

# Becoming a Retailer

## What is a retailer?

A retailer is a person or company who sells or provides retail electricity services. Retailers buy electricity from the wholesale market and sell to their own customers.

## How do I become a retailer?

Only registered pool participants can buy and sell electricity in the Alberta wholesale market. Therefore, all retailers must become a pool participant with the AESO by completing the following:

- [Pool Participant application form](#)
- [Distribution retail and self-retail asset request form](#) or [transmission connected load asset request form](#)
- [Request for banking information form](#)
- Pay a pool participation fee of \$150 plus GST at the time of registration
- Purchase a [digital certificate](#) for secure access to the Energy Trading System (ETS)
- Arrange transmission or distribution access
- Meet the AESO prudential requirements
- Comply with the ISO Rules, Alberta Reliability Standards and the ISO Tariff as applicable

## What does it cost?

- Annual pool participation fee of \$150, plus GST
- Annual digital certificate fee of \$100 per certificate, plus GST
- Energy market trading charge. For the [current trading charge](#), please visit the [AESO website](#)

## Meeting AESO prudential requirements

Pool participants are subject to a financial review by the AESO. The intent of the financial review is to assess the creditworthiness of a pool participant in order to determine if any unsecured credit limit should be granted by the AESO.

Retailers may be required to post prudential requirements based on the actual net energy consumed. This calculation uses the past two months of settlement periods multiplied by the estimated pool price. The credit section of the AESO website offers useful information pertaining to the AESO [credit requirements](#).

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## Requirements with other entities

1. Complete an Alberta Electricity Retailer Information Form with the [Alberta Department of Energy](#)
2. Obtain a license from [Alberta Government Services](#) unless you sell to commercial/industrial customers with annual consumption greater than 250,000 kWh
3. Contact the appropriate Load Settlement Agent (LSA) for the settlement zone relevant to your load sites

### Load Settlement Agents

|   |   |   |
|---|---|---|
| <b>EPCOR</b>  | <i>Serves Edmonton</i>                                | Christine Harkness (780) 412-3875<br><a href="mailto:retcomm@epcor.com">retcomm@epcor.com</a>                               |
| <b>ATCO Electric</b>  | <i>Serves northern and east central Alberta</i>       | Jennifer Brinker (780) 420-4472<br><a href="mailto:RetailerServices@atcoelectric.com">RetailerServices@atcoelectric.com</a> |
| <b>ENMAX Energy Corporation on behalf of the City of Lethbridge</b> | <i>Serves the City of Lethbridge</i>                  | ENMAX Energy Corporation<br>(403) 514-2115<br><a href="mailto:col.lsa@enmax.com">col.lsa@enmax.com</a>                      |
| <b>ENMAX Power Corporation</b>                                      | <i>Serves Calgary, Red Deer, Cardston, and Ponoka</i> | <a href="mailto:TRAC@enmax.com">TRAC@enmax.com</a>  |
| <b>FortisAlberta</b>  | <i>Serves the remainder of Alberta</i>                | <a href="mailto:retailacctreps@fortisalberta.com">retailacctreps@fortisalberta.com</a>                                      |

4. Arranging distribution or transmission access

Distribution or transmission access can be arranged by contacting the appropriate Wire Service Provider (WSP) for their access requirements. If the retailer will be offering services in an area where lines are owned by a Rural Electrification Association, the retailer should determine whether the REA should be contacted. Contact information for WSPs and REAs can be found below:

### Wire Service Providers in Alberta

|                                |   |  |
|--------------------------------|---|--|
| <b>EPCOR Distribution Inc.</b> | <i>Serves Edmonton</i>                                | Call (780) 310-4300 or toll free in North America at 1-800-667-2345                                  |
| <b>ATCO Electric</b>           | <i>Serves northern and east central Alberta</i>       | Call 1-800-668-2248  |
| <b>City of Lethbridge</b>      | <i>Serves the City of Lethbridge</i>                  | Call (403) 320-3111  |
| <b>ENMAX Power Corporation</b> | <i>Serves Calgary, Red Deer, Cardston, and Ponoka</i> | Call 1-877-571-7111 in North America and follow the voice prompts to reach their metering department |
| <b>FortisAlberta</b>           | <i>Serves the remainder of Alberta</i>                | Call 310-WIRE (9473)   |

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**REA district locator tool**

See contact information for your REA in the provided list

[www.afrea.ca/district\\_locator](http://www.afrea.ca/district_locator)

\*Please Note: Effective October 1, 2018, FortisAlberta is the LSA and the WSP for the Fort Macleod area.

## ***Rural Electrification Associations in Alberta***

Alberta Federation of Rural Electrification Associations (AFREA) members are listed on their website [here](#).

## **Frequently Asked Questions**

### ***What is the difference between a retailer and a self retailer?***

A retailer sells or provides electricity services directly to customers. Retailers purchase their electricity from the wholesale energy market in order to provide electricity to their customers, whereas self retailers consume their energy requirements directly from the wholesale energy market for their own electricity use.

### ***What is the energy market trading charge?***

As the real-time wholesale market operator, the AESO recovers operating and capital costs through a trading charge. Participants pay this per megawatt hour charge on the amount of energy traded or registered through the AESO. The [energy market trading charge](#) is reviewed annually.

### ***What price will I pay for my energy consumed?***

All retailers are charged the pool price plus the energy market trading charge per megawatt hour for energy consumed.

Hourly pool price information can be obtained in the [market and system reporting](#) section on the AESO website.

### ***When and how do I receive my pool statement?***

Preliminary pool statements are available on the 5<sup>th</sup> business day of each month for your review. The final statement is available on the 15<sup>th</sup> business day and payment is required by the participant on the 20<sup>th</sup> business day. All financial transactions are done via wire transfer.

Pool statements are available on the secure Energy Trading System (ETS), along with participant specific reports and information related to financial settlement. Please see the [settlement and credit](#) section of the AESO website for more information.

### ***What is a Load Settlement Agent (LSA)?***

An LSA is the party conducting the load settlement calculations for a particular settlement zone.

You will be required to have a relationship with an LSA as they will be collecting the load data consumed and sending it to the AESO.

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## ***I am considering using an agent. Does the AESO require notification of this relationship?***

Yes. You will be required to complete an [agent appointment request form](#). The agent will need access to ETS to obtain your confidential settlement reports.

## ***Who should I call for more information about becoming a retailer?***

**AESO FirstCall.** We can answer questions about participating in the Alberta energy only market and becoming a participant. Call us Monday to Friday 8 a.m. to 5 p.m. MT at 1-888-588-AESO (2376) or email [info@aeso.ca](mailto:info@aeso.ca).

## Helpful Links

- [Understanding the market](#)
- [Joining the market](#) as a Pool Participant
- [Settlement and Credit](#)
- Alberta Utilities Commission [Rule 021](#) Settlement System Code
- [Utilities Consumer Advocate](#)