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Business Briefs: Two North Texas companies team to sell electricity

Area companies pair up to sell electricity

ARLINGTON — Two North Texas companies have teamed up to sell electricity to Texas households and businesses, a business they hope to expand to New York later this year. Arlington-based Choose Energy (www.chooseenergy.com) said it will focus principally on residential customers and use Dallas-based SaveOnEnergy.com's automated system for commercial customers. SaveOnEnergy (www.saveonenergy.com) uses an online application form that commercial customers fill out, and then it's sent to competing retail electric providers, who respond to the customer directly with bids. SaveOnEnergy also sells residential contracts. Both companies are online marketing organizations that contract with retail electric providers to sell retail electricity contracts, much like online travel sites sell airline tickets. — Star-Telegram

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