

TWO MINUTES WITH

Brent Moore SaveOnEnergy.com

In 2003, Brent Moore founded SaveOnEnergy.com, a Web site dedicated to helping businesses and residents find the best energy provider available. Prior to SaveOnEnergy.com, Moore served as executive vice president for airBand Communications and was vice president/general manager for the Texas region of Winstar Communications. He was interviewed by Staff Writer Cameron Stewart.

Q: What gave you the idea to start SaveOnEnergy.com?

A: With the arrival of competition in retail electricity, I believed there would be a big need for an independent, unbiased marketplace that was available to the public via the Internet. Our goal is to be the hotels.com or lendingtree.com of the Texas energy market, offering an online clearinghouse for energy providers to compete for consumers' business.

Q: Why is there a market for SaveOnEnergy.com?

A: The most underserved, uneducated market in retail electricity competition is the residential and small business user. The large commercial and industrial users are very sought after by marketers. Our entire business model is geared toward small users. We educate them, show them the options available from multiple providers and make it very simple and painless for them to switch.

Q: At a time when energy bills are at an all-time high in North Texas, what are some of your biggest challenges as an energy information source?

A: The biggest challenge I see is educating the consumer. We are four and a half years into deregulation and less than 30% of residential users have switched providers. That is compared to 100% of large industrial users, which were the first to really take advantage of competition. There are real savings available, and we encourage people to become educated and take advantage of the power to choose.