

FILE



The Public Utilities Commission of Ohio

12-3104-EL-AGG

43

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|---------------|-------------|-------------|
| Date Received | Case Number | Version |
| | - EL-AGG | August 2004 |

CERTIFICATION APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-5 Experience). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

**This PDF form is designed so that you may input information directly onto the form.
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A. APPLICANT INFORMATION

A-1 Applicant's legal name, address, telephone number and web site address

Legal Name Lower Electric Bill Today, LLC
 Address 17 Beach Drive, Prospect, CT 06712
 Telephone # (888) 283-4029 Web site address (if any) www.lowerelectricbilltoday.com, www.shopforenergy.com

A-2 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Lower Electric Bill Today, LLC
 Address 9435 Waterstone Boulevard Suite 140, Cincinnati, OH 45249
 Telephone # (888) 283-4029 Web site address (if any) www.lowerelectricbilltoday.com, www.shopforenergy.com

A-3 List all names under which the applicant does business in North America

Lower Electric Bill Today, LLC

A-4 Contact person for regulatory or emergency matters

Name Christina Cleri
 Title Member

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business
 Technician A Date Processed 11/28/12

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 2012 NOV 28 PM 2:16
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Business address 17 Beach Drive, Prospect, CT 06712
Telephone # (203) 758-3108 Fax # (888) 278-0369
E-mail address (if any) info@lowerelectricbilltoday.com

A-5 Contact person for Commission Staff use in investigating customer complaints

Name Christina Cleri
Title Member
Business address 17 Beach Drive, Prospect, CT 06712
Telephone # (203) 758-3108 Fax # (888) 278-0369
E-mail address (if any) info@lowerelectricbilltoday.com

A-6 Applicant's address and toll-free number for customer service and complaints

Customer Service address 50 Waterbury Road #111, Prospect, CT 06712
Toll-free Telephone # (888) 283-4029 Fax # (888) 278-0369
E-mail address (if any) info@lowerelectricbilltoday.com

A-7 Applicant's federal employer identification number # 271633695

A-8 Applicant's form of ownership (check one)

- ☐ Sole Proprietorship ☐ Partnership
☐ Limited Liability Partnership (LLP) ☐ Limited Liability Company (LLC)
☐ Corporation ☐ Other _____

A-9 (Check all that apply) Identify each electric distribution utility certified territory in which the applicant intends to provide service, including identification of each customer class that the applicant intends to serve, for example, residential, small commercial, mercantile commercial, and industrial. (A mercantile customer, as defined in (A) (19) of Section 4928.01 of the Revised Code, is a commercial customer who consumes more than 700,000 kWh/year or is part of a national account in one or more states).

- | | | | | |
|--|--------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> First Energy | | | | |
| <input type="checkbox"/> Ohio Edison | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Toledo Edison | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Cleveland Electric Illuminating | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Cincinnati Gas & Electric | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Monongahela Power | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> American Electric Power | | | | |
| <input type="checkbox"/> Ohio Power | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Columbus Southern Power | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Dayton Power and Light | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |

A-10 Provide the approximate start date that the applicant proposes to begin delivering services

January 1, 2013

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- A-11** **Exhibit A-11 "Principal Officers, Directors & Partners"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-12** **Exhibit A-12 "Corporate Structure,"** provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.
- A-13** **Exhibit A-13 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-14** **Exhibit A-14 "Articles of Incorporation and Bylaws,"** if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the Applicant is incorporated and any amendments thereto.
- A-15** **Exhibit A-15 "Secretary of State,"** provide evidence that the applicant has registered with the Ohio Secretary of the State.

B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- B-1** **Exhibit B-1 "Jurisdictions of Operation,"** provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.
- B-2** **Exhibit B-2 "Experience & Plans,"** provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.

B-3 **Exhibit B-3 "Summary of Experience,"** provide a concise summary of the applicant's experience in providing aggregation service(s) including contracting with customers to combine electric load and representing customers in the purchase of retail electric services. (e.g. number and types of customers served, utility service areas, amount of load, etc.).

