

THIS IS HOME

PREVIEW
ISSUE
2025

A Home That Works for You

From busy mornings to lazy afternoons, simple ideas make your home feel better—and help you save money, too.

20 Surprising Ways To Save

Who knew small changes at home could lead to big savings? Uncover secret money-savers hiding in plain sight.

SMART ENERGY TIPS FOR LIVING COMFORTABLY, BROUGHT TO YOU BY ENTERGY ARKANSAS.

Let's do it together



Customers served in Arkansas

730,000

Service area



Welcome to the very first issue of *This Is Home*. I'm proud to introduce this magazine—and even prouder to say it was designed with you in mind.

Here at Entergy Arkansas, we know what it's like to feel the heat in these summer months. We are here to help our customers in Arkansas use energy wisely, comfortably and affordably. Entergy Arkansas wants to partner with you and help provide tools and resources that empower you to manage your energy use.

That's what this magazine is all about. In this first issue, we're focusing on making your home work for you. Inside, you'll find simple, realistic ways to save energy at home—without sacrificing the comfort or routine on which you rely. From sealing up drafty spots to using a smart thermostat, we're offering practical steps you can take right now.

Entergy Arkansas wants to connect you with the programs and services available to help you use energy more efficiently. We can all make small changes and be smarter about our usage.

And we can do it together.

We all want the best for Arkansas. We're in this with you—not just as a company, but as part of the same community. My hope is that this magazine becomes something you look forward to, and that it brings helpful ideas and a reminder that Entergy Arkansas is here for you. Small changes can make a real difference, and together we can make our homes and our days a little more efficient.

Warmly,

Laura

Laura Landreaux
President and CEO,
Entergy Arkansas



I'm so excited to welcome you to the first issue of *This Is Home*.

For over a decade, I have been committed to providing real solutions to help our customers save through our Entergy Solutions programs at Entergy Arkansas. It's more than just tips and suggestions—it's practical, tactical ways you can save. From HVAC tune-ups to smart thermostat upgrades, our programs make everyday life a little easier.

I know that managing household costs is a top priority for our customers in Arkansas—if you are walking from room to room, flipping off lights, adjusting the thermostat and wondering what else you can do to stretch your dollar a little further, we want to help. Our programs can help you maintain a sense of control when the summer heat continues to drive up demand and costs.

In our homes, energy efficiency begins with small, simple steps to lower our costs. Over time, those steps become habits—until saving energy is just part of how we live, without even thinking about it.

This publication is just one more way we're sharing ideas with you. Whether you're sealing a door, increasing your insulation or learning how your thermostat can work for you, we hope you'll find tools you can trust and use.

Energy isn't used—it's lived. And we want you living better. Because, when your home runs better, your life runs better.

Sincerely,

Denice Jeter

Denice Jeter
Manager, Energy Efficiency
Entergy Arkansas

IN THIS ISSUE



FEATURE
Make your home work for you



YOU'VE GOT THIS
Hidden home energy hacks—
and where to find them



THAT TIME OF YEAR
Make space for the moments
in between

thisishomemag.com

MAKE YOUR HOME *work for you*

Life in Arkansas moves at a different pace

We treasure spending a leisurely Saturday morning at the farmers market or enjoying a tall glass of tea (sweet, of course) on the back porch. Now, newcomers may see this way of life as slower. We see it as better.

Don't get us wrong, we can get up and get going with the best of them. We're not afraid to take a heart-pumping hike up Pinnacle Mountain. But generally speaking, the pace here is different and once you "get it," you love it.

And we know how to stretch a dollar too. Whether it's the electric bill, the grocery bill or just keeping up with the kiddos and their seemingly bottomless appetites, we can save better than most.



Coffee first

The alarm clock buzzes. Coffee is brewed. You pour yourself a cup of ambition, and off we go. As we wrangle the kids out of bed, bribe them to take showers and drive them like a herd of cats to the breakfast table, we long for a less hectic life.

And because kids treat their morning showers like a personal spa, the water bill adds up fast. Enter the low-flow showerhead. This little addition can save up to 2,700 gallons and around \$145 a year. And here's the good news for any busy parent: Our **Entergy Solutions programs** will actually replace all eligible showerheads in your home with new, efficient showerheads, along with faucet aerators, without lifting a finger.



