



bcuc
British Columbia
Utilities Commission

Sara Hardgrave
Acting Commission Secretary

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July 15, 2025

Sent via email

Letter L-17-25

Mr. Thomas Dixon
President & CEO
Buy Low Gas Marketing Inc.
301 - 15252 32nd Ave, Surrey, BC V3Z OR7
tom@buylowgas.com

Re: Buy Low Gas Marketing Inc. – Request to Use New Marketing Materials

Dear Mr. Dixon:

On May 29, 2025, Buy Low Gas Marketing, Inc. (BLG) filed marketing materials (Marketing Materials) with the British Columbia Utilities Commission (BCUC), pursuant to the condition on BLG's gas marketer licence set out in Directive 3(e)(ii) of Order A-4-24, issued by the BCUC on October 31, 2024. Directive 3(e)(ii) states:

3. This Gas Marketer Licence is subject to the following conditions:

... e. Pursuant to section 10 of the Rules, in order to maintain compliance with Licence Requirements, the following information must be submitted to the BCUC for review and approval, as it becomes available:

... ii. The most recent version of the documents submitted under Sections 8, 9, 10, 11 and 12 of the Licence Requirements prior to use.

Marketing materials must be submitted to the BCUC pursuant to section 9 of the Licence Requirements included as Attachment 1 to the Rules for Gas Marketers.

The Panel has reviewed and approves the Marketing Materials, subject to the removal of "FortisBC's" from the expression "FortisBC's Customer Choice Program" in the second social media post provided by BLG. The Panel notes that FortisBC Energy Inc.'s (FEI) name is not part of the title of the Customer Choice Program. Furthermore, the reference to FEI in this case may confuse potential customers about who is making the offer and whether there is an affiliation between BLG and FEI. The Panel notes that Article 21 of the Code of Conduct for Gas Marketers prohibits a Gas Marketer from publishing any material that may have the effect of misleading potential consumers.

Sincerely,

Electronically signed by Jessica O'Brien for Sara Hardgrave

Sara Hardgrave
Acting Commission Secretary

GP/jm

cc: ask@buylowgas.com