B-4 **Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.

B-5 Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-6 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

C. APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

C-1 **Exhibit C-1 "Annual Reports,"** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.

C-2 **Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

- C-3 Exhibit C-3 “Financial Statements,”** provide copies of the applicant’s two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business.
- C-4 Exhibit C-4 “Financial Arrangements,”** provide copies of the applicant’s financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.,).
- C-5 Exhibit C-5 “Forecasted Financial Statements,”** provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant’s CRES operation, along with a list of assumptions, and the name, address, e-mail address, and telephone number of the preparer.
- C-6 Exhibit C-6 “Credit Rating,”** provide a statement disclosing the applicant’s credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody’s Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant’s parent or affiliate organization that guarantees the obligations of the applicant.
- C-7 Exhibit C-7 “Credit Report,”** provide a copy of the applicant’s credit report from Experian, Dun and Bradstreet or a similar organization.
- C-8 Exhibit C-8 “Bankruptcy Information,”** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.

C-9 **Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

Christina Cleri, member
Signature of Applicant & Title

Sworn and subscribed before me this 18th day of November 2012
Month Year

Elizabeth M Conrad
Signature of official administering oath

Elizabeth M Conrad
Print Name and Title
Notary Public

ELIZABETH M. CONRAD My commission expires on 8/31/16
NOTARY PUBLIC
MY COMMISSION EXPIRES AUG. 31, 2016

AFFIDAVIT

State of Connecticut:

Seymour ss.
(Town)

County of New Haven:

Christina Cleri, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the member (Office of Affiant) of Lowe Electric Bill (Name of Applicant);

Today LLC

That he/she is authorized to and does make this affidavit for said Applicant,

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
6. The Applicant herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The Applicant herein, attests that it will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
9. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
10. If applicable to the service(s) the Applicant will provide, the Applicant herein, attests that it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Staff use in investigating customer complaints.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief and that he/she expects said Applicant to be able to prove the same at any hearing hereof.

Christina Clari, Member
Signature of Affiant & Title

Sworn and subscribed before me this 19th day of November, 2012.
Month Year

Elizabeth M Conrad
Signature of official administering oath

Elizabeth M Conrad
Print Name and Title Notary Public

My commission expires on 8/31/16

ELIZABETH M. CONRAD
NOTARY PUBLIC

MY COMMISSION EXPIRES AUG. 31, 2016

Exhibit A-11 "Principal Officers, Directors and Partners"

Richard Cleri

Member of Lower Electric Bill Today, LLC (40% owner)

17 Beach Drive

Prospect, CT 06712

888-278-0369

Christina Cleri

Member of Lower Electric Bill Today, LLC (60% owner)

17 Beach Drive

Prospect, CT 06712

888-278-0369

Exhibit A-12 "Corporate Structure"

Richard Cleri
Member of Lower Electric Bill Today, LLC

Christina Cleri
Member of Lower Electric Bill Today, LLC

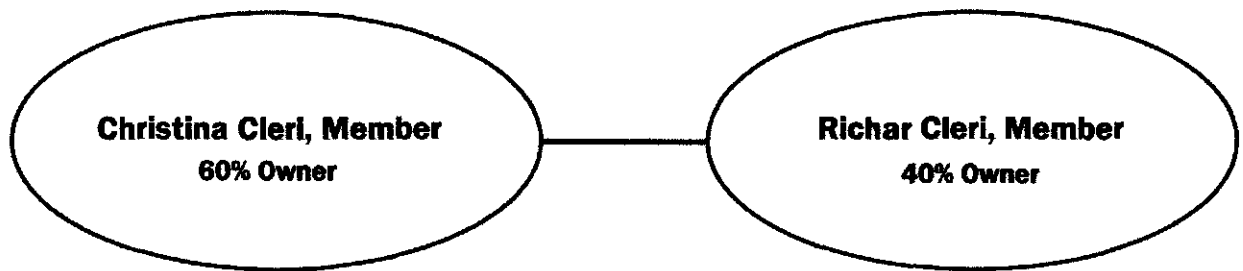


Exhibit A-13 "Company History"

Lower Electric Bill Today, LLC was created by Christina and Richard Cleri with the purpose of offering customers helpful information about energy deregulation, eco-friendly living, independent energy suppliers and affordable electric and natural gas rates.