Not only is slow cooking less costly—a slow cooker uses about half the energy of an oven or stovetop—it also fills your home with the kinds of smells that bring everyone running to the table like a defensive end rushing the quarterback.

It's a meal—and an event

The kitchen is the heart of the home. We gab over everything from porterhouse steak to biscuits and gravy. Because around here, food is more than just a meal. It's connection.

That being said, the kitchen can also be a big ol' money pit. We have double ovens, ice makers, food processors and blenders. Throw in a small TV and you've got a place that would make our grandparents' heads collectively spin.

And that's just in the kitchen.

These days, with rising grocery costs, we're getting more creative. We buy in bulk when we can and **freeze** what we don't use. It also means simple ingredients and slow-cooked comfort food. We eat well, and we eat boldly with an unapologetic love of flavor, care and character. Here, recipes are passed down from wooden-spoon-wielding grandmas who see their handwritten 3x5 cards as family heirlooms.

We have 40 more plug-in devices in our homes compared to our parents. That's a lot of electricity, but there are ways to cut spending without cutting comfort. Smart plugs and **advanced power strips** can help stop the flow of electricity when gadgets aren't in use, keeping energy waste in check.

Energy isn't just used, it's lived

The house itself plays a role too. The summer heat doesn't mess around, and neither do the electric bills. We know to lean on our beloved ceiling fans to help. Also, a tug on the curtains to close them during the hottest part of the day cuts back on the A/C. Staggering the time you cook and do laundry and throwing together a cold dinner all help ease the strain.

Down-home, practical living

And maybe that's what daily life in Arkansas really is: a balancing act between tradition and practical choices. It's knowing you don't need to spend a lot to live well. It's long evenings on the porch with the lights off to count the stars. It's dishes washed by hand with a fan humming nearby, and knowing that home is more about how you live than what you spend.



Want more ideas and programs that help you save at home?
Go to entergyarkansas.com/energysavings to start saving today.

TLC for your HVAC

If your heating and air conditioning system could talk, it'd probably ask for a hand up right about now.

Entergy Arkansas offers a high-efficiency A/C tune-up **at no additional cost**—boosting efficiency for more comfort and less stress on your wallet. So call in an expert and give your system some much-needed love.



Schedule yours by contacting a participating trade ally today. Go to entergyarkansas.com/tradeally.

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YOU'VE GOT THIS

HIDDEN HOME ENERGY *hacks*

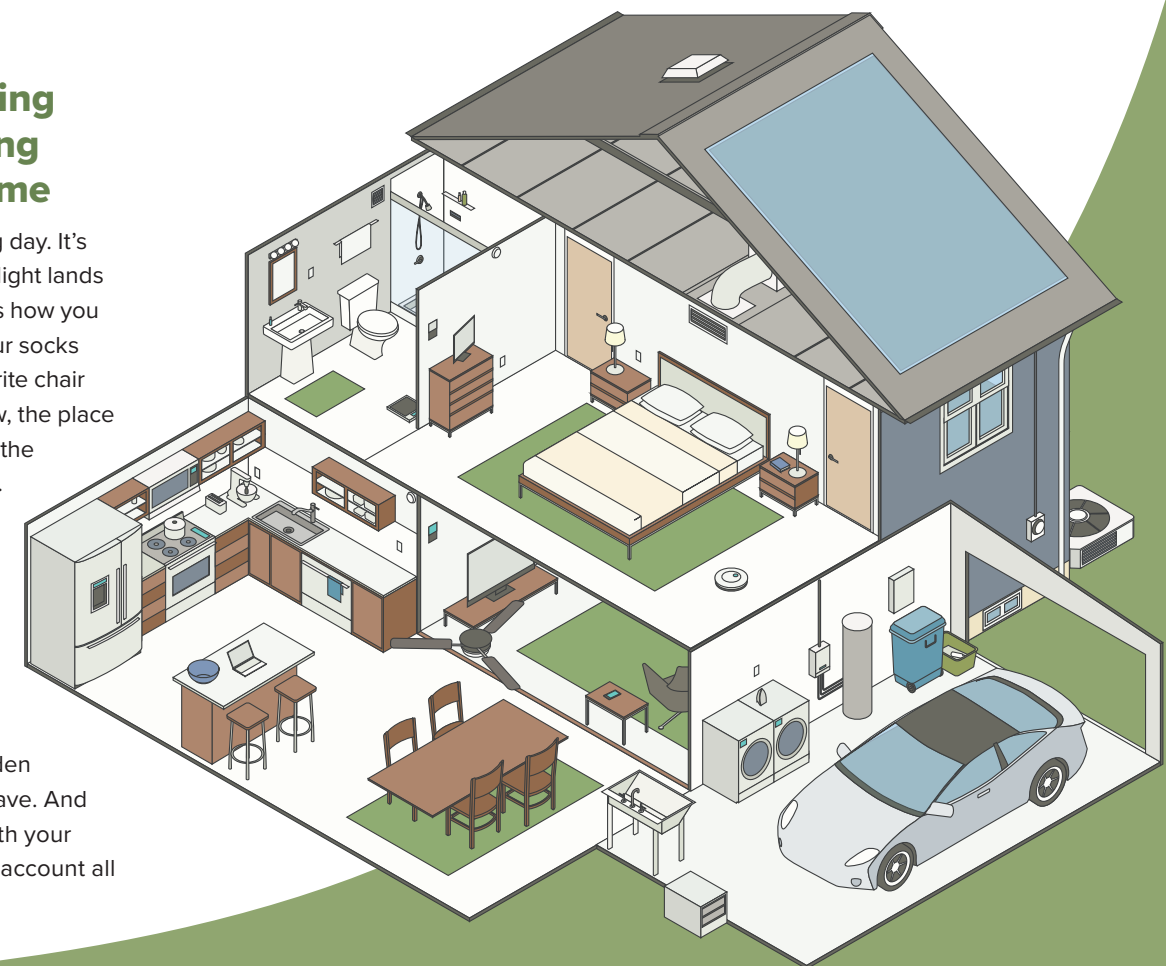
 (and how to find them)

