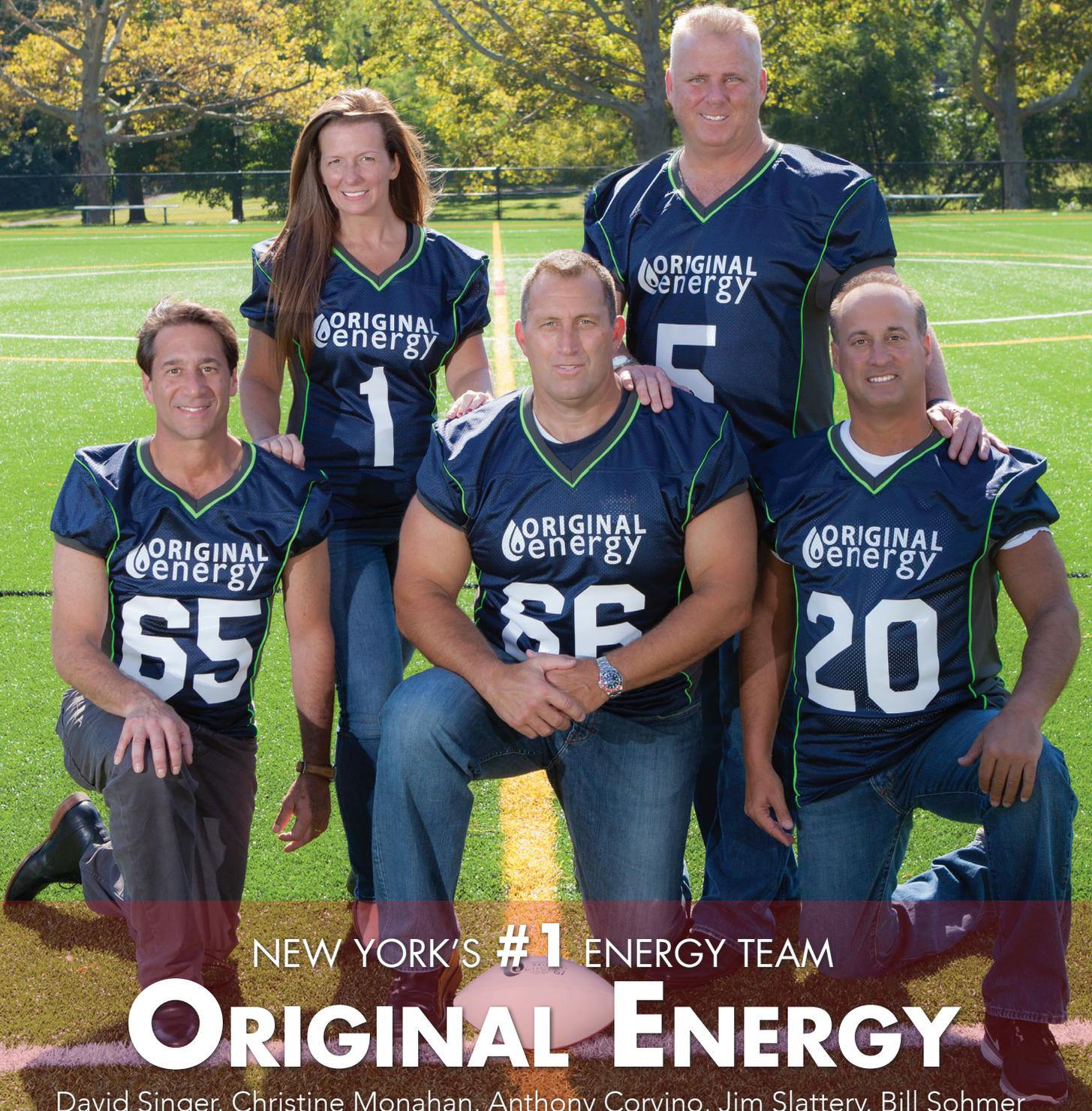


MANN REPORT

MANAGEMENT



NEW YORK'S #1 ENERGY TEAM

ORIGINAL ENERGY

David Singer, Christine Monahan, Anthony Corvino, Jim Slattery, Bill Sohmer

Original Energy's Winning Gameplan

By Amanda Marsh/Buzzmaestro

When Harry Singer founded Original Consumers Oil in 1928, he had a core business principle: to be one step ahead of the competition and meet his customers' needs. Nearly nine decades later, that goal remains for what's now known as Original Energy, led by Harry's grandsons: David and Daniel Singer.

For Harry, that meant introducing his customers to a new and exciting energy – heating oil, the clean and safe alternative to coal. Original became a leader in helping owners switch from coal to oil – and for the next 80 years, the Singers and their dedicated staff would build Original into one of the largest retail Oil companies in the city. By 1995, Original Energy sold more than 100 million gallons of #2, #4 and #6 oil to property owners in the metropolitan area. As the #6 oil market began to fall from favor, the Singer family sold the “heavy oil” business in 1995 to focus on #2 oil and residential heating oil under their brand, Robison Oil. Shortly thereafter, in 1998, Robison would become the first heating oil company to enter the deregulated natural gas and electricity industry offering heating oil, electricity and natural gas to its residential customers. By 2010, Co-Presidents David and Daniel Singer had built the energy business up large enough to offer all classes of customers the most competitive prices. Still having close ties to the New York real estate market, the brothers noticed there was a need for a forward-thinking energy company to serve commodity clients, “as most of what was out there was still clinging to the past.”