The business filed its articles of organization on January 6, 2010 with the CT Secretary of the State and the business is currently located in Prospect, CT.

Lower Electric Bill Today, LLC operates two online properties consisting of lowerelectricbilltoday.com and shopforenergy.com. Both sites offer informational articles and conservation tips as well as show the rates from several independent suppliers.

Our principal interest is to provide consumers with helpful information about energy deregulation and to show them the rates of suppliers in their area so that they can make an educated choice about their energy needs.

Exhibit A-14 "Articles of Incorporation and Bylaws"

Business Name:

Lower Electric Bill Today, LLC

Work Order Number: 2010004068-001

Business Filing Number: 0004075738

Type or Request: Articles of Organization

File Date/Time: Jan 06 2010 08:30 AM

Effective Date/Time:

Work Order Payment Received: 120.00

Credit on Account: .00

Customer Id: 001774727

Business Id: 0992195

Work Order Number: 2010004068-001

Business Filing Number: 0004075738

Business Name:

Lower Electric Bill Today, LLC

Business Location:

17 Beach Dr.

Prospect, CT 06712

Mailing Address:

50 Waterbury Rd. #111

Prospect, CT 06712



| | | | | | | | |
|------------|--------------|---|--------|-------|---------|------|------|
| DATE | DOCUMENT ID | DESCRIPTION | FILING | EXPED | PENALTY | CERT | COPY |
| 09/10/2012 | 201225101690 | REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP) | 125.00 | .00 | .00 | .00 | .00 |

Receipt

This is not a bill. Please do not remit payment.

LOWER ELECTRIC BILL TODAY LLC
ATTN: RICHARD CLERI
17 BEACH DRIVE
PROSPECT, CT 06712

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted

2134186

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

LOWER ELECTRIC BILL TODAY, LLC

and, that said business records show the filing and recording of:

Document(s):

REGISTRATION OF FOREIGN FOR PROFIT LLC

Document No(s):

201225101690



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 5th day of September, A.D. 2012.

Jon Husted

Ohio Secretary of State

Exhibit B-1 “Jurisdictions of Operation”

Applicant – not currently certified, licensed or registered in any state.

Exhibit B-2 "Experience Plans"

We do not provide any billing statements or contracted service for customers. When customers visit our site and choose a provider they are passed directly to that provider's site where the information is gathered and the provider is responsible for the billing and services for the customer.

We do provide a phone number, address and email for customer complaints.

Phone: 888-283-4029

Address: 50 Waterbury Rd #111, Prospect, CT 06712

Email: info@lowerelectricbilltoday.com

We respond to any complaints within 24 hours and assist the customer and guide them to the proper channels to resolve their issue.

Exhibit B-3 "Summary of Experience"

Customers that visit our site and choose a provider are directed to the providers own web site where their information is gathered. We are not involved in the issues pertaining to electric loads and the provider tracks the information in regards to types of customers served and service utility areas.

We have helped over 3,000 people choose a different energy supplier and have never had complaint lodged against us. We are simply making the information clearer for the consumer so that they can make an educated decision.

Exhibit B-4 "Disclosure of Liabilities and Investigations"

Lower Electric Bill Today, LLC does not have any existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations or any other matters that may impacts our status.

Exhibit C-1 "Annual Reports"

Lower Electric Bill Today, LLC does not have any Annual Reports to Shareholders. This company is not a publicly traded company and therefore is not required to file such reports.

Exhibit C-2 "SEC Filings"

Lower Electric Bill Today, LLC does not have any 10-K or 8-K filings with the SEC. This company is not required to file with the SEC because it is not a publicly traded company.

