

Certification Application for Aggregators / Power Brokers

Applicant: Ultimate Energy Advisors, L.L.C.

December 2013

Exhibits:

- 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.

Bobby H. Schiff (Managing Partner)
6922 Flint Cove Drive
Dallas, Texas 75248 (214) 202-2875

- 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.

Ultimate Energy Advisors, L.L.C. ("UEA") is a Texas Limited Liability Company formed under the Texas Business Organization Code for the purpose of transacting any and all lawful business for which limited liability companies may be organized, including, but not limited to, energy consulting, procurement and management. UEA is also an approved aggregator (870295) in the deregulated electricity and natural gas markets in other deregulated markets across the US.

Ultimate Energy Advisors, L.L.C. does not currently have any affiliates or subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies.

- A-13 Company History:** Provide a concise description of the applicant's company history and principal business interests.

Ultimate Energy Advisors, L.L.C. was formed on June 2, 2008 as a limited liability company under the Texas Business Organizations Code to provide energy consulting and procurement for its customers.

Currently, Ultimate Energy Advisors has approximately 170 customers, and has negotiated and procured the equivalent of 25+/- MW of electricity for these customers. In addition, Ultimate Energy Advisors has pursued and developed excellent working relationships with many nationally recognized energy providers including GDF Suez, Direct Energy, Constellation, Con-Edison, Mid-American Energy, Champion Energy, Hudson Energy, Gexa (an FPL company), Reliant, and Green Mountain Energy.

- 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.

Not Applicable / Ultimate Energy Advisors, L.L.C. is a limited liability company.

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- A-15 Secretary of State Provide evidence that the applicant has registered with the Ohio Secretary of the State.**

See attached copy of registration with Ohio Secretary of State.

- 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.

At the present time, UEA is authorized to provide retail and wholesale electric services (including aggregation of services) in the states of Delaware, Illinois, Maryland, New Hampshire, New Jersey, New York, Pennsylvania and Texas. We are in the process of applying for permits in Connecticut, Maine, Massachusetts and Washington, DC.

- 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.

Ultimate Energy Advisors, LLC was founded on the principal of providing our clients with accurate and full descriptions of all contracts, proposals and correspondence. We provide our clients with written proposals that compare the pricing, terms and conditions and general information on each of the providers that have submitted bids for business. We assist with negotiations of all contract terms and make our clients aware of the termination costs as well as how to comprehend their electricity bills. We also provide information on sustainable power sources with accurate and fair pricing. We also act as an agent for the client in dealing with new meters, cancellations and terminations. We provide budgets and long term planning in an ongoing effort to better control any customer's electricity and/or natural gas expense. Since we have been in business we have not had any complaints filed against our company.

Ultimate Energy Advisors, LLC does not take possession of the electricity or natural gas it sells and does not bill clients. All our transactions are done through Electricity and Natural Gas providers that are approved and active in any given deregulated market.

The code of conduct for Ultimate Energy, LLC:

- 1. Prohibits against unfair, deceptive, and unconscionable acts and practices in the marketing, solicitation, and sale of such a competitive retail electric service and in the administration of any contract for service.*
- 2. All Contract Terms are provided by the electricity providers and are subject to the laws and regulations of the State of Ohio.*
- 3. All Service Termination processes and fees are provided to us by the electricity providers.*

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4. Minimum content of customer bills are handled directly by the electricity providers.
5. Disconnection and Termination fees are determined by the providers.
6. Minimum service quality, safety, and reliability are assured by the electricity providers.
7. Generation resource mix and environmental characteristics of power supplies are provided by the electricity providers.
8. Customer information and records are kept by the electricity providers.

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.).

The Managing Partner of Ultimate Energy Advisors (Bobby H. Schiff) has more than 10 years of experience and success in energy markets across the US and Canada, and has closed over 1,200 transactions for all types of commercial customers. These include office and industrial/warehouse properties, apartment complexes, retailers and retail developments, light and heavy manufacturing, restaurants, transportation, distribution, oil and gas refining and distribution. He also has extensive knowledge of radio/TV stations and transmission sites, and is the preferred source of the Texas Association of Broadcasters.

The company was started to provide a fresh and straight-forward approach to what is really important in order to find the most appropriate contract at any point in time in the marketplace. This is broken down into a well planned system that saves our clients time and money.

We scour the market for the best prices, terms and conditions. We are dedicated to providing the best service and most trouble free program for our customers. By monitoring the markets daily we look at short term and long term commitments, as well as energy saving programs that may include green or renewable energy options.

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.

Not Applicable / Ultimate Energy Advisors, L.L.C. is not aware of any existing, pending or past rulings, judgments, contingent liabilities, revocation of authority or regulatory investigations.

