



## LET'S TALK

BY JEFF WADSWORTH PRESIDENT & CEO

In this ever-changing environment, it's important to remember you have a trusted partner you can count on – your local electric co-op.

Unfortunately, during this time of a global pandemic, scammers are on the prey. We have been seeing more reports of utility scams and misleading information surrounding solar installations, solar upgrades, and past due accounts in Northern Colorado.

Scammers target utility consumers because consumers are understandably anxious with the threat of disruption to their utility service. New products and services in the energy industry provide an opening for scammers and pop-up companies to provide misleading information or shoddy products and services to obtain your money.

### Avoid Phone Scams

A common phone scam typically begins with a phone number that appears to be from a valid utility company. The individual or company will claim you have a past due account and threaten to disconnect service or take legal action. These scammers will typically demand that you use a prepaid debit card or money order, often within a very short, urgent time frame, to pay the “past due” amount.

Never give your banking or personal information over the phone to someone you did not call. If you have a question or concern about your energy bill, call us directly at 1-800-432-1012. Do not use the phone number given by the scammer!

### Avoid Solar Scams

Another scam we see from time to time

is in connection with existing rooftop solar customers. Homeowners with rooftop solar may receive a sales call offering an accessory, upgrade or extended warranty to their solar array. The calls could be from crooks claiming to represent a solar company, promising to replace faulty or broken parts or improve efficiency.

### Use Trusted Sources

There are also social media ads floating around providing misleading information. Be wary of phone calls, salesmen visiting your doors claiming PVREA won't let you install solar, or social media ads that seem too good to be true (like zero cost solar).

If you're considering solar for your home, make sure you are working with a reputable company. Because this is still an emerging industry with evolving technology, there has been a proliferation of pop-up companies in the market to make a quick buck. Representatives of rooftop solar companies may have more sales experience than knowledge of the energy industry, and their primary goal could be making a sale and moving on to the next prospect.

Call PVREA for guidance or we can provide you names of reputable solar companies. After all, we have a different “bottom line” that is not directly tied to the sale of a product or service. We take a more holistic, objective view of how to achieve energy and cost savings for our members, and that may or may not include rooftop solar.

Remember, we're just one call or click away, so please reach out with any questions about your electric service or bills – we're here to help. Be Safe! 



### ABOUT YOUR CO-OP

PVREA serves electricity to 45,000 homes and businesses in Boulder, Larimer, and Weld Counties. We are a member-owned co-op, led by those we serve.

### OUR MISSION

We are committed to providing safe, reliable, efficient energy solutions with exceptional service to our members.



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