

# Oppose Requiring REPs to Advertise for their Competitors

**HB 1799 by Rep. Bohac**

**AECT Position: Oppose**

## Proposal

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- HB 1799 would require that retail electric providers (REPs) include on the monthly bills of customers receiving fixed-price electric service a notice informing customers of their ability to choose a new REP via [www.powertochoose.org](http://www.powertochoose.org).

## AECT Position

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- AECT is concerned that requiring the inclusion of [www.powertochoose.org](http://www.powertochoose.org) on customers' bills is not consistent with competitive markets, as it requires advertising for one's competitors.
  - Many customers already find a provider through [www.powertochoose.org](http://www.powertochoose.org).
  - Simply Googling common search terms, such as "Texas electric," "Texas electric choice" or "Texas electric competition" yields [www.powertochoose.org](http://www.powertochoose.org) as the top search result.
  - Billing space is limited and already requires a significant number of components. Simplicity in billing is important to avoid consumer confusion.