Becoming a Self-Retailer

What is a Self-Retailer?

Self-retailers buy their electricity directly from the wholesale market solely for their own load requirements. Self-retailers do not provide electricity services to customers.

How do I become a Self-Retailer?

Only registered pool participants can buy and sell electricity in the Alberta wholesale market. Therefore, all self-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.

Self-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.

Requirements with other entities

1. Contact the appropriate Load Settlement Agent (LSA) for the settlement zone relevant to your load sites.

Load Settlement Agents in Alberta

EPCOR	Serves Edmonton	Market Support (780) 412-7889 retcomm@epcor.com
ATCO Electric	Serves northern and east central Alberta	Jennifer Brinker (780) 420-4472 RetailerServices@atcoelectric.com
The City of Lethbridge	Serves the City of Lethbridge	Mona Wauters (403) 329-7374 Mona.wauters@lethbridge.ca
ENMAX Power Corporation	Serves Calgary, Red Deer, Cardston, Ponoka	TRAC@enmax.com
FortisAlberta	Serves the remainder of Alberta	retailacctreps@fortisalberta.com

2. **Arrange 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 self-retailer will be offering services in an area where lines are owned by a Rural Electrification Association, the self-retailer should determine whether the REA should be contacted. Contact information for WSPs and REAs can be found below:

Wire Service Providers in Alberta

EPCOR	Serves Edmonton	Call (780) 310-4300 or toll free in North America at 1-800-667-2345
ATCO Electric	Serves northern and east central Alberta	Call 1-800-668-2248
The City of Lethbridge	Serves the City of Lethbridge	Call 1-800-668-2248
ENMAX Power Corporation	Serves Calgary, Red Deer, Cardston, Ponoka	Call 1-877-571-7111 in North America and follow the voice prompts to reach their metering department
FortisAlberta	Serves the remainder of Alberta	Call 310-WIRE (9473)
REA District locator tool	See contact information for your REA in the provided list	REA Contact List

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 self-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 5th business day of each month for your review. The final statement is available on the 15th business day and payment is required by the participant on the 20th 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.

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.

For Further Information

For further information, email us at info@aeso.ca.

Helpful Links

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