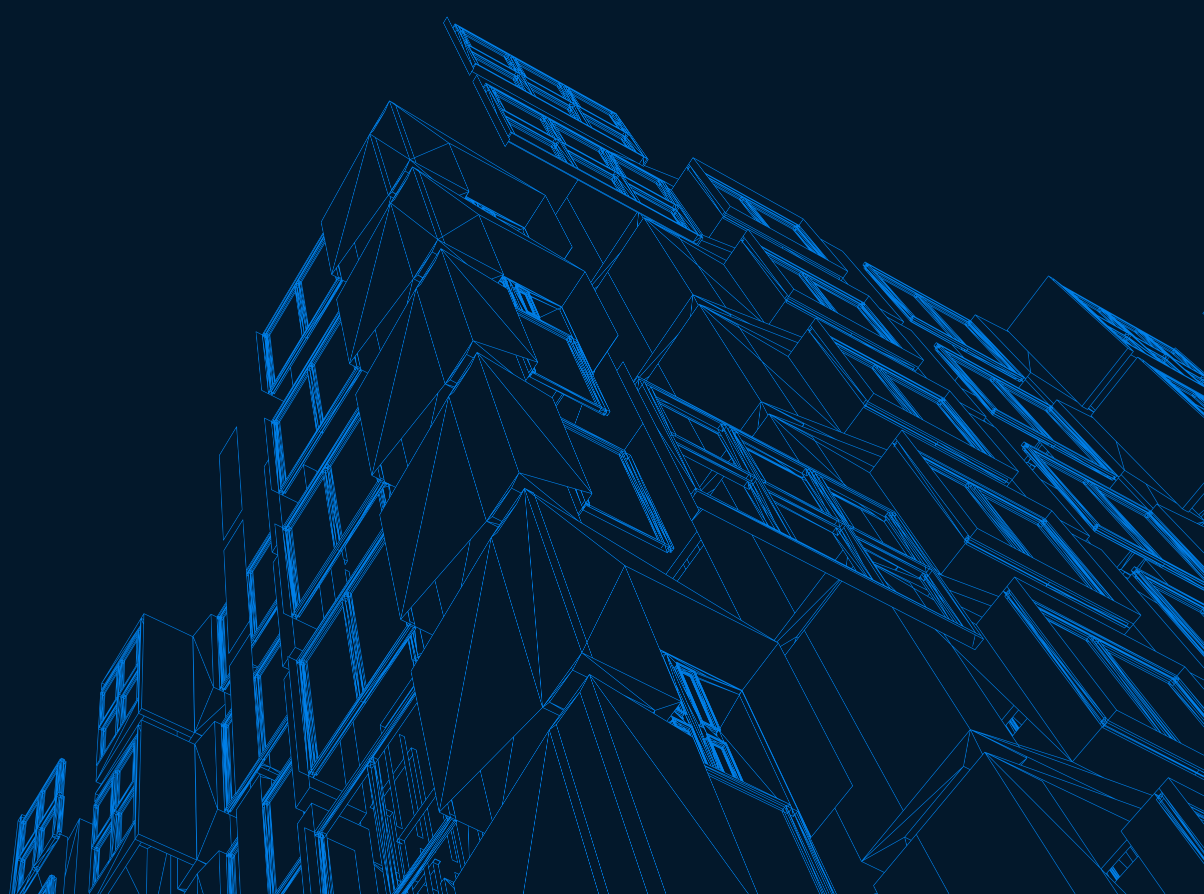
Arise Energy®

9 PRINCIPLES TO MODERNIZE YOUR ENERGY PROCUREMENT

How knowing when - and how - to buy is transforming the way businesses manage energy costs.