David first contacted his good friend and Original's old Sales Manager, Jim Slattery, and asked him to return as Deputy President in order to help recreate the Original brand. “David and I started our careers together working for his dad at Original Oil after college. It was great to be back together again after 15 years, and we picked up right where we left off. It was business as usual, except this time we had so much more to offer.”

Jim immediately added VP of Operations Anthony Corvino and VP of Sales and Marketing Christine Monahan to reintroduce the Original Energy brand to the New York City metro area.

Original Energy has since grown to over 25 professionals comprised of Project Managers, Analysts, and Engineers. They include Director of Operations Kenneth Camilleri, who spent 37 years with National Grid and IFC International, leading the NYC Clean Heat program.

Today, Original Energy not only specializes in Commodity Energy sales, but also oil-to-gas conversions, LED lighting upgrades, energy

efficiency retrofits, energy benchmarking, project financing, and assistance with rebate programs.

So what makes Original Energy different from the slew of other energy service companies? For Bill Sohmer, who was part of the Original team in the 90's and rejoined the company last year, it's about listening to customers and understanding what they need and want. “If we're at an industry function and learn about a problem that property managers face, we think about how we can be part of the solution.”

David Singer confirms, “Energy and heating systems are a big expense in the operation of a building and we honestly believe that if your energy company isn't part of the solution, they are part of the problem.” When the City of New York passed Local Law 87—mandating that buildings of 50,000 square feet and larger file an energy audit and retro-commissioning report—Original Energy wasn't in the retro-commissioning business. “But when our customers asked,” Singer continued, “it was a natural evolution for us to assemble the expertise to be in that space.”

Corvino has been most impressed with Original Energy's ability to nimbly walk clients through projects from beginning to end. He has personally been involved in hundreds of heating oil to natural gas conversions as well as dozens of energy efficiency retrofits. “Clients don't have to come up with large sums of money, instead our clients pay for the project over three or four years with their energy savings,” Corvino said. “Wouldn't you rather buy an asset than pay a utility bill? There's no company that offers the services we do under one roof.”

An affordable housing client was bleeding money with old inefficient # 6 oil boilers, and there were no funds available to pay for the Oil-To-Gas Conversion. Using its in-house financing, Original Energy funded and managed the \$2 million dollar project and installed 13 new gas burners and boilers to produce a total savings for the portfolio of close to \$1 million dollars annually. The client continues to save money, and delivers better heat and hot water to their residents.

Intelligent energy use is an investment, Singer pointed out. Energy efficiency drives revenue to a building's bottom line—and when you have New York City real estate trading at as low as a four percent CAP rate every \$100,000 of savings equals 2.5 million dollars of added value to the building.



“New York City is one of the best markets to do energy efficiency retrofits because of the way buildings are sold,” Singer explained. “Asset Managers are looking for companies like Original to add value to their assets without spending a dime. All we do is take money that was going to the utility and instead use it to finance a project over a three to five year period. After that period, all the savings go right to the bottom line or the owner’s pocket”.

Original Energy offers many ways clients can compound those savings. “When you aggregate measures—whether solar, LED, or energy management systems—you get better rebates and funding,” he continued. “We have a holistic approach that saves clients money, increases the valuation of their buildings, creates better living and office space for tenants and gives the property manager better control of a building, while creating regulatory compliance. Our finance team gives a customer all the options and helps create a path towards their goals.”

“We’re not just a commodity supplier,” Monahan said. “We have to add value beyond our customers’ expectations.” Educating ourselves about what’s impacting their business is critical, she noted. Recently, she attended a Community Housing Improvement Program (CHIP) seminar on the Rent Act of 2015 which will impact building performance and therefore, a building owner’s cash flow. Besides helping clients secure the most competitive commodity pricing, Original is trained to help clients find ways to save money through energy efficiency. And whether it’s meeting with Con Ed, the Department of Buildings, or Housing Preservation and Development, Original Energy makes sure to get the right people in the room to find solutions for its clients.

Community service and customer service have always been core values for Original energy and the Executive team. The company consistently supports dozens of charities through its many customers; this year alone, Original sponsored events to promote a cure for Alzheimer’s disease, Pediatric Brain Tumors (PTC), Community Mainstreaming Associates (CMA), the Bronx Historical Society, the Jewish National Fund (JNF) and many more. In addition, led by

Slattery, the team has worked on a number of initiatives to support returning military veterans. Last month, Original Energy hosted its fifth annual fundraiser for the Lead the Way Fund in support of disabled Army Rangers.

Service is in the Original Energy DNA. For instance it’s not uncommon to find Monahan, a techie and professional photographer, helping customers setup their iPhones or snapping photos of their son’s winning goal at a weekend soccer game.

“I know customers don’t expect that from their energy company,” Singer said. “But we take the customer experience to the extreme—we’re not just there when you need oil or gas. It’s in our culture to lead and serve and we find employees who believe in that.”



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