Exhibit C-3 "Financial Statements"

9:29 PM
09/22/12
Accrual Basis

Lower Electric Bill Today, LLC *Exhibit C-3*
Balance Sheet *"Financial Statements"*
As of December 31, 2010

| | <u>Dec 31, 10</u> |
|---------------------------------------|------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Naugatuck Savings Bank | 4,394.21 |
| Total Checking/Savings | <u>4,394.21</u> |
| Total Current Assets | <u>4,394.21</u> |
| TOTAL ASSETS | <u>4,394.21</u> |
| LIABILITIES & EQUITY | |
| Equity | |
| Member Draws - Christina | -2,907.27 |
| Member Draws - Rick | 5,500.00 |
| Member Equity - Christina | 1,500.00 |
| Net Income | 301.48 |
| Total Equity | <u>4,394.21</u> |
| TOTAL LIABILITIES & EQUITY | <u>4,394.21</u> |

9:30 PM

09/22/12

Lower Electric Bill Today, LLC
Statement of Cash Flows
January through December 2010

Exhibit C-3
"Financial Statements"

| | Jan - Dec 10 |
|---|-----------------|
| OPERATING ACTIVITIES | |
| Net Income | 301.48 |
| Net cash provided by Operating Activities | 301.48 |
| FINANCING ACTIVITIES | |
| Member Draws - Christina | -2,907.27 |
| Member Draws - Rick | 5,500.00 |
| Member Equity - Christina | 1,500.00 |
| Net cash provided by Financing Activities | 4,092.73 |
| Net cash increase for period | 4,394.21 |
| Cash at end of period | <u>4,394.21</u> |

9:32 PM
09/22/12
Accrual Basis

Lower Electric Bill Today, LLC
Income Tax Summary
As of December 31, 2010

Exhibit C-3
"Financial Statements"

| | Dec 31, 10 |
|--|------------|
| Income | |
| Gross receipts or sales | 27,201.78 |
| Deductions | |
| Meals and entertainment(subj to 50% li | 156.91 |
| Other Deductions | |
| Other deductions | 19,838.15 |
| B/S-Assets | |
| Cash | 4,394.21 |
| Tax Line Unassigned (balance sheet) | -4,092.73 |
| Tax Line Unassigned (income/expense) | 6,905.24 |

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09/22/12

Accrual Basis

Lower Electric Bill Today, LLC
Balance Sheet
As of December 31, 2011

Exhibit C-3
"Financial Statements"

| | Dec 31, 11 |
|---------------------------------------|------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| Naugatuck Savings Bank | 29,763.73 |
| Total Checking/Savings | 29,763.73 |
| Accounts Receivable | |
| Accounts Receivable | 455.00 |
| Total Accounts Receivable | 455.00 |
| Total Current Assets | 30,218.73 |
| TOTAL ASSETS | 30,218.73 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| SEP IRA Payable | 19,000.00 |
| Total Other Current Liabilities | 19,000.00 |
| Total Current Liabilities | 19,000.00 |
| Total Liabilities | 19,000.00 |
| Equity | |
| Member Draws - Christina | 15,000.00 |
| Member Draws - Rick | 9,921.84 |
| Retained Earnings | 4,394.21 |
| Net Income | -18,097.32 |
| Total Equity | 11,218.73 |
| TOTAL LIABILITIES & EQUITY | 30,218.73 |

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09/22/12

Lower Electric Bill Today, LLC *Exhibit C-3*
Statement of Cash Flows *"Financial Statements"*
January through December 2011

| | Jan - Dec 11 |
|--|------------------|
| OPERATING ACTIVITIES | |
| Net Income | -18,097.32 |
| Adjustments to reconcile Net Income to net cash provided by operations: | |
| Accounts Receivable | -455.00 |
| SEP IRA Payable | 19,000.00 |
| Net cash provided by Operating Activities | 447.68 |
| FINANCING ACTIVITIES | |
| Member Draws - Christina | 17,907.27 |
| Member Draws - Rick | 4,421.84 |
| Member Equity - Christina | -1,500.00 |
| Retained Earnings | 4,092.73 |
| Net cash provided by Financing Activities | 24,921.84 |
| Net cash increase for period | 25,369.52 |
| Cash at beginning of period | 4,394.21 |
| Cash at end of period | <u>29,763.73</u> |

