



A FREE GUIDE FOR TEXAS HOMEOWNERS

THE TEXAS POWER PLAYBOOK

How to Get Whole-Home Battery Backup for **\$0 Upfront** — and Lock In
Your Electric Rate for 5 Full Years

Keep your lights on. Keep your family safe. Stop paying more every year.

Presented by Think+ in partnership with Energywell

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Book your free call: [Calendly.com/getsmartenergynow](https://calendly.com/getsmartenergynow)

START HERE

Why You're Reading This

Let me ask you something. When the last big storm rolled through Texas, were you sure your lights would stay on?

If you had to think about it, you already know the problem. The Texas grid is under real stress. Summer heat pushes it to the edge. Winter storms can knock it flat. Every year, millions of Texans sit in the dark. Food spoils. The A/C dies. Families sweat it out or freeze it out — and hope.

And here's the part that stings. While the grid gets shakier, your electric bill keeps climbing. You're paying more than you did a few years ago. Where does that end? Nobody can tell you.

The smart fix is a home battery backup system. It kicks in the second the grid drops. Lights stay on. Fridge stays cold. Family stays safe. But when you price one out, you slam into a wall: **\$15,000 to \$30,000 upfront**. For most hard-working Texas families, that's just not happening.

This playbook shows you a better way: a state-of-the-art whole-home battery installed at your house for \$0 upfront equipment and \$0 upfront installation — plus a fixed electric rate backed by a Lowest Rate Guarantee for 5 full years.

Sound too good to be true? Fair question. Keep reading — the next few pages show you exactly how it works, and exactly who qualifies.

SKIP AHEAD — TALK TO A REAL PERSON

Want the short version first? One quick call answers everything.

Call or text Ken Nauman: 806-786-1038

Email: getsmartenergynow@gmail.com

Book your free 15-minute call: [Calendly.com/getsmartenergynow](https://calendly.com/getsmartenergynow)

CHAPTER 1

The Outage Trap and the \$30,000 Wall

Why does this keep happening to Texas? Here's the plain truth.

Texas runs its own power grid, managed by ERCOT. It's mostly cut off from the rest of the country. So when extreme weather hits and demand explodes, Texas can't easily borrow power from neighboring states. The result? Rolling blackouts. Sudden outages. Wild price spikes that land on *your* bill.

The Wall Most Families Hit

When you try to protect your home from all this, you run into what we call the "**\$30,000 Wall.**" Traditional solar and battery companies want to sell you expensive equipment, charge thousands for labor, and lock you into long, high-interest loans.

So most families do... nothing. They cross their fingers every time a storm warning pops up on their phone. Is that really a plan? What would one bad week without power actually cost you?

Why a Gas Generator Isn't the Answer

Portable generators are loud. They pump out dangerous fumes. They need constant refueling with pricey gas or propane. And they love to fail right when you need them most. Who wants to stand in a freezing driveway at 2 AM yanking a pull cord?

What Texas homeowners actually need: a quiet, automatic, whole-home system that takes over instantly — with no manual work and no heavy upfront price tag. That system exists. Turn the page.

CHAPTER 2

The EcoFlow OCEAN Pro Revolution

We don't cut corners on your family's safety. That's why this program features the **EcoFlow OCEAN Pro** — technology so advanced it was named one of **TIME Magazine's Best Inventions of 2025**.

Forget the old, bulky battery walls that eat half your garage. The OCEAN Pro is compact, weather-resistant, and connects cleanly to your home's existing electrical panel. Here's what sets it apart:

1. It Switches Over So Fast You Won't Notice

No running outside in a storm. No switches to flip. The moment the grid drops, the system detects it in milliseconds and takes over. Your clocks won't blink. Your Wi-Fi won't drop. Your kids won't even look up from their homework.

"When the power goes off, the system goes on seamlessly."

— Tim C., real customer

2. It Powers Your Whole Home — Not Just a Few Outlets

The OCEAN Pro handles the big stuff: your air conditioner, your refrigerator, even well pumps. You don't have to pick which rooms stay comfortable. The whole house keeps running.

3. It Thinks Ahead

The battery doesn't just sit and wait. It watches your power use, talks to the grid, and charges up ahead of forecasted storms — so you always have maximum protection when it matters most.

Bottom line: this isn't just a backup plan. It turns your home into a smart, self-healing power station.

SEE IF YOUR HOME IS A FIT

Curious what this system would look like on your home? Ask. It costs nothing to find out.

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Email: getsmartenergynow@gmail.com

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CHAPTER 3

The 5-Year Rate Lock and the Zero-Down Blueprint

So how do you get a TIME Best Invention installed at your home for \$0 upfront? Here's the simple answer.

