

# Ohio Electric Supply Shopping Guide

2024

## What is Electric Choice?

In restructured states such as Ohio, customers are empowered with the freedom to select their electricity provider.

In Ohio, the monthly electric bill encompasses three primary components, covering both supply and delivery of electricity. Depending on your supplier, they could be listed on your bill as "Supply Charge," "Delivery Charge," "Electric Generation Supplier," "Supply Total," "Delivery Total," "Customer Charge," "Service Delivery," or "Generation." Customers can shop and compare offers for the "supply" portion of their bill, enabling them to choose a supplier other than their local utility.

## What are some of the reasons for shopping?

### PRICE

In Ohio, customers who do not actively shop are enrolled in the "default" or "standard" service provided by their local utility. This service entails paying a price per kilowatt hour (kWh), which may fluctuate periodically throughout the year. Alternatively, customers have the opportunity to explore offers from competitive suppliers. They can opt for less expensive short-term rate contracts or choose to lock in a rate for a long-term contract, which might be slightly higher than their current rate but still lower than the rate that the utility will charge in the subsequent term.

### RENEWABLE ENERGY

In Ohio, both utilities and competitive suppliers are required to source renewable energy for 7.0% (as of 2023) of the supply they offer to ratepayers. Additionally, certain competitive suppliers provide products with 100% renewable energy.

### SPECIAL PRODUCTS

Within competitive markets, companies have the opportunity to offer unique and innovative products and services tailored to meet individual customer energy requirements. These offerings encompass a variety of innovative solutions, such as free nights and weekends for residential electric vehicle charging, home warranty products, smart home devices, and digital tools to help customers control and optimize their energy consumption.



## ABOUT THIS GUIDE

The Retail Energy Advancement League developed this guide to provide customers with valuable insights into the advantages of selecting a competitive electric supplier and equipping them with the knowledge to make well-informed decisions within the market.

If you have any questions, please email [info@retailenergychoice.org](mailto:info@retailenergychoice.org)

## ADDITIONAL RESOURCES

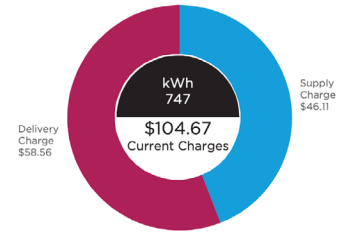
**Energy Choice Ohio**  
[energychoice.ohio.gov](http://energychoice.ohio.gov)

Scan to learn more about Energy Choice in OH!



## How to Shop

**1** Determine your current electric supply cost by examining indicators such as “Supply Charge,” “Electric Generation Supplier,” “Supply Total,” or “Customer Charges” on your utility electric bill. This price is then multiplied by the kilowatt hours (kWh) you consume monthly to calculate your “supply” charge.



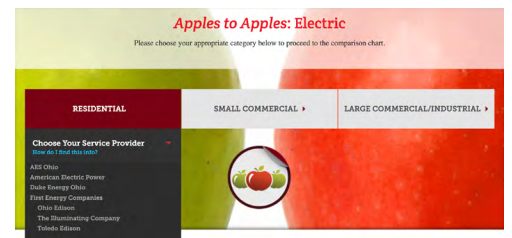
**2** Visit [www.energychoice.ohio.gov](http://www.energychoice.ohio.gov) and locate the “Compare Offers Now” section, positioned at the bottom left of the “Compare Apples to Apples” graphic.



**3** You will then be redirected to the “Apples to Apples: Choose Your Utility” page. Click the “Electric” button, which leads to the next page, where you will determine what customer class you fall under.



**4** If you are shopping for your home, hover over “Residential.” If you are a commercial or industrial customer, hover over the button that best describes the size of your business.



**5** When you hover over the button, a list of suppliers appears. Click the name of your current supplier to be redirected to the “Apples to Apples Comparison Chart.” Scroll to the middle of the page to see a chart with available plan options. To compare one plan to another, click the box next to the plan you wish to compare under the “Click to Compare” section.