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.

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☒ 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-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.

Ultimate Energy Providers, L.L.C. does not produce Annual Reports for Shareholders. As an LLC with no shareholders and only one Principal (the managing partner – Bobby Schiff), Ultimate Energy Advisors prefers to present the financial statements (as provided in Exhibit C-3).

- 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.

Ultimate Energy Advisors, L.L.C. is not required to provide any filings or reports to the SEC. Ultimate Energy Advisors, L.L.C. does not have any public or private securities requiring review by the SEC or any other federal or state regulatory body.

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- 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.

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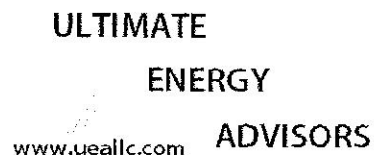
**Exhibit C-3 Financial Statements
ULTIMATE ENERGY ADVISORS, LLC
BALANCE SHEET**

Balance Sheets	2010 (A)	2011 (A)	2012 (A)
Assets			
Cash	414	220	45,761
Accounts Receivable	332,600	411,300	485,200
Furniture, Fixtures and Equipment	0	0	0
Total Assets	333,014	411,520	530,961
Liabilities			
Commission Payable	39,500	45,000	60,000
Current Liabilities	0	0	51,000
Total Liabilities	39,500	45,000	111,000
Partners Equity	293,514	366,520	419,961
Total Liab. and Partner Equity	333,014	411,520	530,961

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**Exhibit C-3 Financial Statements
ULTIMATE ENERGY ADVISORS, LLC INCOME
STATEMENT**

Income Statements	2010 (A)	2011 (A)	2012 (A)
Revenues			
Gross Commissions	211,101	365,080	511,289
Sales Commissions	(48,223)	(60,358)	(100,746)
Net Revenues	162,878	304,722	410,543
Expenses			
Accounting	1,000	1,200	1,454
Bad Debt	0	0	0
Advertising	180	630	4,450
Legal	996	30,476	139,126
Licenses & Fees	925	14,128	5,583
Meals & Entertainment	2,448	2,177	5,611
Office Supplies	3,100	1,874	7,487
Travel	332	1,731	1,637
Net Expenses	8,981	52,216	165,348
Net Profit	153,897	252,506	245,195

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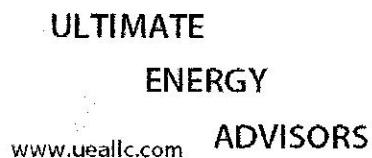


Exhibit C-3 Financial Statements
ULTIMATE ENERGY ADVISORS, LLC
CASH FLOW STATEMENT

Cash Flow Statement

	<u>2010 (A)</u>	<u>2011 (A)</u>	<u>2012 (A)</u>
Cash flows from (used in) operating activities			
Cash receipts from customers	211,101	365,080	511,289
Cash paid to suppliers and employees	(57,204)	(112,574)	(266,094)
Cash Distribution to Partners	(153,600)	(252,700)	(250,654)
Interest paid	0	0	0
Income taxes paid	0	0	0
Net cash flows from operating activities	<u>297</u>	<u>(194)</u>	<u>(5,459)</u>
Cash flows from (used in) investing activities			
Proceeds from the sale of equipment	0	0	0
Dividends received	0	0	0
Net cash flows from investing activities	<u>0</u>	<u>0</u>	<u>0</u>
Cash flows from (used in) financing activities			
Proceeds from Notes Payable	0	0	51,000
Dividends paid	0	0	0
Net cash flows used in financing activities	<u>0</u>	<u>0</u>	<u>0</u>
Net increase in cash and cash equivalents	297	(194)	45,541
Cash and cash equivalents, beginning of year	<u>117</u>	<u>414</u>	<u>220</u>
Cash and cash equivalents, end of year	414	220	45,761

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- 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.,).

Not applicable

- 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, email address, and telephone number of the preparer.

Please see the attached Balance Sheet, Income Statement and Cash Flow Statement were prepared by and certified by:

Bobby H. Schiff, 6922 Flint Cove Drive, Dallas, TX 75248
bobs@ueallc.com, (214) 202-2875

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ADVISORS

**Exhibit C-5 Forecasted Financial Statements
ULTIMATE ENERGY ADVISORS, LLC BALANCE
SHEET**

Balance Sheets	2014 (F)	2015 (F)
Assets		
Cash	59,126	88,876
Accounts Receivable	630,000	700,000
Notes Receivable	100,000	100,000
Furniture, Fixtures and Equipment	1,000	1,250
Total Assets	790,126	890,126
Liabilities		
Accounts Payable	125,000	150,000
Commission Payable	20,000	15,000
Reserve for Bad Debts	12,000	14,100
Total Liabilities	157,000	179,100
Partners Equity	633,126	711,026
Total Liab. and Partner Equity	790,126	890,126

