

CASE STUDY

Business

AVPM Corporation

National property owner of multi-family housing developments

Pre-RCE Situation

- Multiple Texas properties, with 18 in Dallas/Fort Worth area, all using TXU
- One contract with cumulative annual usage over 5,100,000 kWh
- Paying **\$0.082** per kWh – average all-in rate of \$0.107 per kWh
- Average annual utility costs = **\$545,700**

Problem Statement

AVPM was seeking to simplify their electricity by using a portal to turn off & on meters as lessees moved in & out of the apartment complex, thereby saving down time and money through a more efficient system. [Needed a “CSA”, or Continuous Service Agreement, to address this issue]

Right Choice Energy Solution

Right Choice Energy separately approached several different providers to find the best one to offer a portal solution for individual property managers (“PM”) part of the AVPM Properties. This allowed each PM to manage accounts online and saved the company hundreds of thousands of dollars. In addition, RCE was able to extend the payment terms out to Net 30, which allowed PMs to not rush and to review all bills more thoroughly prior to payment.

StarTex Energy responded with the best contract, including the needed portal system conditions and the lowest possible price.

- Switched to StarTex Energy, with zero service downtime.
 - 1-year fixed rate contract.
 - Portal created for each property manager (“PM”).
 - Training provided for each property manager.
 - Paying **\$0.0632** per kWh – All-in rate of \$0.088 per kWh
 - Average annual utility cost = **\$322,320**
 - Annual Savings to TXU = **\$223,380** (plus associated taxes)
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Current Status

In August 2011, AVPM decided to it was time to explore pricing options again and that the time was right to fix the price for a longer term. Green Mountain earned their business with some aggressive pricing.

- 2-yr fixed rate contract.
 - Paying **\$0.0594** per kWh – All-in rate of \$0.084 per kWh
 - Average annual utility cost = **\$302,940**
 - Annual Savings to StarTex = **\$ 19,380**
 - Annual Savings from 1st visit = **\$242,760**
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Client Testimonial

“The Right Choice Energy team helped a great deal with our original portal set-up. By training all our PMs, they clearly improved our ramp up time to launch and by extension, clearly improved the efficiency of our PMs. We made an excellent decision by working with them.”

- Stuart England, COO, AVPM

FOR INFORMATION CONTACT

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