

PreAction
RESOLUTION REACHED

Specialist support for utility brokers

The only business offering specialist services for utility brokers to collect and protect revenue.

Contact Us

0191 580 7231

www.preaction.co.uk

enquiries@preaction.co.uk

Proud Founders of:

eca The ENERGY CONSULTANTS ASSOCIATION

Comprehensive Support for Energy Brokers and Their Clients

At PreAction, we understand the unique challenges energy brokers face. Lost revenue from failed contracts, frequent regulatory changes, customer complaints, and supplier relationships are just some of the hurdles that can significantly affect your bottom line.






That's why we've developed tailored solutions to help brokers recover lost revenue, streamline operations, and future-proof your business.

Our comprehensive services include:

Revenue Recovery: Reclaim what is legally yours with our efficient revenue recovery process, addressing defaulted agreements up to six years old.

Terms & Conditions Review: Protect your business with clear, compliant, and robust terms that safeguard your revenue.

Broker Defence: Navigate complex disputes with confidence, backed by our in-house legal expertise.

Outsourcing Complaints: Reduce the burden on your team while improving customer satisfaction with our complaint management service.

Broker Structure Support: Build a stronger, more efficient brokerage with our expert guidance on overall operations and structure up to board level.

Whether you're a new broker looking to establish a solid foundation or an experienced broker aiming to optimise and grow, PreAction is your trusted partner.

With a proven track record of supporting over 160 brokers, we're here when needed to help you collect, protect, and thrive.

Stress Less With PreAction

PreAction combines decades of industry experience to deliver unmatched advice for energy brokers. We draw upon decades of combined industry experience in both the legal and energy brokering sectors to offer specialist solutions to help you increase and optimise cash flow, future-proof your business, and improve the service you offer your customers.



Combined experience of over 40 years within the utility brokering industry.



Introduce PreAction's service to your clients to support with revenue recovery and receive a lifetime revenue stream.



Extensive network to help support our clients' needs, Improving commercials and offerings.



In-house counsel allows PreAction to deal with issues first-hand.



Our client testimonials highlight our dedication to a solution-based and client-focused approach.



Our settlement on success or 'SOS' ethos allows for a no-lose situation for our clients.

We're rated excellent on Trustpilot

Preaction

Reviews 98

4.4

VERIFIED COMPANY

Professional and approachable!

I would like to acknowledge what a tremendous help Jasmine has been in settling an energy dispute that we managed to get ourselves into. I have really appreciated all that she has done, in a most professional manner, to explain, and be totally clear about the situation that we were in. Thanks to her consideration and empathy in difficult circumstances, our issue has been resolved, and we can move on at last. Thank you!

Collect & Protect Revenue



Energy brokers face significant revenue losses annually due to contracts not going live, mid-term terminations, and changes in tenancy.

It's imperative to have a process in place to protect against this happening.

Our debt resolution service provides a crucial stage in the recovery process, allowing utility brokers to achieve a reasonable resolution before taking further (often more costly and less productive) steps.

PreAction's **"Settlement on Success"** or SOS ethos allows for a no-lose situation for their clients. We only take our fee once your revenue is collected.

Our clients have reported a reduction in defaulted contracts as a result of working directly with PreAction. On average, PreAction achieves a 64% recovery rate against defaulted contracts, without the need for court proceedings.

The lowest value we recovered in 2024 was £210, with the highest value being £240,000. Recovery to date for one of our longest-standing clients is currently around £3.9 million and growing.

Our services can be offered for historical disputes dating back as far as six years.

Partner With PreAction

80% of UK businesses reported that offering additional services to existing customers significantly increased customer retention rates. (Source: Customer Engagement Trends Report, 2024).

Introduce PreAction's service to your customer portfolio to support revenue recovery and receive a lifetime revenue stream.

Business to business debt is higher than ever. 73% of UK businesses reported experiencing negative consequences due to late invoices (Source: Upflow, 2024).

By partnering with PreAction, you can provide your customers with seamless debt recovery support. We provide them with the support needed to recover revenue from late payments, contract disputes, and other financial challenges.

