

RESA: Promoting Electric Competition to Benefit All Consumers in Pennsylvania

Question:

RESA's mission is to...

- A. Promote vibrant and sustainable competitive retail energy markets.
- B. Advocate on behalf of residential, commercial and industrial customers.
- C. Promote innovation and market transparency.
- D. All of the above.

Answer: **D**

RESA is committed to the development of the competitive retail energy market to deliver customer-focused service that enables innovative product development and leads to the most efficient market price.

What is a retail energy supplier?

As we transition to a deregulated electric market and as rate caps roll off for all Pennsylvania utilities, retail energy suppliers will begin to enter the market and compete to be your electricity supplier. These retail energy suppliers will compete for business and offer more innovative products and services. Consumers who choose not to participate in customer choice will continue to receive their electricity from the utility.

What is RESA?

The Retail Energy Supply Association is a broad and diverse group of retail energy suppliers devoted to promoting competitive retail energy markets for all of Pennsylvania's residential, commercial and industrial consumers.

These suppliers include companies like Strategic Energy, a home-grown electric supplier headquartered in Pittsburgh and doing business across PJM. And Direct Energy, a US subsidiary of an international company with operations across Canada, Texas and the north-eastern U.S. and which serves more than 32 million customers worldwide.

RESA members compete in electric markets in other states and are bringing the benefit of their experience and knowledge to Pennsylvania consumers.

In Pennsylvania, RESA member companies serve thousands of customers – including residential homes, businesses, schools & universities, sports stadiums and several city, township and county entities – in the utility service territories that have fully transitioned to a competitive market.

Why does RESA support retail competition?

There are numerous benefits of electric competition – including customer choice, cost control and product innovation.

Customer choice is essential for competitive markets to thrive because customers know what they want – and can best express their needs by their choice of electric service.

Competition also provides for a greater emphasis on operational cost control by providing incentives for investments and efficiency. This will also lead to price transparency – allowing consumers to make informed decisions about their electric product choices.

In competitive markets, customers can shop and compare, which drives product innovation among competitors. In addition, competition boosts alternative energy innovations and choices – providing Pennsylvanians with more renewable resource options.

Electric Competition...it's working for Pennsylvania



Retail Energy Supply Association
www.resausa.org

Members include:

ConEdison Solutions
Direct Energy Services
Hess Corporation
Liberty Energy Inc.
Reliant Energy Retail Services, LLC
Sempra Energy Solutions
Strategic Energy
SUEZ Energy Resources NA, Inc.
US Energy Savings Corporation

