

## SaveOnEnergy's new shopping website debuts in Texas

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SaveOnEnergy.com is moving out of the brokerage business for commercial customers and adopting what it calls a retail exchange portal.

The portal will connect commercial customers directly with eight highly vetted retail electric providers and will be up and running in the Texas market Oct 1.

Six suppliers signed up for the portal in the first week alone, a good indication that SaveOnEnergy found a successful model, its CEO Brent Moore told us yesterday.

The portal sends customers already interested in shopping directly to its sales force, rather than having customers talk with a broker first.

Some customers prefer going directly to retailers because they feel they get more savings without a middle man, said Moore.

The portal can handle up to eight qualified retailers in each state, allowing robust competition but not so many choices that competition gets watered down.

Suppliers who sign up for the portal pay a monthly access fee and give SaveOnEnergy a success-based commission.

Moore plans to take the retail portal model to other markets, likely starting in New York then adding another state each quarter until he reaches every US state with competition.

SaveOnEnergy could move into the Canadian market as it moves into the rest of the US and Moore might even take his website to some European markets, too.