



For Immediate Release

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ICC CONTACT: Marianne Manko

Office: (217) 782-5793

Mobile: (217) 993-1000

Marianne.Manko@Illinois.gov

Victoria Crawford

Office: (217) 557-5819

Victoria.Crawford@Illinois.gov

New Retail Electricity Sales and Marketing Rules Now in Effect

Chicago, IL.....The Illinois Commerce Commission (ICC) wants consumers to be aware that effective today, any Retail Electric Supplier (RES) seeking to solicit customers in Illinois must abide by stringent new sales and marketing rules. The rules were changed and adopted by the ICC to ensure consumers have the tools they need to make an informed decision when choosing a retail electric supplier (RES).

“The ICC is committed to protecting consumers in our competitive energy marketplace. Whether it is door-to-door or a phone solicitation, RES companies and their agents must now adhere to strict new guidelines to ensure potential customers understand that they are engaging in a sales transaction and have all the information they need to make a well-educated decision,” said ICC Executive Director Cholly Smith.

Some of the key rule changes include:

- RES agents must clearly use their own company name and not represent themselves as the utility or a government agency when approaching customers about their services. Identification badges must be visible to the consumer.
- Agents must provide shoppers with a single-page disclosure statement that clearly explains prices and fees for electric service, the length of contract, whether the rate is fixed or variable, the customer’s right to rescind/cancel, and any applicable termination fee. The document must also alert consumers that they are being solicited.
- Door-to-door agents must receive training, pass a criminal background check, and be adequately monitored. The company must take corrective action if necessary.
- Solicitation phone calls that last longer than two-minutes and every sales call that leads to an enrollment must be recorded and saved by the company. These recordings will help the ICC investigate consumer complaints.
- Information about the company must be available online; and customers must be notified about upcoming rate changes or if a contract is nearing expiration or renewal.

Consumers with questions or complaints following an encounter with an RES agent are urged to contact the ICC's Consumer Services Division at 1-800-524-0795. For consumer education resources provided by the ICC click [here](#), or visit the ICC website's consumer information page [here](#).

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About the Illinois Commerce Commission

The Illinois Commerce Commission (ICC) is a quasi-judicial body made up of five Commissioners. Through its Public Utility Program, the Commission oversees the provision of adequate, reliable, efficient and safe utility services at the least possible cost to Illinois citizens served by electric, natural gas, telecommunications, water and sewer public utility companies. Through its Transportation Regulatory Program, the Commission oversees public safety and consumer protection programs with regard to intrastate commercial motor carriers of general freight, household goods movers, relocation towers, safety towers, personal property warehouses and repossession agencies. The Commission's Rail Safety Program also inspects and regulates the general safety of railroad tracks, facilities and equipment in the state.

To learn more about the Commission, its offices and bureaus, click [here](#). If you are a consumer who needs help resolving a utility dispute call 800-524-0795 or file an online complaint [here](#). For a complaint related to transportation, call 217-782-6448.

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