



# KEEP OHIO

## Customer-Centric and Competitive

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The Energy Professionals of Ohio is an association of leading brokers and retail suppliers who are **committed to bringing the benefits of competitive policy and regulatory decisions to Ohio consumers**. Working together, we advocate for customer-centricity. We encourage a climate that supports innovation. And we promote opportunities to educate industry stakeholders, share best practices, and reinforce integrity and transparency throughout the energy sector to ensure a more prosperous future for everyone.

### WE NEED YOUR VOICE!

Learn how you can join the Energy Professionals of Ohio to advocate against House Bill 247. Take advantage of our tools, insights, and relationships with representatives in your region. Email: [kevin@energyprofessionalsofohio.com](mailto:kevin@energyprofessionalsofohio.com) for more details on how to get involved.

# Understand the Truth About House Bill 247

**What you may hear:** House Bill 247 is necessary to let an electric distribution utility (utility) expand its considerable expertise and resources into under-served markets, including renewables and energy management services.

**The Truth:** A utility can already offer these services; it just must be done through its competitive affiliate and not through its regulated business. By allowing these programs to flow through its regulated business, the legislation ultimately gives the utility the ability to apply charges to all of its captive distribution customers, subsidize its products, and undercut the real market. Customers pay whether they use the programs or not.

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**What you may hear:** House Bill 247 is needed so a utility can offer services “beyond wires.”

**The Truth:** There is a reason a regulated monopoly is made to stick to wires services. A utility has a captive customer base; therefore, it can bury program costs in those captive customer charges to undermine real market actors. Further, the utility can use its one-of-a-kind customer database (literally every single customer within its territory and the customer’s historical usage) to provide it with market advantages that will, again, undercut the suppliers and brokers in the marketplace. Imagine if you had a competitor who knew which customer needed a service before the customer even asked for it? Letting utilities get into competitive products turns a consumer into a captive rate payer.

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**What you may hear:** Competitive suppliers have had ample opportunities to serve the marketplace for energy services beyond energy and have failed.

**The Truth:** Competition is alive and well. With dozens of suppliers active in Ohio, and hundreds of consultants and brokers, customers can pick the energy supply and energy services they choose. Allowing a utility to monopolize the energy services marketplace will decrease service offerings, increase inefficiencies, and hurt the consumer’s ability to save and spend its dollars how they choose.

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**What you may hear:** All customers should benefit from new technology and we [the utility] can work at a scale that makes it cost effective.

**The Truth:** This statement should scare you. The real-world translation of what the utilities claim: Only utilities have the ability to introduce you to new cost-effective technology.

Did your utility introduce you to energy efficient light bulbs? Did your utility introduce you to smart thermostats like Nest? Did your utility introduce you to smart home functions that let you control lighting, appliances, garage doors, and other items all via an app on your phone?

No. No, they did not. Innovators in the marketplace saw a need and developed solutions for them. The innovators then sold their technologies until they became mainstream. Letting a utility pick and choose which new technologies they will impose because they can do it “at scale” limits the customer’s ability to choose.