

Procurement

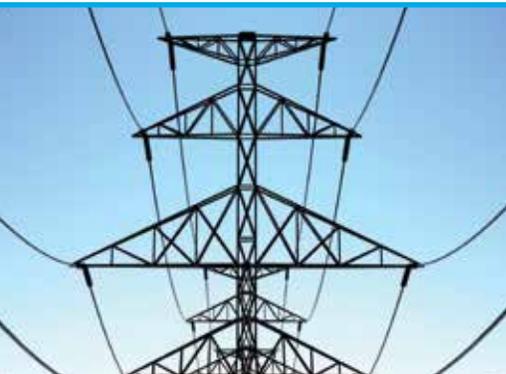


Reflective Energy Solutions (RES) is an independent consultancy that works for you—not the energy supplier. We are independent customer advocates who are vendor neutral, allowing us to consistently help our customers make the right energy decisions for *their* businesses.

Why Reflective Energy Solutions

- RES is comprised of energy experts with more than 100 years industry experience—exactly what you need when evaluating potential energy suppliers. Our team possesses a critical understanding of the rules, regulations and pricing strategies for energy and resource procurement.
- Our experience and expertise puts us in the position to secure the best terms on your energy costs. We do this through access to unadvertised suppliers and by negotiating unadvertised rates with energy supply companies, some of whom only work with brokers like RES. The energy suppliers save money because they don't need to involve their sales staff and RES is afforded pricing that reflects our bulk energy spend on behalf of our clients. That savings is passed on directly to you.
- We work with hundreds of energy suppliers throughout the U.S. and are well aware of their individual strengths and weaknesses. We understand that, with the market fluctuations, price comparisons need to be made on the same day. You'll see that the bids we obtain on your behalf represent a true “apples-to-apples” comparison.
- If you have ever encountered an energy contract, you know they are highly complex. Terms are as important as price, and we negotiate terms on your behalf. The RES team negotiates hundreds of these contracts each year. We know what to look for.

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- If a sales representative from an energy supplier offers you a contract, think again. RES will offer you that product, plus multiple others. We work for you, not the energy suppliers, always with the goal of getting you the best price and the best terms. That way, you are squarely in control.
- At RES, we want to keep you as a customer for life, so we make sure we clearly explain your options, answer your questions, and offer you the best service.

The Process

- RES will obtain pricing for you by sending your load profile to our pool of suppliers and run an auction on your behalf. The auction process gets you the best price!
- You don't pay us a fee, the supplier does. RES is paid by the supplier only when you sign up with one—so you'll never get a bill from us. Our fee is included in the supplier price you are quoted. We understand that if you don't like the price, you won't sign up—so we will always make sure to get you the best price.
- The switch to a new supplier is seamless. You will continue to receive the same utility bills from your local utility company that you always have, and the supplier's charge will be included within that same bill—reflecting your right as a consumer to select the supplier with the best rate.
- Contract terms can be as short as month to month, or as long as 4–5 years. We will help you decide which is best for your business. The typical contract is 12–24 months.

Pricing

Our approach enables us to understand your business and goals, we can determine if you will be best served by fixed pricing, index pricing or a combination of both.

Fixed Pricing

This is a more conservative approach to the purchase of energy. You eliminate any risk of price increases, since your price is guaranteed. But if the energy market heads downward, you miss out on savings. This is the most common type of contract, a true “insurance policy”.

Index Pricing

This more aggressive strategy reflects the actual cost of energy, leaving you open to a degree of volatility, but with potentially lower prices. The anticipation of fluctuating pricing based on market trends directly effects this option.

Blended Approach

This option, while combining fixed and indexed pricing to your energy usage, may or may not be right for you. Improved cost control will help you to carefully consider your options, based on usage and other factors.

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