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### **PROBLEM** LACK OF DIFFERENTIATION

REPs and ABC's suffer from an increasingly crowded marketplace. The lack of differentiation and over-emphasis on rate leads to lower margins and stunted growth. Both REPs and ABC's need meaningful value-added products and services that will help differentiate them with C&I customers.

#### **SOLUTION** ENERGY EFFICIENCY CUSTOM BROKER BID APPLICATION

The program provides the technology to create the multiple bids – each with and without an energy efficiency component. ABCs can now provide two choices for each C&I customer, one that has a lower rate, but lacks any differentiation, the other has a slightly higher rate, but provides a package of LED Lighting, which includes installation and recycling of old fluorescent tubes. LED PLUS provides the license for the technology and includes upfront and ongoing training and support as well as "Green Bonus" incentives and warranty tracking. The LED Plus proprietary app includes the cost of LEDs, delivery, installation and recycling in the new rate per kWh.

## **RESULT**

a thoughtful, differentiated presentation to the C&I customer

## **PROGRAM BENEFITS**

#### **RETAIL ENERGY PROVIDER**

- Obtain a Turnkey Solution For ABCs
- Acquire New C&I Customers Less Focused on Rate and More on Overall Savings
- Improve Efficacy of Associated ABCs
- Offers Differentiated Value-Added Product Offering for its Third-Party ABCs
- Become an Environmentally Friendly Provider
- Become More Meaningful to Current Third-Party ABCs "Stand Out From the Pack"

#### **ABCs**

- Value-Added Service (Energy Efficiency) Provides a Differentiated Offering For C&I Customers
- Provide Multiple Options for Customers Both With and Without Energy Efficiency LED Lighting
- Customers Will be Less Focused on "Rate" and More on Overall Savings and Benefits
- Provide "Green" Alternatives for Customers
- Completely Automated, No Need for Site Visits
- Green Bonus Points Program as Added Incentive

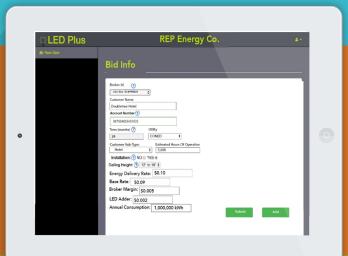
C: LED Plus	REP Energy Co. +-	
	This customer is a:	

### **K STEP 2** WHAT INFORMATION WILL YOU ENTER

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#### 3c Bid Option 2 Term (months): 36 New kWh Rate without EE: \$0.095 New kWh Rate with EE: \$0.097 Green Bonus for selecting EE: \$150.00 Total Expenses Over Term <u>Without</u> EE: \$288,000 Total Expenses Over Term With EE: \$273,569 Savings: <u>\$14,430</u> ual Usage (kWh): 1,000,000 umption Reduction (kWh): 59.90 Pounds of CO<sup>2</sup> Reduced Over Term: 109,100 This is the equivalent of planting 16 trees. Usage (kWh): 940,000 Rated Average Life Old Delamp LED Not Oty Oty Oty Replacing Recycling Height Brands Oty Replacing 160 0 75 0 56 0 56 0 Regulario Resputing Height Bining Yes 12 to 16 Philips Yes 12 to 16 Batoo Yes No 12 to 16 Batoo Yes No 12 to 16 Forest,Satoo/Philip Yes No 12 to 16 Forest,Satoo/Philip Philips 1800-2450 36000-80000 Satton 800 11000 ext,Satton, Philips 650 30000 Jylamia, Satton 800 30000 32 60 17 12,000 Bright 160 19,380 14,280 14,280 Bright • 59,940

# STEP 1 >



STEP 3 >

3id Preview	
Customer Info	
Broker ID: 12321SDFDSf	Energy Delivery Rate: \$0.10
Customer Name: Doubletree Hotel	Installation: Yes
Account Number: 12345678912345	Ceiling Height:12'-16'
Utility: CONED	Estimated Hours of Operation: 5,000
Customer Sub-Type: Hotel	Annual Consumption: 1,000,000

## **CONTACT US**

visit **www.ledplususa.com** or call **(347) 799-1685** ext. **207**