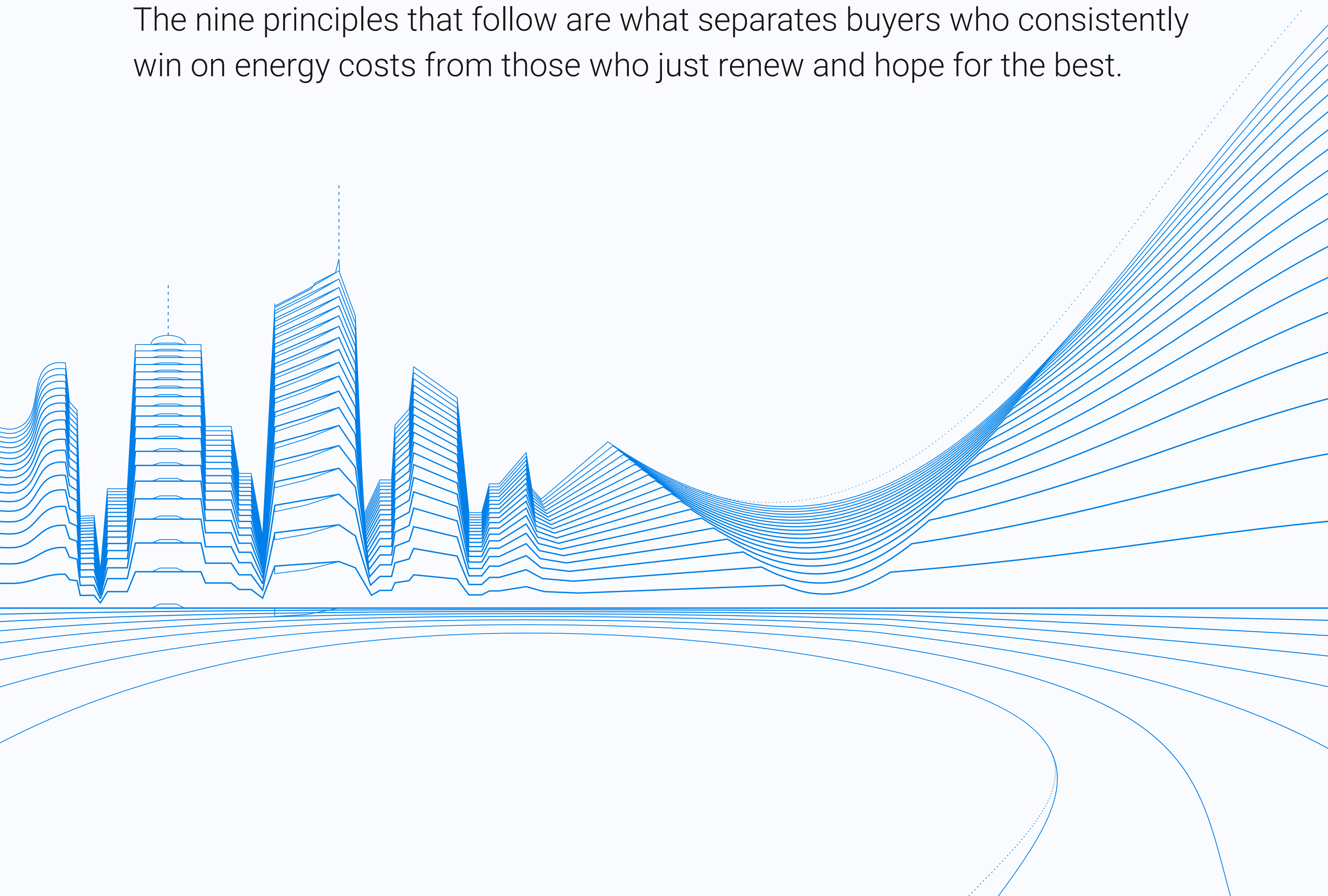


Are you buying electricity or just renewing it?

If your business spends $5,000 or more per month on electricity — and operates in a deregulated energy market like Texas (ERCOT), PJM, or New England — you have options most buyers never use.

This guide isn't about finding a cheaper supplier. It's about changing how you approach the decision entirely: when you engage, who's really working in your interest, how you get quotes, and how you create real competition for your business.