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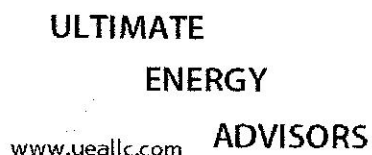
**Exhibit C-5 Forecasted Financial Statements
ULTIMATE ENERGY ADVISORS, LLC
INCOME STATEMENT**

Income Statements	2014 (F)	2015 (F)
Revenues		
Gross Commissions	545,000	572,250
Other Income	10,000	10,500
Sales Commissions	(150,000)	(157,500)
Net Revenues	405,000	425,250
Expenses		
Accounting	4,000	4,100
Advertising	10,000	10,250
Bad Debt	2,000	2,100
Car Allowances	12,000	12,500
Computer	10,500	11,000
Legal	178,000	125,000
Licenses & Fees	7,000	7,250
Meals & Entertainment	4,500	6,000
Office Supplies	2,800	3,000
Travel	7,500	10,000
Net Expenses	238,300	191,200
Net Profit	166,700	234,050

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Exhibit C-5 Forecasted Financial Statements
ULTIMATE ENERGY ADVISORS, LLC
CASH FLOW STATEMENT
Cash Flow Statement

	<u>2014 (F)</u>	<u>2015 (F)</u>
Cash flows from (used in) operating activities		
Cash receipts from customers	695,000	750,000
Cash paid to suppliers and employees	(378,300)	(390,250)
Cash Distribution to Partners	(268,000)	(325,000)
Interest paid	0	0
Income taxes paid	0	0
Net cash flows from operating activities	<u>48,700</u>	<u>34,750</u>
Cash flows from (used in) investing activities		
Proceeds from the sale of equipment	0	0
Dividends received	0	0
Net cash flows from investing activities	<u>0</u>	<u>0</u>
Cash flows from (used in) financing activities		
Proceeds from Notes Payable	(120,000)	(5,000)
Dividends paid	0	0
Net cash flows used in financing activities	<u>(120,000)</u>	<u>(5,000)</u>
Net increase in cash and cash equivalents	(71,300)	29,750
Cash and cash equivalents, beginning of year	<u>130,426</u>	<u>59,126</u>
Cash and cash equivalents, end of year	59,126	88,876

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- 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.

Not Applicable / Ultimate Energy Advisors, L.L.C. currently has no financial need for external debt. All the operational cash needs are supported by ongoing sales transactions.

- C-7 Credit Report.** Provide a copy of the applicant's credit report from Experian, Dun and Bradstreet or a similar organization.

- 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.

Not Applicable / Ultimate Energy Advisors, L.L.C. nor its partners have been involved in any bankruptcy proceedings.

- 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.

Not Applicable / Ultimate Energy Advisors, L.L.C. has never been involved in any dissolution, merger or acquisition transactions.

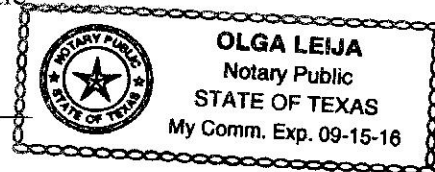
Goldy H. Deluff, Manager
Signature of Applicant & Title

Sworn and subscribed before me this 19th day of February, 2014
Year

[Signature]
Signature of official administering oath

OLGA LEIJA - NOTARY
Print Name and Title

My commission expires on 9.15.16



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AFFIDAVIT

State of Texas:

Dallas ss.
(Town)

County of Dallas :

Bobby H. Schiff, Affiant, being duly sworn/affirmed according to law, deposes and says that:
He/She is the Managing Partner (Office of Affiant) of Ultimate Energy Advisors, L.L.C. (Name of Applicant);

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.

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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.

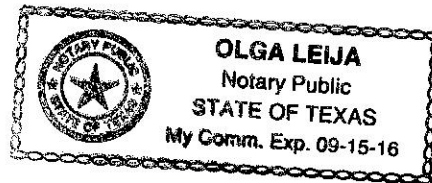
Babity H. Schiff, Manager
Signature of Applicant & Title

Sworn and subscribed before me this 19th day of February, 2014
Year

[Signature]
Signature of official administering oath

Olga Leija - Notary
Print Name and Title

My commission expires on 9-15-16



This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

2/19/2014 4:04:13 PM

in

Case No(s). 14-0271-EL-AGG

Summary: Exhibit electronically filed by Mr. Bobby H. Schiff on behalf of Ultimate Energy Advisors, LLC