There's something deeply grounding about being home

It's our "Ahhhh" after a long day. It's the way the late afternoon light lands on your kitchen counter. It's how you glide across the floor in your socks as you climb into your favorite chair over in that nook. You know, the place that sold you on the house the moment you laid eyes on it.

Our homes give us so much pleasure. And when times are tight and money is stretched, your home can give back.

Because tucked into all that comfort are a few hidden places that offer ways to save. And ways to be comfortable with your living room and your bank account all year long.



It's the little things

Look at it as putting your change in a jar. Over time, that little act ends up growing into more than you imagined. "Hey, look at that. I have a night out at a restaurant's worth of change in here."

It's the same with sealing windows, adding door sweeps or putting a roll of weather stripping to work. These

places are almost guaranteed to leak air and, yes, money. But a quick trip to the local hardware store and ta-da, your home suddenly feels more comfortable.

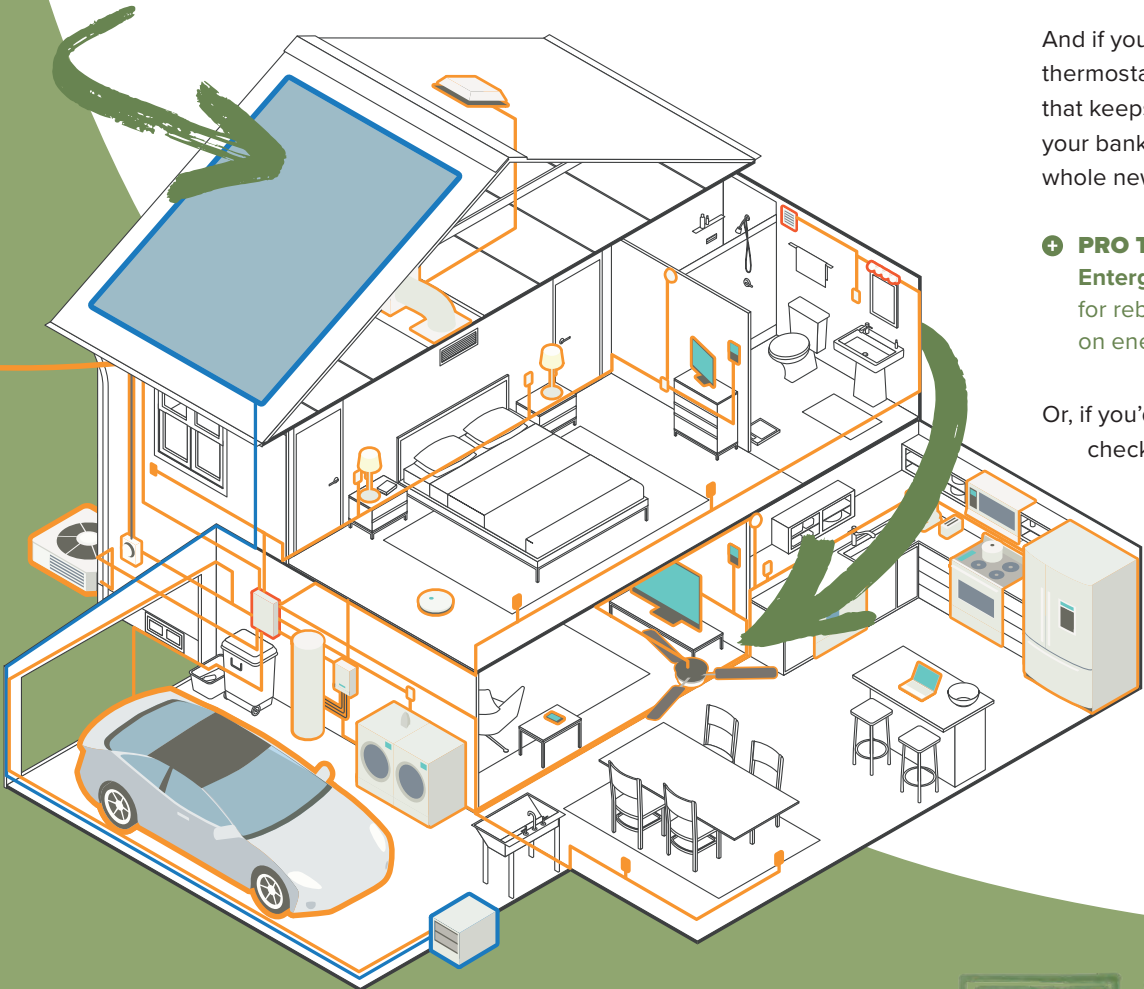
Bonus tip. When you ask for help at the hardware store, look for the quiet guy with a smile on his face. He knows more about what you need than everyone else in that place put together.

