

The background image shows a waterfront city with palm trees, a body of water, and modern buildings under a blue sky with light clouds. A large white box with a green border is overlaid on the image, containing the main title.

THE HIDDEN TRUTH: 5 Things You MUST Ask Your Natural Gas Supplier To Be Sure You Aren't Getting Ripped Off

Beginning in 2000, deregulation of Florida's natural gas industry gave businesses like yours the ability to choose a natural gas supplier. No longer were businesses obligated to buy from a single supplier, the local utility. Today, you can shop for and choose a plan, term, rate, provider, and a host of other options that fit your needs and allow you to capitalize on savings that typically come with a competitive marketplace.

Sounds good, right? Not so fast!!!

When natural gas supply was deregulated and new suppliers entered the marketplace, there was (and still is) little standardization in the industry. Specifically, regulations around each supplier's contract structure, terminology, and methodology are few and far between making it difficult, at best, for Florida businesses to accurately compare their options.

This has led to confusion in the marketplace, and business owners who are not fully informed are the ones who are now paying the price (literally)!

Presented with many confusing options to choose from, many business owners have opted to remain with their local utility for supply, thus wasting hundreds if not thousands of dollars each year on the natural gas they use. Others have opted to make the switch, but in many cases, have had the wool pulled over their eyes. And while they may be saving money versus the utility on a cost per unit basis, many companies fail to explore supplier options that may be available to eliminate hidden fees that could be reducing their savings further, without them ever realizing it.

1

“Are there hidden fees buried in my contract?”

More often than not, a company's advertised price per therm is only part of the pricing story, though many consumers use this number as the sole basis to compare one supplier to another. Sounds logical, right? Wrong!

Many suppliers have other “hidden fees” buried in their contracts that are not revealed to consumers at the time of the contract signing. These include things like service fees, pool fees, and balancing fees. These additional fees--when added into the whole pricing picture--often causes what appeared to be a low price per therm to skyrocket!

Ask your natural gas supplier to reveal all of its fees. This is critical when you are comparing one natural gas supplier to another.

2

“Do you provide monthly reporting?”

Many suppliers say they save you money, but how many actually prove it month after month for the full term of your contract?

Providing monthly cost comparison reporting is essential so business owners can see exactly how their natural gas rate is performing versus the local utility company. This report is something that should be provided by every natural gas supplier serving Florida-based businesses.

3

“What pricing plan options do I have to choose from?”

Purchasing the natural gas to run your business is not a one-size-fits-all equation. Each business is unique with a different set of financial requirements, risk tolerance factors and other considerations. As such, each business's natural gas needs and program requirements are different.

Some may benefit from a Capped Price Plan. Others a Fixed Price Plan, or a Variable Price Plan, and still others may require Index-Based Pricing. It is great to have options, but it is equally important to understand how each type of plan will satisfy your unique needs. **Be sure your natural gas supplier works with you one on one to identify and select the option that is in your best interest, not their's.**

4

“Are you based in Florida?”

Though this may sound like a minor point, it's actually much more important than you may think. Why? Because large national natural gas suppliers are more likely to treat you like the vast majority of their customers, who are residential and have very different needs than a business owner/operator does. In addition, they are managing thousands upon thousands (if not hundreds of thousands) of accounts and may not have the time or inclination to deal with your specific needs and/or concerns. Plus, other suppliers may apply a one size fits all approach to how they procure your natural gas. Do you think a procurement strategy suited to the Northeastern US is appropriate in the South?

Natural gas suppliers based in Florida who only serve businesses based in Florida understand you, and are better equipped to manage the nuances of the natural gas supply market, weather patterns, and pricing opportunities, much better than those operating out of state. **Be sure to find out exactly where your natural gas supplier is located. Chances are, they may be much farther away, and more out of touch, than you think.**

5

“Will I ever hear from you again?”

Purchasing the natural gas you need to run your business should not be transactional. Rather, it should be relational. Unfortunately, this is not the case for the vast majority of natural gas suppliers. We have heard time and again that many suppliers seem to disappear once a customer signs on their dotted line. Why is a set-it-and-forget-it strategy one you should avoid? **Just like your business grows, changes, and evolves, the natural gas market itself changes, and you need to make sure there is someone in your corner advising on how best to adapt.** Questions such as whether or not you should consider another type of contract or pricing program need to be evaluated on an ongoing basis and not be forgotten until it's time to renew your contract.

With Mirabito Natural Gas, it is never a one and done transaction with our customers. Our goal is to be your natural gas expert, without needing to be on your payroll. Our team has been supplying companies like yours since the inception of natural gas deregulation in Florida. That's nearly 20 years of assisting businesses and keeping them one step ahead of the local utility company.

Mirabito Natural Gas customers are more than just another customer number—you become a member of our family.

Be sure to ask your supplier each of the above questions to be sure they really have your best interests, and your bottom line in mind.

No matter whether your natural gas is provided by the utility, or by another supplier, give Mirabito Natural Gas a try! We will provide you with a **FREE analysis of your usage** and your current natural gas contract so you can see exactly how much you are saving or how much you might be leaving on the table.

No risk. No obligation.

info@mirabitogas.com | 954.280.5358