



## Is Your Energy an Apple or a Lemon?

### NEWS RELEASE

Energy Savers, Inc. has consulted with countless commercial and residential customers on ways to maximize savings on utility costs and to reduce and control energy budgets. ESI leverages its 30 years of experience to help customers avoid the pitfalls of deregulation, wade through all of the complexities and choose the right energy suppliers.

Does anyone really know what energy deregulation in PA means? Do you get inundated with offers like '15% Guaranteed Electricity Savings'? Ever ask yourself 'how do I know if it's a good deal'? Deregulation in PA started in the 1980's with natural gas and the electricity market followed in the late 1990's. This was meant to foster competition and bring cheaper prices with the purchase of the commodity to the consumer. Yes – every energy consumer in PA has the ability to buy from a supplier other than their utility, but do they know what they're buying?

As time progresses, more and more suppliers enter the industry to get a piece of the pie. Everyone wants to sell energy. That's not a bad thing if you know the difference between an apple and a lemon.

Buying energy from a supplier can be a difficult and time-consuming process. Most consumers do not realize the number of components that can be included or excluded from their energy cost. When you 'buy energy' you are purchasing the supply and transmission portion from an entity other than your utility. But, the utility is still responsible for delivering that energy to you. The key is to purchase that supply and transmission portion at a lower rate than what you are currently paying. The end goal is to save money.

So how do you know if you're saving money? First, you need to know what you are paying. Don't assume that an offer with 'guaranteed savings' will actually save you money. Do the research and ask the questions. When you look at your utility bill you can determine the current rate you are paying on the supply and transmission portion. The simple thing is to switch to a rate lower than what you are currently paying. But before you sign on the dotted line, make sure you are comparing apples to apples.

The terms 'energy cost' and 'rate' can mean different things to different suppliers. When presented with a 'rate', ensure that it includes GRT (gross receipts tax): this is a tax that is usually hidden and can be a surprise of 6.06% on the base energy cost. Make sure it includes items such as: capacity, line losses, ancillary services, you don't want to get hit with surprise line items on your bill. It is a good idea to know exactly what your bill will look like before you enroll rather than be surprised with your first bill.

Also, read the fine print. It may seem painful and hard to understand but these are important terms and conditions that can actually cost you more money. When you see terms such as 'variable' know that your rate will fluctuate each month and in high-demand months, such as air conditioning, you can pay more than market-based pricing which is even higher than the utility rate. With a low fixed rate you can forecast your budget and avoid market volatility.

Energy Savers, Inc. was founded in 1982 and services commercial and residential clients on natural gas and electric power. With our 30 years of experience, we have a proven track record of saving our clients millions of dollars in energy costs. We take the pain out of shopping and do the work for you. ESI provides consulting and analysis to each client ensuring maximum cost savings and suggests the following checklist when shopping:

- ✓ Make sure the rate is 'all-inclusive'
- ✓ Know the full terms of the agreement, including renewal and early termination
- ✓ Ensure budget stability can be maintained over the term of the agreement
- ✓ Read the fine print and perform research on the supplier

To receive a free analysis of your energy bills, please contact Energy Savers, Inc. at 412-364-6468. We will make sure you get an apple and not a lemon.

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