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09/22/12
Accrual Basis

Lower Electric Bill Today, LLC
Income Tax Summary
As of December 31, 2011

Exhibit C-3

"Financial Statements"

| | Dec 31, 11 |
|--|------------|
| Income | |
| Gross receipts or sales | 151,851.01 |
| Deductions | |
| Meals and entertainment(subj to 50% li | 365.46 |
| Other Deductions | |
| Other deductions | 59,647.38 |
| B/S-Assets | |
| Cash | 29,763.73 |
| B/S-Liabs/Cap | |
| Other current liabilities | 19,000.00 |
| Tax Line Unassigned (balance sheet) | -28,559.57 |
| Tax Line Unassigned (income/expense) | 109,935.49 |

Exhibit C-4 "Financial Arrangements"

Lower Electric Bill Today, LLC does not have any current or prior financial arrangements in terms of guarantees, bank commitments, contractual arrangements or credit agreements.

We fund our growth through cash and we carry a \$2 million dollar general liability policy to make sure any customers and ourselves would be covered if we had an issue.

Exhibit C-5 "Forecasted Financial Statements"

Prepared by:

Zackin, Zimyeski, Sullivan C.P.A. LLC

One Exchange Place 6th Floor

Waterbury, CT 06702

info@zzscpa.com

203-753-2200

Please note: No cash flow statements are included because business is operated on a cash basis

LOWER ELECTRIC BILL TODAY, LLC
BALANCE SHEET
DECEMBER 31,

Exhibit C-5
"Forecasted Financial Statements"

| | <u>2012</u> | <u>2013</u> | <u>2014</u> |
|-------------------------------------|-------------------------|-------------------------|-------------------------|
| ASSETS | | | |
| CURRENT ASSETS | | | |
| Cash | \$ <u>22,744</u> | \$ <u>22,114</u> | \$ <u>29,474</u> |
| TOTAL ASSETS | \$ <u>22,744</u> | \$ <u>22,114</u> | \$ <u>29,474</u> |
| LIABILITY AND STOCKHOLDERS' EQUITY | | | |
| CURRENT LIABILITIES | | | |
| SEP IRA Payable | \$ 19,000 | \$ 20,600 | \$ 22,300 |
| Credit Cards | <u>2,200</u> | <u>2,400</u> | <u>2,600</u> |
| TOTAL LIABILITIES | <u>21,200</u> | <u>23,000</u> | <u>24,900</u> |
| MEMBERS' EQUITY | | | |
| Retained Earnings | <u>3,744</u> | <u>1,514</u> | <u>4,574</u> |
| Total Stockholders' Equity | <u>3,744</u> | <u>1,514</u> | <u>4,574</u> |
| TOTAL LIABILITY AND MEMBERS' EQUITY | \$ <u><u>24,944</u></u> | \$ <u><u>24,514</u></u> | \$ <u><u>29,474</u></u> |

LOWER ELECTRIC BILL TODAY, LLC
PROJECTED INCOME STATEMENT
FOR THE YEAR ENDING DECEMBER 31,

Exhibit C-5
"Forecasted Financial Statements"