Make these improvements, and you won't be feeling the tickle of a whoosh of air hitting your feet on a breezy winter day. And you won't be personally air conditioning the front yard in the summer.

Insulate like a champ

Just like flannel sheets or iced tea on the porch, think of insulation as the layer that helps your home settle in for the season, no matter the season. It helps keep the temperature steady so your A/C or heater doesn't have to work so hard, and no one likes working

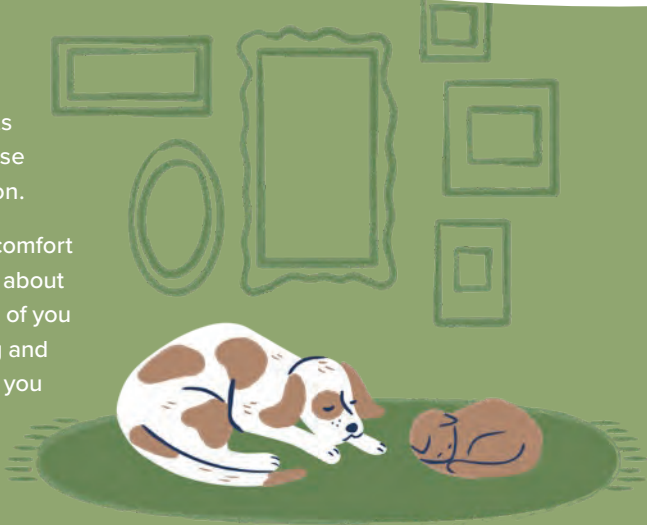
harder. Check your attic and crawl spaces—those tucked-away places are often the biggest offenders. Adding or updating insulation there can help your whole home feel more at home—no matter what's happening outside. Do it yourself, and you'll impress your new friend from the hardware store too.



Set up for any season

Put on your favorite snuggly socks and wander through your home with fresh eyes each spring and fall to check in on the little things. Make it part of your seasonal routine, like switching out your summer and winter clothes. Wipe down dusty ceiling fan blades. Check your air filters and swap them if needed.

Over time, those small moments of care add up to making a house your home—season after season. Because at the end of the day, comfort isn't just about temperature. It's about creating a space that takes care of you when you take care of it. A snug and cozy home is a home that holds you close—no matter the weather.



