

# Energy Bills too High? GET A BROKER



## WHAT IS A BROKER

Energy Brokers (also referred to as energy consultants) are at times confused to be thought of as the entity that supplies the energy, however, they are typically a middle-man assisting clients in procuring electric or natural gas rates from energy wholesalers/suppliers.[1] Since electricity and natural gas are commodities, prices change daily with the market. It is challenging for most businesses without energy managers to obtain price comparisons from a variety of suppliers since prices must be compared on exactly the same day. In addition, the terms of the particular contract offered by the supplier influences the price that is quoted. An energy broker can provide a valuable service if they work with a large number of suppliers and can actually compile the sundry prices from suppliers. An important aspect of this consulting role is to assure that the client understands the differences between the contract offers. Under some State Laws they use the term "Suppliers" to refer to energy suppliers, brokers, and aggregators, however there are very important differences between them all.

Energy brokers do not own or distribute energy, nor are allowed to sell energy directly to you. They simply present the rates of a wholesaler, or supplier. More experienced brokers offer a true consulting service.

In the USA, the energy industry is becoming flooded with MLM (Multilevel Marketing) companies where people call themselves energy brokers, but they lack the proper training to offer any kind of useful consulting service.

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