



## Do not underestimate the threat.

Left unchallenged, Florida Power & Light will continue their expansion into home services using their established branding and recognition, customer lists, infrastructure and market power to decimate our businesses and dominate our markets.

They are unfairly and unlawfully using ratepayer funded resources from their regulated utility to force their way into new revenue streams and higher profits. Their goal is to leverage their market power, aggressively recruit our employees, use predatory pricing to steal our customers and put us out of business.

### We are not afraid of competition.

This is not about competition. It's about fairness.

FPL has vast resources including lawyers, lobbyists and decades of donations to dependent political pals. To fight them and to get the word out about the impacts on small family owned businesses, local jobs and costs to consumers, we have got to stand together.

*Do not look back and say-*

**“We should have done something when we had a chance.”**

### READY TO FIGHT?

*Together we will win but we cannot do it without you.*

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company

\_\_\_\_\_  
Email

\_\_\_\_\_  
Telephone

#### Donate

We are right but without the funds to tell our story, we will fail. Make an investment in the future of your business and our industry.

#### Join

Add your voice, stay up to date on the issues and help us fight for you.

#### Lead

Join the leadership team and work with us on outreach to legislators, media and other industry leaders.

***[Learn More, Join & Donate Here](https://www.mepcoalition.org)***  
***<https://www.mepcoalition.org>***



## Okay. I'm in. Now what?

You understand what we are up against. FPL and the other utilities will not back off without a fight. They believe they can out last us, outspend us and just roll over us. They want us to believe that this is a fight that cannot be won – a fight not worth fighting.

*In fact, they're counting on it.*

### Power in Numbers

FPL has power and lots of it. They have been spreading political donations around the state for decades and placing their people in positions of power. If we can stand together and make enough noise to be heard, we will have power too. If we are loud enough, we can level the playing field and get the Governor, Legislature, Attorney General and Public Service Commission (PSC) to actually take a look at what FPL is doing and what it means for jobs, local businesses, ratepayers and our communities.

***The bottom line is, we're right. We just need a fair hearing and an honest review.***

That's why it is so important to get everyone on board. Thousand have already joined the coalition and we are continuing to grow across the state with contractors and supporters who understand that if FPL gets away with this, it's going to happen to them too.

***Help us spread the word.*** <https://www.mepcoalition.org/join-us>

*Distribute this link via email, social media, Morse code, smoke signals and perfumed stationary to all friends, coworkers, vendors and family and ask them to do the same.*

### Fueled by Dollars

Fights like this take cash. We are committed to fight to the end but that means we need the resources to keep building our organization and keep up the pressure. We are working with lawyers, legislators, regulators, the media, and countless groups and individuals to make certain we get heard and we get fair competition. We can and will win this fight, but we need you standing with us and contributing anything you can.

***Help us fund the fight.*** <https://www.mepcoalition.org/donate>

*Years from now, when they speak of the great battle against utility incursion when the contractors and opponents of unfair competition rose up and defeated the predatory monopolies and saved their industries, proclaim yourself a hero.*

*Over the coming weeks and months, we will be staying in touch and letting you know about new actions and initiatives to fight this utility threat. We will be calling on you to make your voices heard at key times in the process when it will make a real impact.*

*Just wait until you see what's coming next...*