A few smart touches go a long way

Oh, we love our ceiling fans. They're a staple in any Southern home and for good reason. And they're not just for summer. These hypnotic whirling wonders can rotate in the reverse direction during the cooler months to push that warm air down to where you need it.

And if you haven't tried a smart thermostat yet, it's like a little helper that keeps track of your temps and your bank account. It takes "easy" to a whole new level.

PRO TIP: Shop the **Entergy Solutions Marketplace** for rebates and deep discounts on energy-saving devices.

Or, if you'd rather leave it to the pros, check out **Entergy Solutions**. You can get a free home energy assessment and have energy-efficient upgrades installed at no cost.

Arkansans know
how to save a
buck (or two)

Around here, saving comes naturally—money, leftovers, thrifting. With Entergy Solutions, saving energy is just as easy. From showerheads to power strips, we'll install energy-saving products at no additional cost. Because around here, nothing goes to waste—not even a good breeze.



Go to entergyarkansas.com/save and flex your savings muscle.

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THAT TIME OF YEAR

MAKE SPACE FOR THE MOMENTS *in between*

Each afternoon, the sun holds court over Lake Hamilton, and the world is remarkably still

The quiet calm is interrupted only on occasion by the intermittent tones of a dog barking in the distance—for reasons known only to himself. The cool, blue sky reflects on the water, mirroring the image of a barn swallow flying overhead. The swallow has no destination in mind.

At the same time, energy use quietly peaks. Neighborhoods fill with the low murmur of daily life—kids at play, conversations from porches and the gentle whir of cooling systems working overtime. These late afternoons that slide into evening offer some of the best energy moments of the day—and a chance to lean into programs like **Smart Direct Load Control**.

Loving hands ease a skillet of golden fried fish from the stovetop, the aroma drifting through the kitchen like a quiet invitation. Nearby, an electric ice cream maker hums along, churning out the evening's dessert. Outside, folding chairs gather around shady spots, and neighbors fan themselves. It's the kind of comfort that settles into a home and stays a while.

Upstairs, two children play. The room is trimmed with bright posters and shelves lined with figurines and odd treasures. Items that, in years to come, will be tucked away in boxes and stored with the other memories of their youth. The hum of the air conditioning cooling the room competes with the playful chatter of the children.

Outside their window, the sun shines in and a bird flies by with no particular destination in mind. The children's feet hit the floor and cotton socks slide across the room. Voices fill the home.

These are the moments in between. The moments often forgotten, when noise loosens its grip and silence takes over. The noise of cars, appointments, newsfeeds and deadlines of a busy day fades.

In a world that constantly asks us to move faster and to do more, these pauses are a chance to take stock of where we are and what truly matters. It's during these times that the smart thermostat clicks off quietly and automatically without anyone really noticing. The A/C gets a long-awaited break, offering it an opportunity to temporarily pause, exhale and join in on a lazy summer day. This pause allows the family to lower their bill and the grid to grow just that much stronger.

It's in these quiet spaces between all the doing that we're reminded these simple moments don't last forever. That is, unless we choose to stop, even briefly, and take them in. To sit with them. To feel their weight, not because they are lofty but because they are real. Not because they scream at us, but because they whisper to us.

Slowly, the sun makes its journey over Lake Hamilton, and the world is remarkably still. The quiet calm is interrupted only by the laughter of children playing in the backyard a few houses down.

The amber sky reflects on the water, doubling the beauty of the land. This day, like every day, shines as proof that energy isn't used. It's lived.

Smart Direct Load Control

With this program, qualifying smart thermostats can be professionally installed at no cost, helping families enjoy lazy summer afternoons while also saving a little energy when it matters most.



Ready to start saving automatically?

Learn more and enroll in the Smart Direct Load Control Program today at entergyarkansas.com/easysave. It's an easy and effortless step that helps you lower costs and support your community.

This little hack? It works.

These days, doing more with less is the name of the game. Enter the **Smart Direct Load Control** Program. It's a clever way to cut costs without cutting comfort. We'll install a smart thermostat at no extra cost—and it'll quietly adjust temps at just the right times to lower energy use. Plus, you'll earn a cash bonus each year just for participating.



Sign up now and let the savings begin.
Go to entergyarkansas.com/savenow.