



**LED
PLUS**

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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

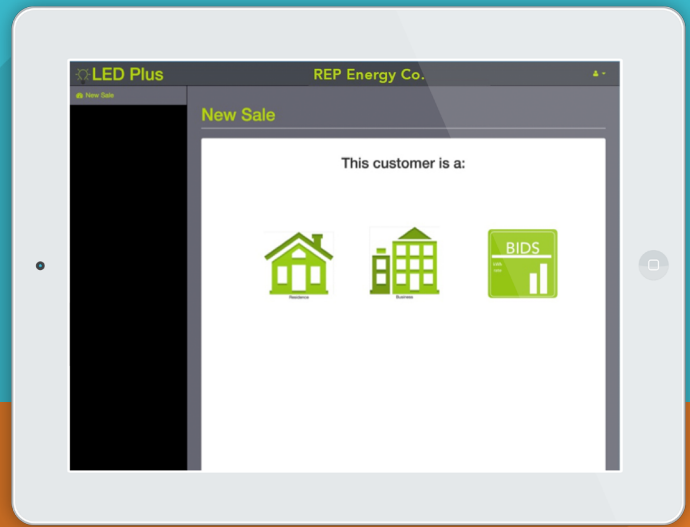
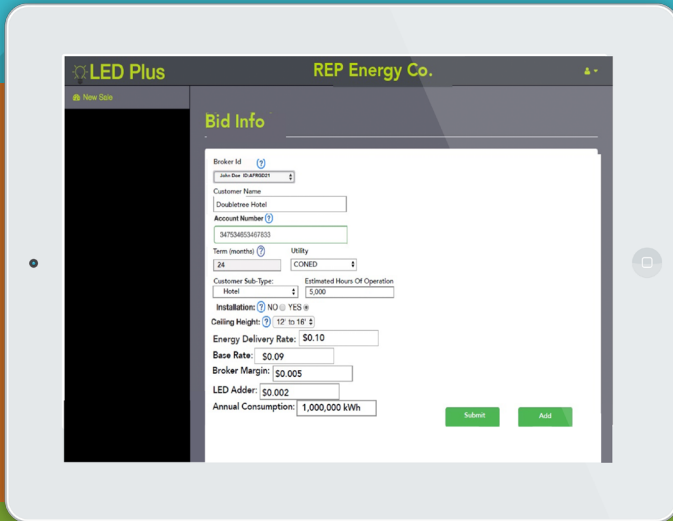
- Obtain a Turnkey Solution For ABCs
- Acquire New C&I Customers Less Focused on Rate and More on Overall Savings
- Improve Efficacy of Associated ABCs
- Offers Differentiated Value-Added Product Offering for its Third-Party ABCs
- Become an Environmentally Friendly Provider
- Become More Meaningful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

STEP 1 >

GETTING STARTED

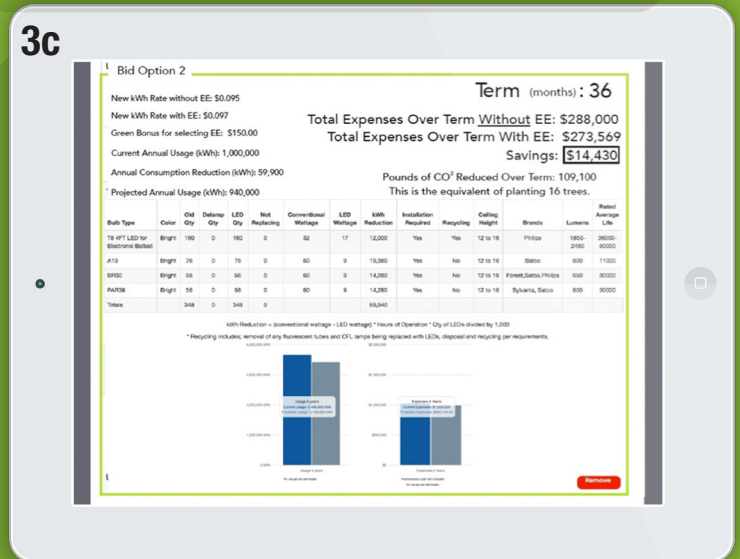
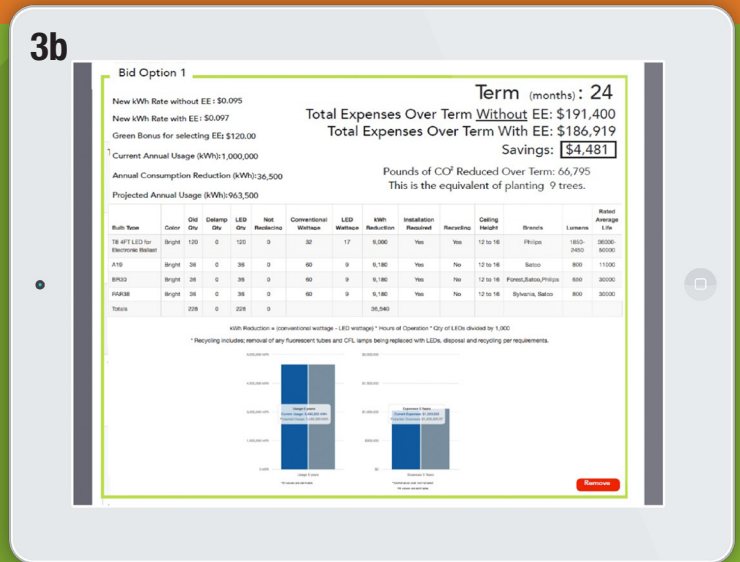
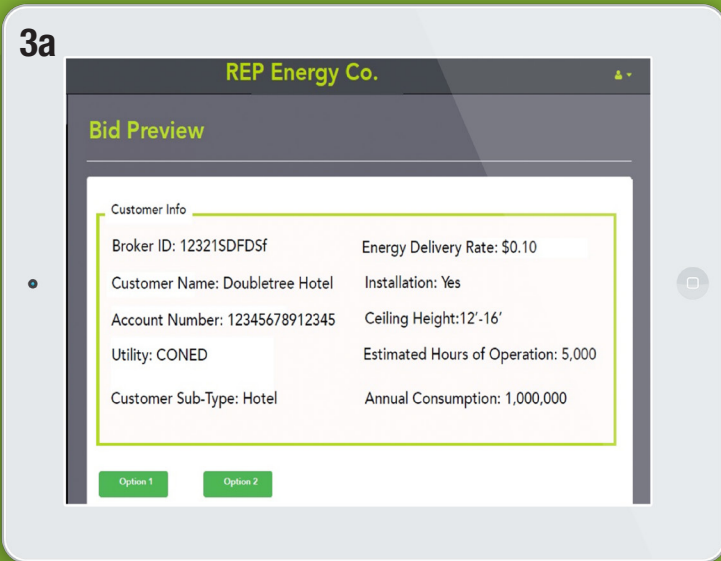


< STEP 2

WHAT INFORMATION WILL YOU ENTER

STEP 3 >

BID PREVIEW



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