Search	Click to Compare	Supplier	\$/KWh	Rate Type	Renew. Contract	Intro. Offer	Term. Length	Early Term. Fee	Monthly Fee	Promo. Offers
12 RECORDS FOUND	<input type="checkbox"/>	Direct Energy Services LLC PO Box 180 Tulsa, OH 74121 (855) 355-3733 Company Site Other Details Terms of Service Sign Up	0.0959	Fixed	0%	No	24 mo.	\$0	\$0	No
My Current Rate (Optional)	<input type="checkbox"/>	IGS Energy 6090 Senechal Parkway Dublin, OH 43016 (800) 280-4474 Company Site Other Details Terms of Service Sign Up	0.0949	Fixed	100%	No	36 mo.	\$199	\$0	No

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To tailor your search to suit your needs, on the left side of the chart, under “Search,” are options for you to customize your offers.

### MY CURRENT RATE (OPTIONAL)

This is an optional section where you can type in your current rate.

### PRICE PER KWH

Where you can set your preferred minimum and maximum Price per kWh.

### TERM LENGTH (MONTHS)

Where you can set your preferred minimum and maximum contract length.

### EARLY TERMINATION FEE

Here, you can set the minimum and maximum you'd be willing to pay for an early termination fee.

### MONTHLY FEE

This is where you can set the minimum and maximum you'd be willing to pay for your monthly fee.

### RENEWABLE CONTENT

Select the amount of renewable content you'd like included in your electric generation.

### RATE TYPE

Select the rate type for how you'd like your energy plan to be priced.

- Fixed – A price that will remain the same for at least three billing cycles or however long the contract term is.
- Variable – A price that may change with the market conditions by the hour or day, according to the supplier's disclosure statement.

### ELECTRIC SUPPLIER LISTING

A dropdown menu of all utility options where you can choose which utilities you'd like to be included in your search.

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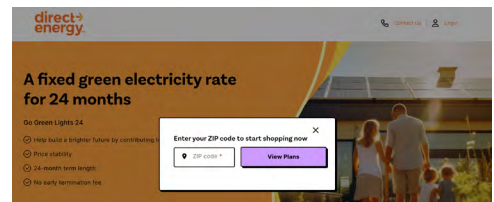
Once you decide on which plan you'd like to purchase, click “Sign Up” to be directed to the supplier's website.

**Direct Energy Services LLC**  
 PO Box 180  
 Tulsa, OK 74101  
 (855) 355-3733

[Company Url](#)  
[Offer Details](#)  
[Terms of Service](#)  
[Sign Up](#)

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Follow the instructions on the website to enroll. Carefully review the terms and conditions before signing up. You will still receive your bill from your local utility. If you are in the middle of a billing cycle, your updated rate and supplier information will be reflected on the bill following your next meter read.



## Additional Shopping Tips

### AUTOMATIC RENEWAL

An automatic renewal will renew your contract with the same supplier. However, that product may no longer be available, and the renewal may include different terms or a different price. Your supplier is required to provide a renewal notice and renewal terms for your review prior to the expiration of the original contract. This will include any updated terms, including changes to your rate.

### HOW TO CANCEL

If you want to return to utility service, you must contact your retail energy supplier to cancel the contract. If you want to switch suppliers, you do not need to call your current supplier to cancel. Simply enroll with the new supplier, and you will be switched in your next billing cycle.

## Smart Shopper Tips

- When you sign up with a new supplier, note the contract end date and set a reminder on your calendar well in advance of that date to review the terms of the contract (if it will be automatically renewed) or shop for a new supplier.
- Despite being in a long-term contract, it's recommended to regularly monitor the Energy Choice site on a monthly basis. This allows you to stay informed and potentially discover more favorable offers that may better suit your needs.
- If you are shopping for cost savings, consider your local utility's upcoming rate changes (typically in the winter and summer) and current rates. Many suppliers provide long-term, fixed-rate contracts. While the price might not be lower than the current utility rate, it may be lower than the utility rate in the upcoming term and worth switching for future savings.



## Unhappy with your Service?

If you find yourself dissatisfied with the service provided by your supplier or note discrepancies between the rate you agreed upon and the rate you're currently paying, start by reviewing the terms outlined in your contract and reaching out to your supplier directly. Should you encounter difficulties in resolving the issue with the company, you may contact the Public Utility Commission below for further assistance.

## CONTACT

Public Utilities Commission of Ohio  
180 E. Broad Street  
Columbus, OH 43215-3793  
(800) 686-7826

[SUBMIT A COMPLAINT](#)