| | <u>2012</u> | <u>2013</u> | <u>2014</u> |
|---|---------------------|---------------------|---------------------|
| INCOME | | | |
| Commission Income | \$ 164,000 | \$ 177,200 | \$ 191,400 |
| OPERATING EXPENSES | | | |
| Advertising | 7,200 | 7,800 | 8,500 |
| Bank Service Charges | 20 | 30 | 40 |
| Computer and Internet | 21,800 | 23,600 | 25,500 |
| Continuing Education | 200 | 300 | 400 |
| Dues & Subscriptions | 300 | 400 | 500 |
| Insurance Expense | 4,300 | 4,700 | 5,100 |
| Meals and Entertainment | 800 | 900 | 1,000 |
| Office Supplies | 700 | 800 | 900 |
| Professional Fees | 2,800 | 3,100 | 3,400 |
| Subcontractors | 4,600 | 5,000 | 5,400 |
| Taxes | 20,000 | 21,600 | 23,400 |
| Telephone | 2,000 | 2,200 | 2,400 |
| Travel | 300 | 400 | 500 |
| | <u>65,020</u> | <u>70,830</u> | <u>77,040</u> |
| OPERATING INCOME | 98,980 | 106,370 | 114,360 |
| MEMBER DRAWS | | | |
| SEP IRA Contributions | 19,000 | 20,600 | 22,300 |
| Guaranteed Payments | 87,000 | 88,000 | 89,000 |
| | <u>106,000</u> | <u>108,600</u> | <u>111,300</u> |
| NET INCOME | (7,020) | (2,230) | 3,060 |
| RETAINED EARNINGS, BEGINNING | <u>10,764</u> | <u>3,744</u> | <u>1,514</u> |
| RETAINED EARNINGS, ENDING | <u>\$ 3,744</u> | <u>\$ 1,514</u> | <u>\$ 4,574</u> |

Exhibit C-6 "Credit Rating"

We have included credit ratings from Dun and Bradstreet and Equifax. We chose to use Equifax as our second source because the other companies that were referred to in the document are geared toward larger, publicly traded companies which we are not.



Exhibit C-6
"Credit Rating"

Small Business Credit Report

September 22, 2012

Best Match For Inquiry

Company Profile:

LOWER ELECTRIC BILL
17 BEACH DR
PROSPECT, CT 06712-1604
(203) 758 - 3108

EFX ID®: 673241060

Registered Site

Company Profile:

LOWER ELECTRIC BILL TODAY, LLC
50 WATERBURY RD
PROSPECT, CT 06712-1258

EFX ID®: 649647161

Credit Utilization

Total Credit Limit of \$25,000 (financial accounts only)

Days Beyond Terms

Insufficient data available to calculate Days Beyond Terms. Suggest careful review.

Credit Risk Score

608

101

992

Key Factor(s)

- Length of Time Since Oldest Financial Account Opened Suggests Higher Risk
- Available Credit Limit on Revolving Trades Suggest Lower Risk
- Company Size (Number of Employees) Suggests Lower Risk
- 5 Percent Revolving Trade Utilization

Payment Index

100

0

100

Industry Median: 86

Payment Index

90+

80-89

60-79

40-59

20-39

1-19

Days Past Due

Paid As Agreed

1-30 Days Past Due

31-60 Days Past Due

61-90 Days Past Due

91-120 Days Past Due

120+ Days Past due

Business Failure Score

1,472

1,000

1,880

Key Factor(s)

- Length of Time Since Oldest Financial Account Opened Suggests Higher Risk



Exhibit C-6
"Credit Rating"

Small Business Credit Report

September 22, 2012

Bureau Summary Data

| | Financial | Non-Financial |
|-------------------------------------|------------|---------------|
| Number of accounts | 1 | NR |
| Credit Active Since | 03/05/2012 | NR |
| Number of Charge-Offs | 0 | NR |
| Total Past Due | \$0 | NR |
| Most Severe Status in 24 Months | Current | NR |
| Single Highest Credit Extended | \$25,000 | NR |
| Total Current Credit Exposure | \$25,000 | NR |
| Median Balance | NR | NR |
| Average Open Balance | NR | NR |
| Recent Activity (Since 06/01/2012) | | |
| Number of Accounts Delinquent | 0 | NR |
| New Accounts Opened | 0 | NR |
| Inquiries | 0 | 0 |
| Accounts Updated | 1 | NR |
| NR = None Reported | | |

Inquiries

No inquiries on file

Bureau Messages

1. Insufficient Data Available to Calculate Days Beyond Terms - Account
2. Legal entity has more than one site
3. Additional information was limited to inquired and headquarters site aliases/akas and corresponding ID information.



