



Maximizing Profits: Washing Away Rising Utility Costs

*Chris Ward, President and Co-Founder,
4WARD Energy Solutions*

Today's Agenda



EXCELLENCE
IN LAUNDRY

- \$ Introduction & Background**
- \$ Overview of Current U.S. Energy Landscape**
- \$ Understanding Energy Deregulation**
- \$ Building an Effective Purchasing Strategy**
- \$ Utility Rebate Opportunities**
- \$ Conclusion/Key Takeaways**

Introduction & Background

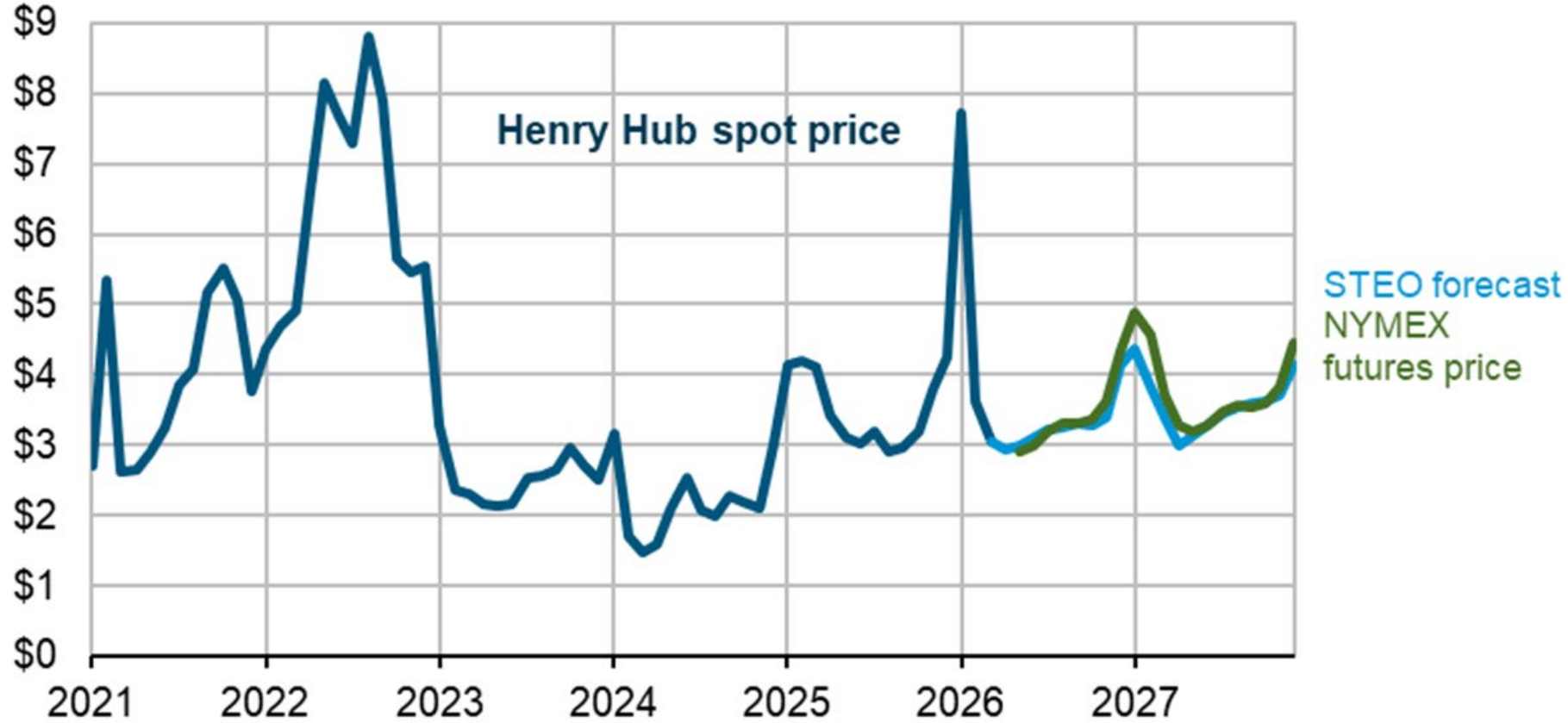
- \$ My professional career started in May of 2000 by working at a Fortune 50 company (AT&T.)
- \$ I then went to work at an executive search firm in Houston after being fired from AT&T in 2009. This is where I learned how to cold call, speak to upper-level management, and develop solid relationship skills.
- \$ I started in the deregulated/retail energy space in July of 2010, starting my own business with my wife in September of 2018 after working for several companies in the industry.

