

EMPOWERING CUSTOMERS TO MAKE ENERGY-WISE DECISIONS

One of the biggest ways people can save energy at home is by switching out and upgrading to efficient products.



ANNUAL SAVINGS
\$123 | 565 kWh

58%
of customers want their utility to provide recommendations on energy saving goods such as home appliances.¹

It's time to bridge the gap between utilities and customers.

Americans spend
\$37B
annually on appliances²

\$BILLIONS\$
of dollars are available through utility rebate programs to help meet Energy Efficiency Resource Standards³

72% of homeowners plan to spend
\$4,000 on improvements and upgrades⁴

<7%
of people apply for available rebates that give money back for purchasing energy-efficient products⁵

INTRODUCING



SIMPLE
energy

MARKETPLACE

Simple Energy Marketplace is an e-commerce platform that connects utilities and consumers by offering energy-saving household products and services with instant rebates at the point-of-sale.



HONEYWELL LYRIC

PRICE
\$247.82

YOUR PRICE
\$197.82
With \$50.00 Instant Rebate



Customers save time and money through instant rebates

ENERGY SAVINGS

You'll see real savings on your energy bill with this product.

\$225 IN YOUR 1ST YEAR

Personalized product offerings and savings calculations based on utility account data



SAMSUNG WF5200 FRONT LOAD WASH...
Front Loading Washing Machine

AS LOW AS \$799.00

YOUR PRICE **\$749.00**
With \$50.00 Instant Rebate

ADD TO CART

Utility branded site complements existing EE and DR programs

Contact us to learn more

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www.SimpleEnergy.com

1 American Council for an Energy-Efficient Economy: ACEEE. Energy Efficiency Resource Standards: In Practice. (PDF). Retrieved from: https://www.aceee.org/files/pdf/fact-sheet/EERSInPractice_basic.pdf 2 Jackson, Anna-Louise, Feld, A. (2014, May 7). Appliance Sales Could Rise as Americans Upgrade: EcoPulse. Bloomberg. Retrieved from <http://www.bloomberg.com/news/articles/2014-05-07/appliance-sales-could-rise-as-americans-upgrade-ecopulse> 3 American Council for an Energy-Efficient Economy: ACEEE. Energy Efficiency Resource Standards: In Practice. (PDF). Retrieved from: https://www.aceee.org/files/pdf/fact-sheet/EERSInPractice_basic.pdf 4 Flynn, K. (2013, March 2013). Home Improvement Plans Increase; 50% More Americans Expect to Move. Researchscape International. Retrieved from http://www.researchscape.com/finance/130325_home_improvement 5 Who Participates in Residential Energy Efficiency Programs?, Cooperative Research Network, 2013