Exhibit C-b
"Credit Rating"

Small Business Credit Report

September 22, 2012

Public Records

Summary

| Type Status | Number | Dollar | Most Recent Date Filed |
|----------------|--------|--------|------------------------|
| Bankruptcies | 0 | \$0 | None Reported |
| Judgments | 0 | \$0 | None Reported |
| Satisfied | 0 | \$0 | |
| Liens | 0 | \$0 | None Reported |
| Filed and Open | 0 | \$0 | |
| Released | 0 | \$0 | |

NR = None Reported

Details

Business Registration

| | |
|---------------------|-----------------------------------|
| Registered Name | LOWER ELECTRIC BILL TODAY, LLC |
| Filing Date | 02/03/2010 |
| Incorporation Date | 01/06/2010 |
| Incorporation State | CT |
| Status | ACTIVE |
| Registry Number | 0992195 |

Exhibit C-6
"Credit Rating"



Small Business Credit Report

September 22, 2012

Additional Information

Alternate Company Names and DBA's

No Alternate Company Information available.

Owners and Guarantor Names

| Name | Type | Date Reported |
|-----------------|------|---------------|
| RICHARD M CLERI | (G) | 09/05/2012 |

Business and Credit Grantor Comments

No comments available.

Report Details

Report Generated on 09/22/2012



Lower Electric Bill Today, Llc

DUNS: 02-407-5471

Credit Information

Risk Summary

Risk of Late Payment



Risk of late payment is based on the following prioritized factors in addition to other information in D&B's files:

- No payment experiences.

Indications of slowness can be the result of disputes over merchandise, skipped invoices, etc.

Payment Performance Trend

The payment performance trend for this company is **Unavailable**. Payment Trend currently is **Unavailable** compared to payments three months ago. The most recent payment information in D&B's files is:

- Industry average: **GENERALLY WITHIN** terms

*Note: Payments to suppliers are averaged weighted by dollar amounts.

Credit Limit Recommendation

Recommendation Date: 11/17/2012

Risk Category
Low-Mod

Conservative Credit Limit
\$750
Aggressive Credit Limit
\$2.5K



Company Profile

Chief Executive: NA

Line of Business:

Type of Business:

Management consulting services

DOMESTIC LIMITED LIABILITY CO

Years in Business: NA

Annual Sales: NA

Employees Total: 6

Legal Filings and Other Important Information

Bankruptcies: None

Negative Payment Experience:

None

Judgements: 0

Negative Payment Experience

None

Liens: 0
Suits: None
Suits Amounts: None

Amount:
Payments Placed for Collection:

Exhibit C-6
None "Credit Rating"

The public record items reported may have been paid, terminated, vacated or released prior to the date this data is transmitted. Accounts are sometimes placed for collection even though the existence or amount of the debt is disputed.

Special Events

09/13/2012

The Chief Executive Officer is now Christina Cleri, Mbr.

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Payment Trends

Summary

17 Beach Dr
Prospect, CT 06712

Primary Industry SIC:
8742

Description:
Management consulting
services

This is a **single** location.

Payment Activity

**Total payment Experiences in D&Bs
File:** NA

Payments Within Terms:
(not dollar weighted) NA

Total Placed For Collection: NA

Average Highest Credit: NA

Largest High Credit: NA

Highest Now Owing: NA

Indications of slowness can be the result of dispute over merchandise, skipped invoices, etc. Accounts are sometimes placed for collection even though the existence or amount of the debt is disputed.

Paydex

Score Not Available

We are unable to display a Paydex for this company. Please
call 800-333-0505 for more information.

Score Not Available

We are unable to display a Paydex for this company. Please
call 800-333-0505 for more information.

Paydex ® Trends - This Company, 12 Months

No data is available on this company to build a paydex trend graph.

This Company (0)

Based on payments collected over the last 12 months.

- Current PAYDEX for this Business is 0

Paydex ® Score Comparison - This Company to Primary Industry Comparison, 4 Quarters

No data is available on this company to build a paydex score comparison graph.

- | | |
|--------------------------------|------------------------|
| • My Company (0) | • Industry Median (80) |
| • Industry Upper Quartile (80) | • Industry Median (71) |

Based on payments collected over the last 4 quarters.