The nine principles that follow are what separates buyers who consistently win on energy costs from those who just renew and hope for the best.



9 principles that drive smarter energy decisions

01 — Build in runway, not deadline pressure.

02 — Time the market, not the deadline.

03 — Execute fast when the moment is right.

04 — Match contract length to business reality.

05 — Demand custom quotes, not generic rates.

06 — Scrutinize pass-through costs, not just the rate.

07 — Vet the supplier, not just the price.

08 — Create real supplier competition.

09 — Optimize for total cost, not just the rate.

PRINCIPLE 01

Build in runway, not deadline pressure.

Most energy buyers engage the market when their contract expires — which is exactly when they have the least leverage. The problem is, many brokers engage when their client's contract expires too.

Starting 6–12 months before renewal doesn't necessarily mean more work on your end. It means your broker has time to actually watch the market, compare options, and act when conditions are right — rather than when the calendar forces the conversation.

The buyers who consistently get better outcomes aren't the ones who worked harder. They're the ones who started earlier — and had someone working for them the whole time.

WHAT THIS MEANS FOR YOUR BUSINESS

You shouldn't have to manage this yourself. But it's worth asking: is your broker watching the market on your behalf — or waiting until your renewal is due to reach out?

PRINCIPLE 02

Time the market, not the deadline.

Energy prices move on their own cycle — driven by fuel costs, weather, and grid demand. Your renewal date has no relationship to any of those things. A contract expiring in June doesn't mean June is a good time to buy. It might be the worst month of the year.

To see what that actually costs, look at two customers — same market, same usage, same contract length. The only difference was when they locked in.

This is an illustrative example and not indicative of future results.

	Customer A (Jun ‘24 | High Regime)	**Customer B (Apr ‘24 | Low Regime)**
Rate	$0.048/kWh	$0.014/kWh
Monthly spend	$9,600	$2,800
3-Year contract total	$345,600	$100,800

A $244,800 difference — not because one buyer negotiated harder. Because one was watching the market and one wasn't.

WHAT THIS MEANS FOR YOUR BUSINESS

You don't need expertise to watch the market — you need a signal. Getting that signal before you engage puts you in a stronger position to act — rather than reacting to a deadline.

PRINCIPLE 03

Execute fast when the moment is right.

A favorable market signal means nothing if you're too slow to act. Energy markets move fast, and good rates don't wait.

Streamlining the path from signal to signature — turning approvals from days into hours — is as important as knowing when to move.

> When a market window lasts 48–72 hours, your process speed is part of your strategy.

WHAT TO LOOK FOR IN A PLATFORM

The ability to move quickly when the moment arrives.

That means quotes available without RFP delays, direct connections to suppliers — not requests routed through intermediaries — daily automatic quote refresh so you're always working with current pricing, digital signing that closes the gap between decision and execution, and a clear path from signal to signature without unnecessary back-and-forth.

PRINCIPLE 04

Match contract length to business reality.

Neither short nor long contracts are universally right. The answer depends on where the market is heading, how stable your usage is, and how much budget certainty your business requires. Making this decision without market visibility is guesswork. With visibility, it's strategy.

> The right contract length is a market timing decision as much as a business one.

Shorter terms

(6–12 months) give you flexibility but leave you exposed to market volatility.

Longer terms

(24–60 months) lock in pricing and offer more budget certainty.

The best fit depends on your business needs:

- Market trends – Are prices rising or falling?
- Budget priorities – Price stability or room to pivot?
- Operations – Usage or footprint expected to shift?

PRINCIPLE 05

Demand custom quotes, not generic rates.

If your business uses commercial-scale energy, generic rates may leave money on the table.

Custom quotes tailored to your usage profile, load shape, and contract preferences are almost always more competitive — and give you more control over terms.

The problem has always been that getting them took days of back-and-forth. That's no longer true.

