

Online auctions force energy suppliers to bid against each other in real time, driving down the winning price.

## Energy

# Case Study

Kingsway Community is a locally owned, family-operated senior living community located on a 25-acre campus in Schenectady, New York.

Kingsway  
Community

## Overview

Kingsway Community is a locally owned, family-operated senior living community located on a 25-acre campus in Schenectady, New York. Since 1975, Kingsway has offered a full continuum of care and services, from skilled nursing, rehabilitation, assisted living and memory care to independent living apartments, home care, and respite.

To keep its 330,000+ sq. ft. of independent living, assisted living, and long term nursing care residential facilities running smoothly, a lot of energy is required – both “human” and the kind that keeps the lights on and heat and air-conditioning running. For the latter, Kingsway depends on Transparent Energy, the national leader in auction-based energy procurement. Since 2015, Kingsway has entrusted its electricity and natural gas procurement process to the

experts at Transparent Energy, a decision that has paid off handsomely. Since 2015, Transparent Energy has actively managed Kingsway’s electricity procurement to drive costs down by over 36%, while keeping the effects of soaring natural gas prices in check.

The savings began back in 2015 when Transparent Energy ran its first online auctions to procure electricity for Kingsway. Transparent Energy worked with Kingsway to develop an electronic RFP and then went to work attracting multiple suppliers to bid for Kingsway’s electric load, which topped 3.8 million kWh annually. Online auctions force energy suppliers to bid against each other in real time, driving down the winning price – saving the buyer significant dollars.

### Address.

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# The Impact

Kingsway has realized 6-Figure savings and avoided recent price spikes.

Reduced Procurement Costs By:

**36%**

Secured Favorable Pricing through

**2025**



“Our Transparent Energy representative ‘has our back’ and has been an exemplary partner to Kingsway Community. The firm has proven itself again and again, delivering value, savings, and price certainty for us whether energy markets were calm or volatile. That’s a testament to their process, their people, and their focus on the needs of their customers.”

- Michael McPartlon, President & CEO, Kingsway Community

The auctions also test various energy products and terms, allowing the buyer to see if prices might be better for a 36-month term vs. a 12-month term, and select the option best suited for its business and risk tolerance.

After securing 6-figure savings for Kingsway on its electricity needs, Transparent Energy repeated its process to procure the senior living community’s natural gas. Again, the auctions produced savings and price certainty, a win for residents and the management team.

Since those early auctions, Transparent has managed Kingsway’s energy needs with great vigilance. By monitoring energy markets daily, Transparent Energy has been able to identify soft spots in the market

– times when going back into the market to extend the current contract would lock in additional savings – as well as significant pricing trends. This focus on proactive market intelligence has enabled Kingsway to extend savings well in advance of contract expiration dates – sometimes more than a year – enabling the senior living community to dictate pricing terms vs. having to take what the market offers.

That difference is critical. By staying proactive, Transparent Energy helped Kingsway anticipate, and get in front of, recent spikes in natural gas prices, which have more than doubled since their historic lows in the summer of 2020. As a result, Transparent Energy helped secure favorable pricing for Kingsway well into 2025 while avoiding the shock that has hit those businesses unprepared for this new pricing environment.

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