

Press Coverage | November 21, 2023

How Solar Sales Bros Threaten the Green Energy Transition

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Clayton Friedman, a partner in the firm's Regulatory Investigations, Strategy + Enforcement (RISE) Practice Group and co-leader of the State Attorneys General practice, was quoted in the November 21, 2023 *TIME* article, "[How Solar Sales Bros Threaten the Green Energy Transition.](#)"

The gurus online don't talk much about the benefits of renewable energy; instead they highlight how much money salespeople can make ... Some go so far to bring new sellers into group houses, where "they're in boot camp hell and someone is getting them up at 8 a.m. and pushing them to do door-to-door sales," says Clayton Friedman, a partner at the law firm Troutman Pepper, who handles complaints in the solar industry. "I'd call it cult-like behavior."

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