Think+ partnered with **Energywell**, a licensed retail electric provider in Texas. Instead of selling you a \$15,000–\$30,000 battery, we provide the EcoFlow OCEAN Pro with **\$0 upfront equipment cost** and **\$0 upfront installation cost**. In exchange, you simply switch your electric service to a competitive, fixed-rate plan powered by Energywell.

That plan is backed by our exclusive **5-Year Lowest Rate Guarantee**. While other providers raise rates or trap you in variable plans that spike every summer, your rate stays locked and stable for five full years. You're going to pay an electric bill anyway — why not get a whole-home battery out of it?

"I haven't seen a bill like what I'm receiving now in years."

— **Katrice J., real customer**

Another customer, Don B., confirmed the program delivered exactly what was promised: real savings and total peace of mind when the grid went down.

Do You Qualify? The 5-Point Checklist

- ★ You own a single-family home in Texas
- ★ Your name is on the utility bill
- ★ No existing solar panels or battery systems installed
- ★ You meet the standard credit score threshold
- ★ You agree to AutoPay and paperless billing

Check all five boxes? Then you're fully eligible to walk right past the \$30,000 Wall and secure your home's energy future for zero down.

THE BIGGER PICTURE

What Waiting Really Costs You

A lot of homeowners read this far and think, "Maybe next year." So let's ask the harder question: what does waiting actually cost?

Every year you wait is another year exposed to the Texas grid. One hard freeze or long summer blackout can cost thousands — burst pipes that flood your home, a fridge full of spoiled food, hotel bills while you wait for the lights to come back. Have you added up what your last outage cost you?

And rates? They're on a steady climb. Every month you stay on a standard plan, you pay rising costs to a utility that leaves you in the dark — with nothing to show for it at the end of the year.

Here's the shift: you're redirecting money you already spend on electricity. Same bill habit — but now it comes with a locked rate for 5 years and a whole-home battery installed for free. That's the single smartest financial move a Texas homeowner can make right now.

YOUR NEXT STEP

Claim Your Custom Engineering Plan

Every home is different, so there's no one-size-fits-all install. Your system has to be designed for *your* property. That's why we start with a complete **Virtual Site Survey and Engineering Plan**.

When you request your survey, our team will:

- 1 Run a full virtual analysis of your home's electrical setup
.
- 2 Create professional engineering plans showing exactly how the EcoFlow OCEAN Pro fits your home
.
- 3 Prepare all local city permits needed for installation
.

The \$99 That Costs You Nothing

To reserve your engineering team and keep spots for serious homeowners, there's a small **\$99 reservation fee — and it's 100% refundable**. The moment your first bill is generated after your system goes live, the full \$99 is credited back to you. If your home isn't a fit, or you choose not to move forward, you get your \$99 back immediately. Zero risk. What do you have to lose by finding out?

One warning: installation calendar spots are limited by local permits and equipment availability. Don't wait for the next storm to wish you'd acted.

LOCK IN YOUR SPOT TODAY

Step 1: Call or text Ken at 806-786-1038 — or book a time that works for you at [Calendly.com/getsmartenergynow](https://calendly.com/getsmartenergynow)

Step 2: Verify your eligibility in one quick conversation

Step 3: Reserve your Virtual Site Survey with the fully refundable \$99
Email: getsmartenergynow@gmail.com

ABOUT THINK+

Who's Behind This Program

Think+, in partnership with Energywell, is on a mission to change how Texans get their power. We believe reliable backup power shouldn't be a luxury for the wealthy. By pairing cutting-edge technology like the EcoFlow OCEAN Pro with consumer-friendly fixed-rate energy plans, we're helping everyday homeowners take control of their power, protect their families, and lock in real financial stability.

Our certified engineers, energy experts, and support team are based right here in Texas. We handle everything — design, permits, professional installation, and ongoing support — from start to finish.

YOUR HOME. YOUR POWER. YOUR MOVE.

The next Texas storm is coming. The only question is whether your lights stay on when it does.

KEN NAUMAN

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P.S. Still on the fence? Just reply with "tell me more" by text or email, and Ken will send you the details — no pressure, no obligation. But remember: your \$99 is fully refundable, and calendar spots fill up fast when storm season hits. The best time to protect your home was before the last outage. The second-best time is today.

Eligibility requirements apply. Program available to qualifying single-family homeowners in Texas. The \$99 reservation fee is fully refundable as described in this guide. Rates, terms, and equipment availability subject to program terms provided at enrollment.