**(B-4) Exhibit B-4: "Electric Aggregation Program"**

(a) Applicant's electric aggregation program;

- Receive Letter of Exclusivity, Sign Statement of Work, Location List, Invoice Copies
- Create database of accounts in deregulated areas
- Review current contract if applicable
- Develop Go To Market Strategy based on account/contract status and market conditions
- Kickoff call (ex. Zoom) to discuss program, Go To Market strategy, and answer questions
- Send competitive RFP to suppliers- Collect Pricing
- Compare utility rates/contract rates and supply rates to see if there are savings available
- Provide customer with full analysis of prices received and the savings/loss against their current contract price and/or the current utility price to compare
- Facilitate contract signing between supplier and customer
- Once executed, confirm accounts are being billed properly after the first billing cycle

(b) Marketing methods Applicant intends to use;

- Inside Sales Team- markets service to qualifying customers
- Marketing Campaign- Social Media, Email, Blogs, Video, Success Stories

(c) The requirements or obligations to be imposed on electric customers, including any membership or fee requirements;

- We charge a supply adder for our service, which is outlined in our Letter of Exclusivity (LOE) and Statement of Work (SOW), both signed by the customer

(d) Applicant's membership fee structures and schedules, if any, including a copy of any contract issued to a customer;

- Letter of Exclusivity, Statement of Work - Attached copies

(e) How Applicant intends to select electric suppliers for Applicant's electric customers;

- We recommend suppliers based on price and contract terms contained in the individual agreement, but we also take customer service, billing practices, and overall financial health of the supplier into account

(f) How Applicant will be compensated for Applicant's electric aggregation services and a description of such compensation or pricing structures or schedules, specifically indicating if Applicant will be compensated by customers, suppliers, and/or both;

- We are paid directly by the supplier in the form of monthly residual commission.

(g) Copies of any contracts between the Applicant and electric suppliers; and

- Broker Agreement Samples (Engie, Direct, Constellation) - Attached and labeled

(h) A description of any other services that Applicant intends to offer Applicant's electric customers. N/A- Broker/Consultant Only