

A year in review 2025



“2025 was our strongest year yet! Launching Wholesale & Supply activities in Texas was a huge milestone, while being named TEPA’s Supplier of the Year, one of our greatest achievements to date. Consistent growth over nearly seven years feels like a whirlwind, but with a focus on culture, integrity and operational excellence, we’ve taken our time to ensure our people and partners always get the best of what Smartest has to offer. That same approach will guide us as we shift our focus from market growth, to scaling our exceptional team and industry leading platform in 2026, and beyond.”

Andy Cormie, CEO SmartestEnergy US

Explore the milestones, growth, and momentum that shaped our year.

Achievements:



Recognized as TEPA’s 2025 Supplier of the Year for partner-first service.



Ranked number one in ‘Overall Satisfaction’ and ‘Ease of Doing Business’.



Industry leading Net Promoter Score of +66 ranked by our brokers/consultant partners.

Milestones:



ERCOT market expansion

Launched retail, wholesale, and trading services, establishing a competitive presence in one of the fastest-growing U.S. power markets.



ISO-NE expansion

Expanded services into New Hampshire, completing SmartestEnergy US coverage across the entire ISO-NE region.



Landmark Renewable PPA with Avangrid

Secured long-term New Hampshire wind energy, supporting clean energy growth and decarbonization.

[Read the full 2025 Year in Review](#)



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