

# WHY THEY WANT YOU!

[THEY SAY IT'S YOUR GOOD LOOKS...BUT...]

**You're a cash cow to them.** So, of course our for-profit competitors want you! After all, political subdivisions don't go out of business. That's why the for-profits will do anything they can to get you to sign for as long a contract term as possible. Never mind the fact that the electricity market is dynamic, with numbers that turn on a dime and prices that often go lower. These guys are out to make a buck.

**They know they can't compete against non-profit TCAP,** so they bad-mouth us. They know we offer low, transparent prices; superior member services, staff and consultants to assist you at no additional cost, and 100% member-controlled governance run by a board of your peers.

**Cities are not in the electricity business** so, our competitors take full advantage of the fact that

the Texas electric market's dynamics and details are complex, opaque, and changeable. This makes it easier to squeeze additional money out of you—often without you even knowing it. (It's in the fine print.)

**Brokers make fat commissions off every deal.**

They send RFPs to their provider buddies who will cut them in on a share of the profits. So, when they tell you they got you the lowest bid are they telling the truth? Sure—best bid for them.

**They're for-profits! We're non-profit!** In the retail electric market, the broker, the REP, the energy provider all make out like bandits. But, TCAP

leapfrogs brokers and REPs for our member's energy procurement, avoiding their mark-ups. You might hear a comeback like: "yeah, but TCAP charges aggregation fees!" And we do! But, our aggregation fees are lower than any broker's commission we know of, and our fees go to fund the superior service our members enjoy.

**TCAP is governed by your peers.** TCAP's Board of Directors is comprised of local officials. Our bottom

line is saving cities money.

We even have a track record of refunding excess funds to members whenever possible. Can our competitors say that?

**But, they'll say that aggregation's not for everyone.** How can they say buying in bulk is not a smarter option? 99% of cities and political subdivisions are great candidates for our kind of aggregation. And TCAP

works hard to make sure its contracts, pricing and services benefit 100% of its members—from the largest to the smallest... North, South, East, and West!

**All TCAP members participate in TCAP Board**

**Elections.** What broker or REP will offer you that level of transparency, participation, or control? None.

