

# STATE OF NEW HAMPSHIRE

## Inter-Department Communication

**DATE:** June 9, 2011  
**AT (OFFICE):** NHPUC

**FROM:** Amanda O. Noonan *ao*

**SUBJECT:** DM 11-087 and DM 11-088  
EnergyRebate Electric/Gas Applications for Aggregation

**TO:** Thomas Getz  
Clifton Below  
Amy Ignatius  
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**CC:** Robert Wyatt  
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On April 25, 2011, EnergyRebate, Inc. filed to provide aggregation services in New Hampshire to natural gas and electric customers. While the applications were informationally complete, Staff was concerned about the corporate name and the potential customer confusion that name might create. Staff contacted EnergyRebate asking EnergyRebate to use a different trade name for its New Hampshire business.

In response to Staff's request, EnergyRebate replied that it has had its corporate name for almost 13 years; it is a small company with one full time employee and one part time employee; and its letter head, web presence, email identification, and phone answering are all based on the corporate name, EnergyRebate. As a small business, the company stated that it does not have the ability to operate in New Hampshire under a different name than it uses in all other states where it does business. The company further stated that it makes no promises to customers of rebates and is simply looking to broker electricity and natural gas in New Hampshire as it has done in the other New England states. Staff reached out to those states where EnergyRebate currently conducts business and found none of those states had any issues with EnergyRebate.

EnergyRebate currently serves approximately 475 commercial customers in Massachusetts, Maine and Rhode Island. EnergyRebate intends to market only to commercial customers in New Hampshire. The potential for customer confusion - for customers to be confused about what they are signing up for - is more likely to occur in the residential electric marketplace. Accordingly, Staff recommends the Commission approve EnergyRebate's request to provide natural gas aggregation service and approve the request to provide electric aggregation service only as it relates to commercial customers.