In addition to improving your customer retention rate, you will benefit from an attractive revenue-sharing model. By helping your clients access the financial support they need, you'll also be enhancing your bottom line.

To find out about how your business and your customers can benefit from our partnership programme, please contact us at: **enquiries@preaction.co.uk**



Our Senior Team

Our leadership team combines over 30 years of legal expertise in commercial disputes with in-depth knowledge of the energy brokerage sector. With hands-on experience addressing the challenges faced by both new and established brokers, we provide practical solutions to help businesses recover revenue, resolve disputes, and optimise operations.



Stephen Wiles
Legal Director

Stephen joined PreAction with extensive experience as a solicitor in private practice, where he handled commercial disputes for a range of clients. He spent several years working within the commercial energy sector, gaining valuable insight into the specific challenges faced by brokers and suppliers. This combination of legal expertise and industry knowledge enables Stephen to provide practical and effective support to PreAction's clients, addressing both legal and operational concerns.



Sean Heavisides
Director

After founding several successful energy brokerages, Sean identified that most brokers were losing significant revenue due to customers failing to honour contracts, highlighting a clear disparity compared to other sectors. Since then, Sean has successfully advised over 160 brokers on a wide range of topics, including recovering lost revenue, optimising board-level structures, and connecting our clients with sector specialists to improve their businesses.



Ross Gill
Director

Entering the energy sector in 2009, Ross spent twelve accomplished years owning and operating energy brokerages. Since joining PreAction in 2021, Ross has helped develop the company's operational processes, supporting staff development and working closely with the Legal Director to oversee complex and high-value customer resolutions.

PreAction
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Specialist Broker Services

REVENUE RECOVERY

Losing revenue from failed contracts and COTs? PreAction's Revenue Recovery service helps reclaim lost revenue without court proceedings, covering historical losses for a statutory six-year period.

LEGAL GUIDANCE

Reduce your legal costs by utilising PreAction. Our senior team includes a solicitor with over three decades of legal experience, available to our clients to assist with commercial and contractual issues specific to the energy brokering sector.

BROKER STRUCTURE SUPPORT

With over 30 years of combined industry experience, our team offers board-level guidance, staff coaching, and tailored workshops to recalibrate your agents. We also develop mentorship programmes designed to enhance the effectiveness of your team.

TERMS & CONDITIONS - WRITE & REVIEW

Brokers using plagiarised, incorrect, or outdated terms and conditions risk significant legal and financial exposure. PreAction offers expert reviews or bespoke T&Cs to safeguard your business and ensure compliance.

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PreAction
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Specialist Broker Services

IMPROVED COMMERCIALS & OFFERING

Leverage our extensive network of suppliers and aggregators to access more supplier options, including opportunities for on-signature payments that enhance your service offering. We can also offer guidance to help position your business best to maximise your exit.

OUTSOURCING COMPLAINTS

In 2024, the Energy Ombudsman upheld 70% of complaints against brokers. Utilising PreAction to handle complaints will protect you against unnecessary £10k penalties. Our success rate is 82% in favour of our broker clients.

PREACTION PARTNERSHIP

73% of UK businesses reported experiencing negative consequences due to late invoices. Introduce PreAction's service to your customer portfolio to support with revenue recovery and receive a lifetime revenue stream.

BROKER IN A BOX

PreAction provides a complete end-to-end service for brokers of all sizes, offering aggregator introductions with market-leading terms, and recommendations on essential tools like CRM systems, telephony solutions, and more.

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Energy Consultants Association







ECA AGM 2025

The Energy Consultants Association (ECA) was formed as a not-for-profit organisation to address the growing challenges and pressures faced by energy brokers across the UK.

Established in 2023 and now with more than seventy members, the ECA has become a driving force in the energy consultancy sector, providing a united voice and a clear pathway for brokers to thrive in a rapidly changing market.

As the industry braces for significant shifts, with Ofgem signalling tighter regulation and a formal code of conduct for brokers, scrutiny is increasing. At the same time, more consultants are facing commission claims when customers breach agreements, putting cashflow and stability at risk.

