

# RETAIL ENERGY SUPPLY ASSOCIATION

---

The Retail Energy Supply Association (RESA) is a group of retail energy suppliers who share one vision: competitive retail energy markets deliver a more efficient, customer-oriented outcome than a regulated utility structure. RESA is devoted to working with all stakeholders to promote vibrant and sustainable competitive retail energy markets for residential, commercial and industrial consumers.

## Why We Operate

---

- RESA's reason for existing is simple: we believe in the power of choice and putting the control back into consumers' hands. Our core principles unite and align us in support of this cause.
- Retail competition benefits consumers that are not provided through traditional utility regulation. We are dedicated to preserving and promoting competitive energy markets in the public's interest.
- The ability of customers to choose their energy provider is essential for competitive markets to thrive as consumers know what is best for their individual needs. Customer choice should be easy.
- All consumers should be afforded the right to shop for competitively priced energy products and services for competition to be effective. The benefits of competition need to be available to all retail customers, including those on low-income and other assistance programs.
- Competitive markets function best when they are free from excessive government interference. Any government mandates for societal benefit, whether environmental or economic, should be implemented neutrally.
- Competition – not regulation – is the most effective means for efficiently allocating resources. Electricity and natural gas should be provided by competitive entities rather than by price-regulated utilities.

## How We Operate

---

The Retail Energy Supply Association advocates for consumer choice in 13 states and the District of Columbia, representing large and small retail electricity and natural gas providers. As advocates for retail electric & gas restructuring issues presented by state public utility commissions, state legislatures & FERC, RESA members routinely meet with policy and decision-makers.

Each market has its own policy monitoring group for electric and natural gas issues, in which members elect a chair to spearhead efforts. The groups monitor policy developments related to electricity and natural gas retail competition, whether before state legislatures or regulatory commissions and administrative agencies.

All RESA members operate collectively throughout the United States. However, the involvement of individual members is based upon their market representation. Some RESA members supply electricity and natural gas, while others may provide one or the other. In addition, members may serve one or all customer segments (residential, commercial and industrial). Membership in policy monitoring groups varies according to the states in which each member operates.

# QUICK FACTS

---

*Year Founded*

1990

*Headquarters*

Harrisburg, Pennsylvania

*Active &  
Emerging  
Markets*

**Active**

Connecticut  
Delaware  
Illinois  
Maine  
Maryland  
Massachusetts  
Michigan  
New Hampshire  
New Jersey  
New York  
Ohio  
Pennsylvania  
Rhode Island  
Virginia  
Washington D.C.

**Emerging**

Arizona  
Florida  
Louisiana  
Missouri  
Nevada  
Oklahoma  
Oregon  
South Carolina

*Executive  
Committee*

**President:** Gretchen Fuhr, Constellation

**Vice President:** Clint Sandidge, Calpine Energy Solutions

**Secretary:** Marsha Makel, AEP Energy

**Treasurer:** Trish McFadin, SouthStar Energy Services

*Staff Members*

**Executive Director:** Tracy McCormick

**Manager of Operations:** Jeanine Albright

# RESA MEMBERS

## GAS & ELECTRIC

- Just Energy

- AEP Energy
- Aggressive Energy
- Calpine Retail
- Constellation New Energy, Inc.
- IGS Energy
- Just Energy
- NextEra Energy Services
- Spark Energy
- Vistra Corp.

## ELECTRIC

- APG&E
- ENGIE Resources
- First Point Power
- Freepoint Energy Solutions
- Shell Energy Solutions

## GAS

- SouthStar Energy Services



# BENEFITS OF COMPETITIVE RETAIL ENERGY MARKETS

---

## **The power to choose**

A competitively priced retail market grants families, businesses and manufacturers the power to shop for and choose energy solutions to take control of their energy needs. With multiple energy providers competing to provide electricity and natural gas, homeowners and businesses benefit from access to competitively priced energy products and services provided by suppliers eager to obtain and maintain customers' business. Competitive electricity and natural gas suppliers are attentive to customers' needs and can provide innovative energy solutions tailored to individuals' needs and circumstances.

## **A drive toward innovation**

To compete with other companies for customers, suppliers are driven to innovate. This innovation has fostered the development of "green" energy, risk management pricing and energy-efficient programs. In addition, the creation of demand response programs allows customers to participate in competitive wholesale power markets by receiving payments to curb usage during periods of intense demand. These programs help all customers as it is less costly to curb demand than build new generation resources to meet peak demand.

## **A voice for the consumer**

Retail energy choice is fundamentally different from traditional monopoly-protected and price-regulated electricity utility companies, which have no competitors and are guaranteed a profit through government-derived rate structures. These utilities have no incentive to be attentive to consumer needs because they are guaranteed customers and profit. While monopoly utilities have little incentive to cut costs or offer innovative products and services, a competitive market does just the opposite.

## **A rise in popularity**

Increasing numbers of residential, business and industrial customers are recognizing the benefits of competition and choosing to shop for electricity and natural gas. [According to EIA](#), competitive power marketers supplied about 21% of the retail electricity sold in the United States in 2016, up from 11% in 2005. The clear benefits of energy competition, as demonstrated in the states that provide consumers with the right to find energy solutions and choose an energy supplier, is creating a growing demand for choice from customers in the states that have maintained the traditional monopoly protected price-regulated system.

# FAQs

---

## **What is retail energy competition?**

Retail energy competition is the ability for consumers to choose their own electricity or natural gas provider based upon individual needs and preferences. Retail energy competition stimulates innovation and empowers choice but can only occur in states where policymakers have acted to end protected monopoly utility price regulation.

## **How do you advocate for competition?**

With its members, RESA plays a critical role in educating key stakeholders and supports (or opposition to) bills that affect competitive electricity markets, consumers, and RESA-initiated legislation.

## **How does retail energy competition work?**

Standard electricity and natural gas bills consist of three main costs: (1) the transportation of energy, (2) the distribution of energy and (3) the cost of the energy itself.

In states that allow customer choice, the transportation and distribution costs are still owned and operated by traditional monopoly-protected utility companies. It is the energy commodity, whether electric or natural gas, that is competitively priced. In states with retail competition, customers still receive one bill for their electricity and natural gas, but they can select their energy supplier.

## **What is the difference between monopoly-protected/government price-regulated utilities and a competitive market?**

The fundamental difference is that a competitive market allows customers to shop for their supplier, while a regulated market dictates what utility consumers must use. These monopoly-protected utility companies do not foster the same innovation and have little to no incentive to cut costs.

## **Who are competitive energy suppliers?**

Competitive retail energy suppliers sell electricity and natural gas in regulated energy markets to residential, commercial and industrial customers.

## **Is RESA a lobbying group?**

No, RESA is a non-profit 501c(6) organization. However, RESA works with consultants, firms and lobbying groups regularly.

## **What does RESA do?**

RESA advocates for vibrant and sustainable competitive retail energy markets as a better alternative for consumers than monopoly-protected utility regulation. All members are dedicated to preserving customer choice in those states that provide a competitive market structure and works towards expanding customer choice in states where options are limited.

# CONTACT US

---

## For Media Inquiries

### The Power Group

*Stacey Gaswirth*

Email: [resa@thepowergroup.com](mailto:resa@thepowergroup.com)

Phone: (214) 213-4675

## For All Other Inquiries

### Retail Energy Supply Association

*Tracy McCormick*

Email: [tmccormick@resausa.org](mailto:tmccormick@resausa.org)