

VARO

Your Energy and Telecom Advocate



Overview

Since 2003, VARO has been an advocate for businesses to rely on for guiding their energy purchase decisions. With more than 50 years of experience in U.S. market deregulation, VARO brings a fundamental understanding of the dynamics and complexities beneath the restructuring of federal and state regulations in the electric and natural gas industries.

Our experience working for energy companies has built a unique perspective among VARO's professionals – inside knowledge that now works for our clients on their side of the negotiating table!

Our advocacy decreases the time you spend meeting with prospective service providers and gathering underlying details and proposals for electric and natural gas supply services.

We bring to you the analyses and recommendations required to make confident, informed decisions – and remain at your side to ensure implementation of the services and to provide ongoing support.

Market Knowledge: How does a decision maker distinguish between the dozens of different service providers knocking on their door? VARO's experience from inside the energy industry cuts through the fog created by sales and marketing programs that are competing for your business. Our industry knowledge and relationships enable true comparative assessments between multiple supplier proposals – saving you precious time as we prepare these analyses and recommendations. Our industry experience is a dynamic advantage to VARO clients.

Industry Knowledge: Perhaps the greatest challenge to making confident purchasing decisions is the general lack of information to help decision makers understand what they need to know about “utility deregulation” and how to apply that knowledge. VARO brings a fundamental understanding beneath the restructuring of federal and state regulations in the energy industry – and we translate this knowledge to our clients for practical application.

“Green Energy”: There's a growing interest among businesses for social responsibility linked to their consumption of energy. We can support your discovery of available options for purchasing renewable energy or exploring sustainable energy projects such as solar/wind electricity or geothermal heating.

Energy-Demand Side Management: Aside from purchasing energy at favorable prices and terms, the foremost objective for any business is to reduce its overall demand for energy. We can connect you with the right programs and resources to analyze the current energy profile for your facilities and operations – and the options and economics behind conservation-minded improvements.

Contract Management: Our familiarity with industry contracts helps our clients focus on the key terms that may impact their purchase decisions – and may help distinguish between competing service providers. We maintain an active database of executed contracts and take the initiative in advising our clients of approaching deadlines for the next cycle of decision making.

Competitive Pricing Ensured: VARO is licensed in key states and authorized to work directly with more than 20 premier energy service providers. Having previously worked inside the industry, we have strategic knowledge on the products and pricing methodologies offered by competing service providers. And we utilize this expertise on behalf of our clients as we conduct RFPs from multiple suppliers to ensure highly competitive proposals to our VARO clients.



Contact VARO to learn how we can be your advocate for informed energy & telecom decisions!

Call: **716.810.1111** or Email: info@varo1.com