

Lower Electricity Rates through Direct access may soon provide California Businesses with estimated 10 – 20% energy cost savings.

Direct Access (DA) is scheduled to re-open mid-April 2010, for non-residential accounts in the PG&E, SCE, and SDG&E service areas, and when approved by the CPUC will provide companies the right to choose their own electricity supplier.

However, while a number of Energy Service Providers (ESPs) estimate the energy cost savings will be between **10 – 20%**, many companies are still unaware of this DA opportunity.

Bmark Energy Inc., an energy consultant/broker in California, has launched an information alert to companies, throughout the state, in order to raise awareness of the changes in the California electricity market.

“In today’s economy, companies need to shave costs wherever possible. For those companies tired of simply paying the generation charges which are “passed through” from the utility, there is now an alternative. For those wanting better control of their energy costs, better control of their market risk, and better cost-savings, DA is the only way to go.” explains Robert Kramb, president of Bmark Energy.

“There are volume caps that limit the load which can migrate to DA with annual phase-in volumes allotted to each utility, and since space is limited, it will be allotted to companies on a **“First Come – First Serve”** basis. Once the cap is reached, there is no further DA movement. Additionally, there is a DA - Power Cost Indifference Adjustment (PCIA) fee that needs to be included into any savings calculations. But, given a few minutes on the phone, a company will better understand the above issues to increase their DA success.

Bmark Energy has helped open newly deregulated markets throughout the nation since 1993, which is why ElectricityDeregulation.com and NaturalGasDeregulation.com point to us,” continues Robert.

To completely understand how your company can benefit in the DA program, you are urged to contact Bmark Energy, for the following:

- 1- A step-by-step time line process, and the necessary utility forms,
- 2- Tips on common pitfalls to avoid with suppliers in emerging markets,
- 3- Suggestions for pricing/term options to provide the greatest savings,
- 4- Benefits also available for those companies with poor credit or in BK

Those seeking more information should visit BmarkEnergy.com or ElectricityDeregulation.com, or call @ 888-987-8777 x1, or fax their bill to 805-456-2088.