Overview of Current U.S. Energy Landscape *

* Source US Energy Information Administration: www.eia.gov	2024	2025	2026	2027
Brent crude oil (dollars per barrel)	81	69	96	76
Gasoline retail price (dollars per gallon)	3.31	3.10	3.70	3.46
U.S. crude oil production (millions of barrels per day)	13.2	13.6	13.5	13.9
Natural gas spot price (dollars per million BTU)	2.19	3.53	3.67	3.59
U.S. LNG exports (billions of cubic feet per day)	11.9	15.1	17.0	18.6
Shares of U.S. electricity generation (percentage)				
Natural gas	42	40	39	40
Coal	16	17	16	15
Nuclear	19	18	18	18
Conventional hydropower	6	6	6	6
Wind	11	11	11	12
Solar	5	7	8	9
Other energy sources	1	1	1	1

Henry Hub natural gas price and NYMEX futures price

dollars per million British thermal units



Data source: U.S. Energy Information Administration, Short-Term Energy Outlook, April 2026, Bloomberg L.P., and LSEG Data

Note: Futures curve is the average settlement price for five trading days ending April 2, 2026.

Understanding Energy Deregulation



EXCELLENCE
IN LAUNDRY

§ What does deregulation of Electricity and Natural Gas mean?

§ The opportunity to purchase these commodities from an REP (Retail Electric Provider) or a Natural Gas Supplier, Marketer, or third party other than your local utility or LDC (Local Distribution Company.)

§ The LDC will use their infrastructure to bring electricity and natural gas to your facility.

§ What is the Utility or LDC's position regarding deregulation?

§ Most LDC's are "revenue neutral" on the sale of electricity & natural gas.

§ Utilities and LDC's generate their revenue through the use of their infrastructure (transmission and distribution of these commodities through the utility pipelines).

§ Utilities across the country, require or endorse these customer choice programs.

Building an Effective Purchasing Strategy



EXCELLENCE
IN LAUNDRY

- \$ It's important to consult with your energy provider consultant at least once a year
 - \$ Ask questions about your next contract and the rates they are offering
 - \$ A sample question could be, what terms do you recommend given the performance of the market over the past few years?
- \$ Get a quote from a different provider if you're not using a broker/consultant to make sure they're offering a fair price
 - \$ If the pricing looks different than what you're used to, it's important to ask questions why
 - \$ If you don't have time to do this yourself, it's a good idea to talk to a consultant/broker
- \$ I believe education is very important when it comes to comparing prices and if the company/broker isn't willing to explain certain charges, there could be a reason for that
- \$ The biggest mistake I see people make when signing a contract is: they don't compare apples to apples (pricing can be offered/presented/structured in different ways)

Utility Rebate Opportunities



EXCELLENCE
IN LAUNDRY

- \$ How many of you have received a rebate from a utility that serves you?**
 - \$ I will admit that the process isn't always easy depending on the utility**
 - \$ Would anyone care to share their experience for those who haven't gone through this or are new?**
 - \$ With rising utility infrastructure costs, this is your opportunity to recover money from them**

- \$ How would I go about getting started about finding out this information?**
 - \$ Speaking with your utility rep or person that helped with getting your service started**
 - \$ Reviewing your utilities website for key terms such as: Ways to save, Conservation rebates, energy audit performed by a utility specialist**
 - \$ They will perform the audit at no cost, but will identify projects to will perform for you**



For Your Home For Your Business

Your Service ▾ Your Safety ▾ Our Company ▾ Help Center ▾ 🔍 🌐 👤

Account & Billing ▾ Programs ▾ **Ways to Save ▾** Featured Stories ▾

Subscribe to our newsletter for energy- and cost-saving resources and more.

Get a Spring Energy Tune Up.

Spring is the perfect time to get ahead of summer's impact on your electric bill. We've got tips, programs and tools to help.

GET STARTED



Conclusion/Key Takeaways

- \$ I am most concerned about is electricity demand; the utilities and electric grids being able to keep up
- \$ I am also concerned about utility infrastructure costs and increases in their costs to serve you their customer
- \$ Do your research (or use someone to help you) to see if Deregulation applies to you
- \$ Spend time on your purchasing strategy and ask questions
- \$ Investigate your utilities rebate programs and offerings
- \$ What did I miss?



Thank You!

Let's connect! Please let me know how I can help you and your business. Enjoy the rest of your time here and safe travels home.



**Christopher
Ward**

President at 4WARD
Energy Solutions