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Business Basics: How SCE Makes Money

Ever wonder how SCE makes money? It's a bit different than other businesses. For example, SCE does not make money on the sale of electricity, the main product we sell, since the cost of power is provided to customers at cost, with no markup.

Instead, SCE makes its money through a **Return on Assets** model, which provides a fixed rate of return on investments. This incentivizes the company to build, operate, maintain, strengthen and improve the electric grid so we can provide customers with electric service that is safe, reliable, affordable and clean.

Become an expert: [How SCE Makes Money](#) (video)