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**Susan Gouveia**

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**From:** Lashway, Lisa  
**Sent:** Thursday, February 27, 2014 9:48 AM  
**To:** Canning, Sean  
**Cc:** Susan Gouveia  
**Subject:** FW: New Jersey Electricity Aggregation Outlook: Fastest Way To Keep Door To Door Salespeople Out of Your Community  
**Attachments:** New Jersey Electricity Aggregation Outlook Part 4.pdf

Correspondence

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**From:** Joe Mangano [mailto:joe.m@agellc.com]  
**Sent:** Thursday, February 27, 2014 9:06 AM  
**Cc:** Joe Mangano; Jordan Haarmann; Jeff Haarmann; Ross Calliott AGE  
**Subject:** New Jersey Electricity Aggregation Outlook: Fastest Way To Keep Door To Door Salespeople Out of Your Community

**Please forward this important information to your Mayor, Councilman, or Committee Chairs.**

## *Our View*

Affordable Gas & Electric's view is that electricity aggregation, if administered properly, is the most effective means a resident has in securing lower electricity rates.

We become the "shopping" mechanism for the average resident who doesn't have the time or expertise to seek out lower rates on his/her own and doesn't have the benefit of mass volume driving rates as low as possible. With passage of an ordinance, you facilitate another form of CHOICE as your community agrees to participate in a mass buying group.

Affordable Gas & Electric's consulting services come at no direct out of pocket expense to the City or residents of your community. When an ordinance is approved and a lower electricity rate offered by a qualified supplier is selected by City officials, then, and only then, are we compensated by the winning bidder. We invest our time and effort in educating residents to insure passage, then rely on our supplier relationships to bring great rates to the residents of your community.

The bidding process we facilitate secures a "guaranteed fixed rate" over a typical period of 24-36 months in length. This provides rate security in the face of rising electricity costs. The suppliers mentioned above have all

# New Jersey Electricity Aggregation Outlook: Fastest Way To Keep Door To Door Salespeople Out of Your Community

Part 4 of 5 Part Series      February 27, 2014

## Door To Door Salespeople Can't Compete — Go Elsewhere To Sell



Door to door and telemarketing are the sales tactics of choice by most electricity supply companies. You've probably had a salesperson stop at a door in your community.

Many community leaders would like to find a way to stop door to door companies from soliciting in their communities, but passing and enforcing

laws against DTD is both time consuming and a challenge for police to effectively enforce.

Government Aggregation of electricity in your community is the fastest and most effective way to keep door to door sales people out of your community.

**THEY SIMPLY  
CANNOT COMPETE  
WITH THE  
MUNICIPAL RATE -  
SO THEY LEAVE.**

In Illinois, DTD electricity solicitation has been virtually eliminated because of the low, low rates secured by over 80% of Illinois communities.

City by city, village by village, county by county, Illinois and Ohio communities have approved aggregation programs that have delivered rates well below what a door to door company can offer to individual residents.

Momentum is growing in New Jersey as well. Aggregation is proving to be the most effective means of securing the lowest electricity rates, for the longest term, and driving DTD sales teams out of your community.

**A Five Part Series**

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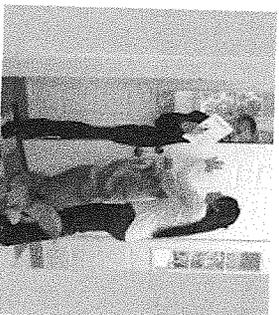
The bidding process we facilitate secures a "guaranteed fixed rate" over a typical period of 24-36 months in length. This provides rate security in the face of rising electricity costs. The suppliers mentioned above have all expressed interest in bidding for our aggregation communities.

If you would like hear more about Electricity Aggregation, including comments from various suppliers who will bid, please click on the orange button and register for our free webinar.

# New Jersey Electricity Aggregation Outlook: Fastest Way To Keep Door To Door Salespeople Out of Your Community

Part 4 of 5 Part Series February 27, 2014

**Door To Door Salespeople Can't Compete — Go Elsewhere To Sell**



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## A Five Part Series Featuring The Following Topics:

- Momentum is Building
- NJ Law Encourages Aggregation
- Shop on Your Own vs. Aggregation Rates—Who Wins In Each Scenario?
- The Fastest Way To Keep Door To Door Sales Teams OUT of Your Community!!
- Why A Broker Makes Electricity Aggregation Successful



[Click To Join Our Free Webinar](#)  
March 4, 7PM  
[Panelists Include Suppliers Who Desire To Bid](#)

Or email [info@agellc.com](mailto:info@agellc.com) to request more information