCUMENTATION

Built for Category 4

Files built to the standard developers use for Section 48E(h) Category 4 (Qualified Low-Income Economic Benefit) projects.

What goes in an LMI file. One of these two:

A Categorical eligibility. A benefit or award letter from a qualifying program, plus Lifeline approvals where the developer accepts them.

B Income verification. Household income at or below 80% of area median income or 200% of the federal poverty level.

QA before hand-off. Every file checked against your list.

Your list, your rules. Your document list, recency rules, and file format.

No uploads. Homeowners never upload documents on our website.

HOW WE WORK

Four steps, reported every two weeks

- 1 Targeted outreach**
Field and online teams focus on the territory and subscriber mix your project needs.
- 2 Qualify and educate**
Reps confirm the account holder and utility, and explain credits and billing in plain words.
- 3 Verify and QA**
We collect the documents on your list and check every file before hand-off.
- 4 Hand-off and reporting**
Files in your format, then biweekly pipeline, activation, and attrition reports.

COMPLIANCE

Inside every state's rules

- **Consent records**
We keep consent records for calls and texts.
- **Door-to-door rules**
Reps follow each state's door-to-door rules and carry ID.
- **Scripts and training**
Scripts reviewed for each state and developer. Every rep completes CSR training before fieldwork: compliance, scripts, and state-specific modules.

COMMERCIAL

Commercial enrollments

- **SGS and MGS**
Firsthand experience enrolling commercial accounts in the Small General Service (SGS) and Medium General Service (MGS) rate classes across all of our markets.
- **LGS accounts ready**
Multiple Large General Service (LGS) accounts are ready and waiting for the right project.

Discuss a project.

Tell us the territory, project size, and subscriber mix you need.

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Scan to
discuss a
project