> Generic rates are built for the average buyer.
> You're not average.

Old Way

- Manual RFP sent
- Days of waiting
- Stale quotes
- Back-and-forth to finalize

~10 business days

Modern Way

- Upload a bill
- Custom quotes built
- Refreshed daily
- Ready to act immediately

Daily. Automatically.

PRINCIPLE 06

Scrutinize pass-through costs, not just the rate.

The rate you're quoted is not always the rate you pay. Transmission charges, capacity fees, and ancillary costs can appear after signing — and as market volatility has increased, this has become more common.

> The rate is the headline.
> The contract terms are the story.

BEFORE YOU SIGN, ASK:

- Are transmission and capacity fully included?
- Can costs change mid-contract?
- Are there ancillary or price-adjustment charges?

If you can't get clear answers to all three, treat that as a warning sign.

PRINCIPLE 07

Vet the supplier, not just the price.

A low rate from an unreliable supplier is not a good deal. Credit strength, billing accuracy, and service reliability all affect the true cost of your contract. A supplier who wins your business with a sharp rate but fails on execution creates problems that outlast the savings.

> The cheapest rate from the wrong supplier costs more in the long run.

Credit strength

A supplier's financial stability affects their ability to honor contract terms and maintain consistent service over the full length of your agreement.

Service history

Look for a track record of reliable delivery, accurate billing, and responsiveness when issues arise — not just a competitive rate at signing.

Billing accuracy

Billing errors are more common than most buyers realize. Consistent, accurate billing eliminates unexpected cost surprises mid-contract.

Customer support

When something goes wrong, how quickly and effectively a supplier responds matters. Vet their support process before you sign, not after.

PRINCIPLE 08

Create real supplier competition.

A more competitive energy deal comes from leverage, not luck. The more qualified suppliers bidding for your business, the sharper the pricing and terms.

Traditional procurement — and many brokers — limit the supplier field based on existing relationships. That can look like competition without actually delivering it.

> Real competition requires access to the full market.
> Most buyers never have it.

Limited Supplier Access	Full Market Competition
Handpicked shortlist	20+ suppliers bidding
Relationship-driven pricing	Market-driven pricing
Less leverage	Maximum leverage

WHAT TO LOOK FOR IN A PLATFORM

Direct supplier connections — not manual requests shaped by existing relationships. Platforms that trigger real competition with every quote request, with no curated shortlists and no delays.

PRINCIPLE 09

Optimize for total cost, not just the rate.

The rate is the number everyone focuses on. But total cost is what hits your budget. Hidden fees, poor timing, pass-through charges, and an unreliable supplier can each add significantly — even when the headline rate looked competitive when you signed.

> Smart buyers don't chase the lowest rate.
> They work toward a better total outcome.

The total cost checklist:

1. Did I engage early enough to watch the market — or just beat the deadline?
2. Do I know exactly what my broker is being paid?
3. Are suppliers competing for my business?
4. Are my quotes custom-built to my usage — or pulled from a rate sheet?
5. Are pass-through costs fully disclosed before I sign?
6. Has my supplier been vetted beyond the price?
7. Am I getting a daily market signal — or only hearing from someone when they want to sell?

If any answer is no — there's room to do better.

About Arise Energy

Most energy buyers have never had a channel partner who tells them it's not a good time to buy. They get quotes when someone wants to sell. They renew because the deadline arrived. They sign without knowing whether the market was high, low, or somewhere in between.

That's not procurement. That's hope.

At Arise Energy, we built a different model. One where you see the market before you engage it. Where suppliers compete for your business instead of the other way around. Where a broker's job is to help you make a more educated call — even if that means waiting.

We track. We signal. You decide how involved you want to be.

Start with PriceWatch — it's free. A daily market signal, updated in real time. Know whether now is the right moment before anyone asks you to sign anything.

→ https://ariseenergy.com/pricewatch

When the moment is right, we'll be ready to move fast.

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