- Current PAYDEX for this Business is 80, or equal to GENERALLY WITHIN terms
- Industry upper quartile represents the performance of the payers in the 75th percentile
- Industry lower quartile represents the performance of the payers in the 25th percentile

Business Payment Habit by Amount of Credit Extended, 12 Months

We currently do not have enough details of this company to display in this section.

Exhibit C-6
"Credit Rating"

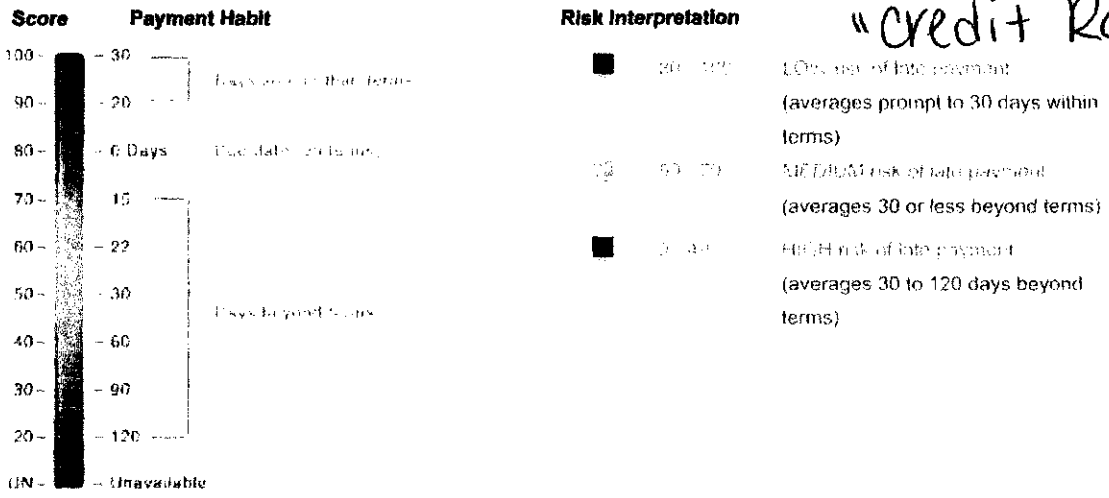


Exhibit C-7 "Credit Report"



Exhibit C-7
"Credit Report"

CreditScoreSM Report

as of: 09/12/12 21:38 ET

Lower Electric Bill Today, LLC

Address: 50 Waterbury Rd # 111
Prospect, CT 06712-1258
United States

Experian BIN: 928912524

Agent: Richard Cleri

Agent Address: 17 Beach DR
Prospect, CT

Family Linkage:

Ultimate Parent Lower Electric Bill Today, LLC
50 Waterbury Rd # 111
Prospect, CT

Branches / Alternative Locations Lower Electric Bill Today, LLC
17 Beach Dr
Prospect, CT

Key Personnel:

SIC Code:

Business Type:

Experian File Established:

Experian Years on File:

Years in Business:

Total Employees:

Sales:

Filing Data Provided by:

Date of Incorporation:

Member: Richard Cleri

1629-Power Plant Contractors

Corporation

March 2010

2 Years

More than 2 Years

6

\$1,260,000

Connecticut

01/06/2010

UCC Filings:

0

This location does not yet have an estimated Days Beyond Terms (DBT), or a Payment Trend Indicator. This is often the result of too few Payment Tradelines.

Businesses Scoring Worse:

65%

✓ **Bankruptcies:**

0

✓ **Liens:**

0

✓ **Judgments Filed:**

0

✓ **Collections:**

0

Credit Summary

Credit Ranking Score: 65

High
Risk



Low
Risk

The objective of the Credit Ranking Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Number of employees.

Recommended Action: Low-Medium Risk

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Exhibit C-8 "Bankruptcy Information"

Lower Electric Bill Today, LLC does not have any current or prior bankruptcy filings.

Exhibit C-9 "Merger Information"

Lower Electric Bill Today, LLC has not been a party to a dissolution, merger or acquisition in the past five years.