

## Metromedia Energy Launches New Live Reverse Auction Service

Written by Australian Business

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( [PRLEAP.COM](http://PRLEAP.COM) ) Metromedia Energy (MME), the premier energy brokerage firm for the Northeast, is unrolling a new offering this year: live reverse power auctions.

This innovative auction-style platform turns the tables on conventional price-bidding models, empowering the customer with decision making tools and purchasing power.

In the reverse auction, vetted suppliers evaluate the customer's energy usage profile and bid for the customer's business in real-time. Contracts are offered the same day with savings of up to 25%. A senior energy portfolio manager oversees the process, producing a personalized and engaging buying experience.

"Metromedia Energy facilitates a competitive bidding environment for all clients. The reverse auction platform takes this concept to the next level by offering a more robust interaction for those end users seeking an interactive buying experience" says Klaudet Ristovski, Vice President of Strategy for MME. Ristovski goes on to point out that "the reverse auction platform is an efficient tool for purchasing agents who are required to collect a minimum number of quotes per purchase order."

The reverse auction option is available for clients requiring 5,000MWh or more. A traditional bidding system is always available for all customers. Interested parties should contact MME at [auctions@mmenergy.com](mailto:auctions@mmenergy.com) to receive more information.

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