Compliance is no longer optional. It is becoming a requirement for survival.

Brokers must be ready to operate within this emerging framework to continue working with suppliers and serving their customers. Without the right resources and support, many risk falling behind.

The ECA is more than a trade body. It was established to champion brokers and ensure their voices are heard in a sector that has often left them overlooked.

From sole traders to large brokerages, the ECA provides a platform for collaboration, advocacy, and representation, empowering members to navigate regulatory change, protect revenue, and secure their future in the UK energy market.

The ECA Vision

The ENERGY CONSULTANTS ASSOCIATION

The ECA is driven by brokers, for brokers, and exists to serve their interests and those of their customers. From the moment brokers join, they gain access to invaluable resources, tools, and a powerful network dedicated to helping them succeed.

Compliance Resources: Tailored training academies, resources, and tools to help brokers meet the demands of REECo and other regulatory frameworks.

Representation and Advocacy: A united voice engaging with Ofgem, RECCo, and suppliers to champion brokers' needs and tackle unfair practices.

Networking Opportunities: Exclusive events and forums that connect brokers with peers, suppliers, and industry leaders, fostering collaboration and innovation.

Operational Safeguards: Access to PreAction's expert terms and conditions review and other specialist services, ensuring brokers are equipped to succeed.

Leading Through Change

The energy consultancy sector is at a crossroads. Brokers are no longer operating in a market where independence is enough. Collaboration, compliance, and a collective voice are now essential. The ECA's work extends beyond advocacy. It is a proactive organisation tackling critical issues such as supplier-broker relationships, regulatory clarity and fraud prevention.

Why Join the ECA?

For brokers and consultants, joining the ECA is not just a choice, it's a necessity in today's environment. As regulatory and supplier demands grow, so does the need for robust support systems. The ECA provides the framework to meet these demands, offering brokers the chance to thrive rather than just survive.

The Time to Act Is Now

The ECA is here to ensure brokers are ready for the challenges ahead. Don't face these changes alone. Join a community committed to empowering brokers and shaping the future of the energy market.

The executive team consists of business owners from a range of brokers of all sizes, voted for by our membership, to help steer direction and work on behalf of our wider membership community,

If you have interest in becoming a member, contact the ECA today at:
enquiries@energyconsultantsassociation.co.uk or visit **www.energyconsultantsassociation.co.uk**

Client Testimonials

Outsourcing our customer losses to PreAction has made a huge difference to our bottom line due to their unique approach and resourcefulness! Their knowledge of contract law is unrivalled. Combine that with the team's understanding of the B2B energy market, and there really isn't much they can't help with!



MICHAEL ROSSITER – OPERATIONS DIRECTOR

ecbs
energy | matters

PreAction has been a very useful resource in recent months, helping us to cope with the challenge of breached contracts and the resulting financial losses. These losses directly impact our profitability and live rates, that we work so hard to keep high.

Engaging PreAction as our dispute resolution agent has made a big difference. They have provided us with an effective solution to mitigate these losses, addressing breaches of contract in line with our terms and conditions, ensuring higher live rates and fewer losses.

The team at PreAction are professional and clearly have strong expertise in this area.

We have no problem recommending PreAction to other organisations dealing with contractual disputes. Their expertise and dedication make them an essential ally in navigating many of the challenges in our industry.



JOHN HAW – MANAGING DIRECTOR

Fidelity Energy
Energising Our Partners

Proudly Supporting

swiftswitch

Fidelity Energy
Energising Our Partners

UTILITY BIDDER
UNBIASED SWITCHING ADVICE

troo.
a fairer way to pay for your energy

ecbs
energy | matters

UTILINK CONSULTING

efficient energy

FRP

HONEST UTILITY GROUP
THE UTILITY SPECIALISTS

JONSTAR

TOTAL BGS ENERGY

procure smart

Renew & Sustain

TES
The energy supermarket

ConsultivUtilities

Independent Utility Advice

UMW
THE RIGHT BUSINESS ENERGY

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