

Need: Flexibility, Stable Energy Prices Product: Flexible Index Solutions

We designed Variable Solutions for customers who want to be able to take an active role in managing their energy costs. You should be knowledgeable about the electricity market and willing to spend the time and effort to make ongoing decisions about how to purchase energy. We provide this information to you.

Variable Pricing enables consumers to take advantage of the visible market based price for their electricity usage without having to commit to long term contracts.

Benefits:

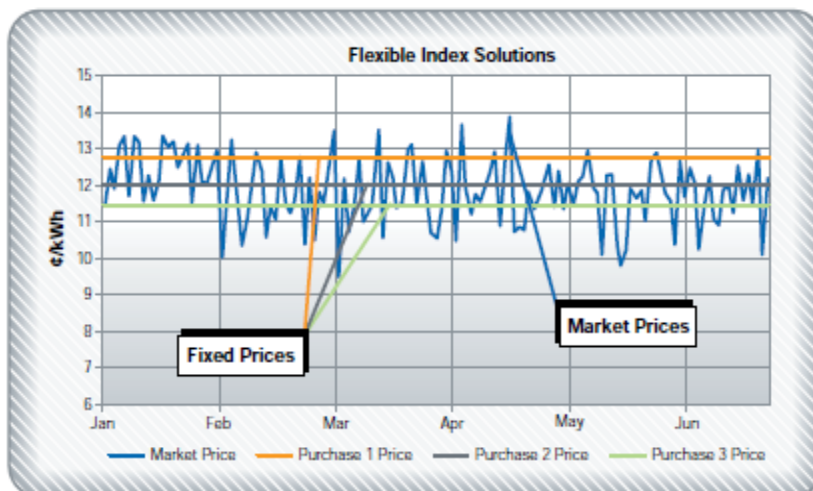
Unlike fixed pricing which is designed to protect you from fluctuating bills, the variable solution offers you market based pricing. The advantages of this program include no required contract term, the opportunity to benefit from the market prices when they are lower than the fixed price solution, and you always have the ability to switch to the fixed pricing solution or take advantage of seasonal promotions.

Designed For:

Energy users who consume high volumes of energy and want to take advantage of competitive energy rates through the open market. Consumers who are new to the energy market are also advised to start with variable pricing and consider fixed pricing at a later date when they feel more comfortable with the price they are committing to.

How It Works:

The price you pay constantly fluctuates in conjunction with the market, based on the published price.



As illustrated by the graph, market prices constantly increase and decrease. You notice that at times, consumers greatly benefit from the low market prices as opposed to locking in a fixed price. During peak seasons, consumers end up paying high energy prices regardless of fixed or variable rates. However, during off peak seasons you greatly benefit from variable rates rather than have the same high rate locked in all year round.

Buy Energy Direct Today

Today's energy consumers are faced with increasingly more complex decisions when it comes to energy. These decisions inevitably have impacts on our environment, economy, and even lifestyle. As a result, consumers are finding it difficult to gain clarity on these issues and understanding how irresponsible decisions cause threatening environmental and economic consequences. Buy Energy Direct is geared towards helping and educating customers about open energy markets. We want to make your choice the right choice!

With the current unpredictable nature of the energy market, now is the time for energy managers to have the most control possible over energy delivery and budgets. To ensure that your energy strategy best meets the needs of your business, switch today.

Ready to Learn More?

For more information or to speak to one of our friendly,
www.buyenergydirect.org