



**Contact:**

Walter Moore, President and CEO  
800-520-6685

**FOR IMMEDIATE RELEASE**

## APPI Energy approved as a new WIT Service Provider

Data-driven energy procurement and consulting solutions give distributors a competitive edge

**Salisbury, MD, December 4, 2015**—WIT & Co. announced its approval of consulting firm APPI Energy as a WIT Service Provider offering data-driven procurement solutions that reduce and manage energy costs for distributors. The APPI Energy database of daily supplier prices enables the firm to benchmark historical and real-time energy supplier prices in every deregulated energy market in the U.S. The firm has vetted and approved 54 energy suppliers to serve WIT distributors.

As a benefit to WIT owners, APPI Energy is available to analyze each independent distributor's energy usage, evaluate energy bills, deliver apples-to-apples comparisons of supplier prices and contracts, and negotiate supply solutions. Founded in 1996, APPI Energy gives WIT distributors a competitive edge to make informed, customized purchasing decisions that manage costs on an ongoing basis. "My family, owners of Shore Distributors, is a longstanding WIT owner," said Jane Morris Seagraves, APPI Energy Business Development Director. "I remember my parents attending WIT meetings when I was a child. I'm eager to begin working with WIT to add value for distributors."

"Our approval of APPI Energy fits well with our philosophy to provide WIT owners with purchasing and marketing programs that ensure each individual owner's success in the plumbing, heating, and cooling industry," said Bruce Tucker, President of WIT.

In addition to handling procurement so WIT distributors can focus on their core business, APPI Energy also provides ongoing customer service, handling any issues that arise with utility or supplier companies. APPI Energy data-driven procurement services are available in the following deregulated energy markets: California, Connecticut, Delaware, Illinois, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Texas, and Washington, DC.

### **About APPI Energy**

Operated by its original founders, APPI Energy provides data-driven procurement and consulting solutions to commercial and industrial customers. In 2016, APPI Energy will celebrate 20 years of reducing and managing energy expenses for clients in every deregulated market. APPI Energy delivers superior consulting, coordination of energy management strategies, and world-class customer service. The firm has earned the endorsement of 143 trade associations and chambers of commerce.

### **About WIT & Co.**

WIT is a member-owned buying group established in 1974 by independents for independents. The group's ownership has grown to 77 companies with 670 locations nationwide. Governed by a Board of Directors, WIT distributors are committed to working toward collective goals and initiatives that ensure each individual owner's success in the plumbing, heating, and cooling industry. [www.wit-co.com](http://www.wit-co.com)

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## TOP FIVE DIFFERENTIATORS

### Proprietary Pricing Database



The APPI Energy proprietary database of 45 million price points compiled during 19 years of experience enables our team to benchmark historical and real-time prices in every deregulated market.

We update prices daily across all service territories, and review thousands of prices every day to deliver data-driven solutions, and true apples-to-apples price comparisons.

Our team of experts uses our database of daily supplier prices to benchmark contract start dates and terms, and to identify the lowest supply prices to help you make a smart buying decision. Decisions about when to buy and contract length are based on data, analytics, and expertise.

### 143 Affinity Endorsements



APPI Energy is endorsed by 143 affinity groups, trade associations, and chambers of commerce across the U.S., covering industries including healthcare, manufacturing, property management, retail, and nonprofit.

Each association's Board of Directors vetted and approved APPI Energy to provide data-driven procurement and consulting solutions to members.

We provide quarterly financial, operational, and marketing status reports to associations, to ensure that we help members reduce electricity and natural gas costs on an ongoing basis.

### Ethical, Unbiased & Independent



We serve as an advocate for our customers only, never utilities or suppliers. Managed by a Corporate Counsel, our consulting team pursues industry and professional excellence. A high level of ethics and expertise is our foundational standard. Our consulting process delivers solutions that are customized to each customer's unique energy needs, and is always in accordance with each customer's internal timing and procurement policies.

Our due diligence of suppliers is done with our customers' best interests as the focal point. APPI Energy maintains relationships with 54 suppliers that we vetted and continuously monitor to meet our customers' energy needs. Less than 50% of suppliers meet our stringent evaluation, which includes a review of financial stability, billing accuracy, customer service, competitive pricing, management experience, and fair supply contract terms and conditions.

### Exceptional Customer Service



Our Customer Service team interacts on your behalf with utilities and suppliers to ensure smooth transactions.

During the last year, APPI Energy resolved 954 customer service cases, including account changes, billing needs, and customer requests. The APPI Energy Customer Service team verifies bill accuracy and resolves billing errors and credit issues.

We evaluate utility programs and regulatory policies to identify opportunities for reimbursements and financial incentives that save you money. For example, our team determines if you qualify for energy sales tax exemptions, and secures refunds at no cost to you.

### 19 Years of Proven Experience



In 2016, APPI Energy will celebrate its 20th Anniversary. Since 1996, we have provided data-driven procurement and consulting solutions to customers in deregulated energy markets across the U.S.

The firm's founder and original management team continue to own and operate APPI Energy today. Our 38-person staff includes an in-house Corporate Counsel, a customer service team, a data-driven operations department, information technology experts, regulatory analysts, and a marketing team.

Six APPI Energy consultants have earned the Association of Energy Engineers' Certified Energy Procurement Professional credentials.