

Powering Commercial Real Estate



Benefits of an Energy Strategy from Direct Energy Business

■ Experienced Energy Service Provider

With more than 20 years of industry experience, we are dedicated to helping organizations across all sectors optimize their energy management strategy and gain greater control of their energy budgets. We are highly experienced in helping commercial and industrial businesses implement custom energy purchasing strategies to effectively manage their energy costs and achieve maximum efficiencies in their operating budgets.

■ Straightforward Guidance

We are a trusted commercial retail energy supplier dedicated to providing you with the best guidance to your energy management decisions. Our pricing, product and educational information will give you a clear view of the industry and your electricity and natural gas choices.

■ Energy Advocacy

Direct Energy Business delivers much more than electricity and natural gas supply. We're here to act as your advocate for energy choice by keeping our eyes, ears and voice in the energy policy sphere. Our in-house regulatory experts are active in each of our service areas, and we regularly share their insights with you, including advance notice of rulemaking changes and analysis of the projected impact on your energy management strategy.

■ Volatility Safeguards

With your monthly energy budget in the tens of thousands or millions of dollars, even a small fluctuation in the energy market can cause substantial cost increases. With information from our best-in-class Energy Management Center and a variety of industry-leading products and services, we can help you make informed decisions to shield your operating costs from energy market volatility.

■ Contract Flexibility

We understand that energy contracts are a prominent feature in commercial real estate deals. We streamline the assignment of an existing Direct Energy Business contract to a new owner—with the same terms, conditions and pricing—and provide personal, customized support throughout the process.

Maximize your buying power

For commercial real estate firms, energy fees outrank property insurance, mortgages and other loans as your most costly expenditure. As electricity and natural gas costs rise, they can also chip away at the profit margins of your current lease agreements and jeopardize new contracts.

Direct Energy Business recognizes the financial burden of rising energy prices on property management companies and their tenants. The commercial real estate industry is our largest customer sector, making Direct Energy Business highly qualified to help firms like yours gain greater control of your operating costs through sophisticated energy procurement strategies driven by customer demands.



Powerful Solutions for Commercial Real Estate

Direct Energy Business is an experienced retail energy provider for commercial real estate enterprises and understands the impacts of energy on your business. We can help you develop a strategy that best suits your energy needs and contributes to your business objectives.

Whether you want a strategy with budget security or flexibility, we can provide objective, straightforward guidance for your energy management decisions. We understand that energy can have a significant impact on your bottom line, so we will work with you to simplify the procurement process and implement a custom energy strategy that aligns with your usage profile, risk tolerance and budget expectations.

Industry-Leading Product Offerings

With a variety of industry-leading products and services, we can help you devise and implement a custom energy strategy that supports your business objectives.

- **Fixed Price.** Gain greater budget control with a fixed rate for your electricity and natural gas supply. We can recommend strategies for gaining cost predictability in dynamic market conditions.
- **Index Priced.** Mitigate the risks of locking in your entire supply at relative highs. Our index priced (market-based) electricity and natural gas products offer flexibility to ride the market in pursuit of strategic buying opportunities.
- **Heat Rate.** Purchase electricity supply for your Texas facilities with a transparent, competitively priced rate that's linked to the natural gas market. Our Heat Rate product offers added risk management value, with the option to convert to a fixed price term to take advantage of favorable market conditions.
- **PowerPortfolio®.** Create a custom energy strategy that includes fixed and market-based prices with the PowerPortfolio product. Gain customized planning and dedicated management of your procurement strategy from a Portfolio Strategist who actively monitors markets for buying opportunities that optimize your energy spend.
- **Make Me Green™.** Enhance your energy strategy with renewable energy certificates (RECs), an increasingly popular and cost-effective choice for corporate sustainability programs. Each Make Me Green REC purchase serves as proof of your support of the advancement of renewable energy technologies.

For more information about our products and services, visit www.directenergybusiness.com.

About Direct Energy Business

Direct Energy Business is dedicated to serving our customers with industry-leading energy management solutions. We can help you gain greater control of your energy costs and streamline your procurement process.

With more than 20 years of industry experience, we are dedicated to helping companies make cost-effective choices for their energy requirements. Contact us to talk about your energy demands, and we'll help you navigate the procurement options available in your service area.

To learn more about our company and other energy strategies for commercial and industrial enterprises, visit www.directenergybusiness.com or call 800.830.5923.



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