

“Aggregation Provides Best Business Energy Model”

Attention Maryland Businesses:

Electricity aggregation is the best option available to small and medium-sized businesses in managing rising energy costs!

If you are waiting for electricity prices to hit bottom, **NOW is the time to shop**. Rates are higher than we would like, the industry experts and the US Government have announced that rates will continue to go up, and **there is no relief in sight**.

No decision is still a decision. If you have not chosen an alternate electricity supplier, you have been assigned to one by your utility and you are paying the default rates.

Synergetic Energy Pools, Inc.™ can help you learn how to shop more efficiently and effectively – at no cost. We also offer the opportunity to become part of an electricity buying pool in which your needs are combined with those of other businesses – call it “Power in Numbers”!

To understand why businesses are facing such energy cost challenges today, it helps to know a little about the many complex factors responsible for skyrocketing electricity rates. They include:

- [soaring fuel costs](#)
- [increased usage demand](#)
- [the need the refurbish aging infrastructure](#)
- [costs to build new power plants](#)
- [weather conditions](#)
- [global competition for raw materials](#)
- [carbon mandates](#)
- [geopolitical events](#)

These increased costs are having a dramatic impact on small businesses. The Small Business Administration’s Office of Advocacy released a report recently on the [Characterization and Analysis of Small Business Energy Costs](#). The report confirmed – to no one’s surprise – that small firms are being hit hardest by increased electricity costs. Depending on industry classification, **some small businesses are paying as much as 30-percent more than their larger counterparts**. The report makes the following dire prediction:

“Given continuing energy price trends, it is reasonable to assume that a **growing number of small firms will see their competitive positions weakened**, with ramifications for their ability to raise capital and their profitability, as well as the **potential for small business closures**.”

Will rates go back down? Experts indicate that is not likely to happen:

[“The EIA predicts electric rate hikes around the country will rise 5.2 percent in 2008 and 9.8 percent in 2009. Price increases in crude oil, coal and copper are prompting utilities to seek higher rates. Natural gas prices are also pushing electric rates.”](#) (The Christian Science Monitor.)

“While we debate energy politics, our actual energy policy is being written by the Russians. I’m not convinced many folks realize this yet, but they will soon – perhaps as early as this winter. ...The result may indeed have a greater impact on prices than we can imagine.” states Rick Priddy with Suez Energy Resources.

So, what’s a business to do?

In addition to putting into place processes to conserve energy, ***put your business into an electricity aggregation to get the leverage enjoyed by larger companies.*** In a recent Wall Street Journal article entitled **Tackling the Energy Monster**, reporters Raymund Flandez and Kelly Spors say:

“... large companies... can use their size to get leverage on energy costs. A recent study by the Small Business Administration's Office of Advocacy found that small businesses in the commercial sector, for instance, paid **30% more for electricity and 20% more for natural gas than the bigger guys.**

“**Small firms are hardest hit by rising energy costs ... on a disaggregated basis.** energy prices can affect different industrial sectors in different ways.” [Dr. Chad Moutray](#), Chief Economist for the Office of Advocacy.

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When should you act? NOW!!

“Experts say small companies should start actively pursuing ways to lower their energy bills now, since rising energy prices aren't likely to abate anytime soon.” stated Spors in another Wall Street Journal article about [Strategies for Reining in Energy Costs](#).

If you’re waiting for the market to hit a low point, now is the time to act! Your goal should be to secure a long-term electric supply contract. **Remember, the default Standard-Offer-Service (SOS) rates are not the best choice for your business.** For many customers, these rates are now adjusted every three months, with all factors pointing to hefty rate hikes.

When you join a Synergetic Energy Pool, you get long-term price stability for your commercial electricity supply. Contact Synergetic to see how easy it is to become part of an open Buying Pool.



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