

Confidential Release

Case Number: 09-949-EL-AGG

Date of Confidential Document: 11/23/2011

Release Date: 2/20/14

Page Count: 10

Document Description:

Exhibits C-3 and C-5

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“Consent to Release to the PUCO DIS Website”

Name

Kerry K. Shurt

Reviewing Attorney Examiner's Signature

Date Reviewed

2/20/14

This is to certify that the foregoing is a true and accurate and complete reproduction of a case file document delivered in the regular course of business.

Technician

SM

Date Processed

FEB 20 2014

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Confidential treatment has been requested for the following document:

Case # 09-0949-EL-AGG

➤ Page Count 10

➤ Date Filed 11/23/11

➤ Filed by Leigh Maxa on behalf of
Reflective Energy Solutions, LLC

❖ Summary of document:

Exhibits C-3 and C-5

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STATE OF OHIO

OHIO PUBLIC SERVICE COMMISSION

Reflective Energy Solutions, LLC :
 :
Verification of Financial Condition :
Certificate No. 09-176E(1) :

CERTIFICATION OF FINANCIAL CONDITION

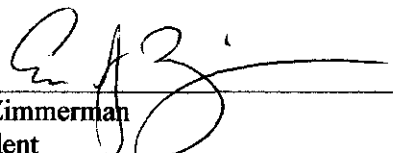
Reflective Energy Solutions, LLC ("Applicant"), by and through their President, Eric Zimmerman, respectfully request that the Ohio Public Service Commission ("Commission") accept this verification of the attached financial documentation in the above captioned matter.

I, Eric Zimmerman, am duly authorized to give this affidavit and have personal knowledge of the facts and matters herein stated.

1. I am President of Reflective Energy Solutions, LLC, an energy brokering company operating and fully certified as a Competitive Electric Provider in Ohio.
2. I hereby affirm that the financial condition and financial statements are accurate and true to the best of my knowledge and belief.

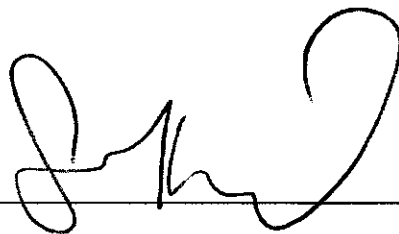
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Affiant hereby certifies that he is duly authorized to submit the above information on behalf of Reflective Energy Solutions, LLC, that Affiant is associated with Reflective Energy Solutions, LLC in the capacity noted above, and has personal knowledge of the accuracy of the information provided herein, and that the information provided herein is true and correct to the best of Affiant's knowledge and belief.

By: 
Eric Zimmerman
President
Reflective Energy Solutions, LLC

SWORN TO AND SUBSCRIBED before me this 28 day of October 20 11.

(Seal)


Notary Public

Saul Kaszovitz Commission Expires
Notary Public, State of New Jersey
No. 2410306
Qualified in Bergen County
Commission Expires July 7, 2016

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.

As RES was formed in August of 2009, attached please find officer certified financial statements covering the life of the business.

Profit & Loss

January through December 2010



Jan - Dec 10

Ordinary Income/Expense	
Income	
4005 · Electric Income	127,988.21
4010 · Gas Income	9,974.21
Total Income	137,962.42
Expense	
6000 · Payroll Control	390,332.99
6010 · Payroll Service Charge	1,389.55
6020 · Office Supplies	3,069.21
6040 · Advert,Marketing & Web Mnthly	6,893.60
6050 · Travel & Ent	
6051 · Entertainment	4,659.20
6052 · Meals	2,683.36
6053 · Travel	7,442.03
6050 · Travel & Ent · Other	713.22
Total 6050 · Travel & Ent	15,497.81
6060 · Accounting & Legal	5,289.90
6070 · Rent	5,000.00
6080 · Telephone/Cable	9,781.37
6090 · Insurance	
6191 · Life Insurance	1,905.00
6192 · Workers Comp	560.61
6090 · Insurance · Other	1,658.00
Total 6090 · Insurance	4,123.61
6100 · Sales Commissions	23,426.70
6110 · Health Benefits	24,292.13
6115 · Miscellaneous	4,950.13
6120 · Bank Service Charges	25.00
6125 · Recruiting expense	1,348.79
6140 · Miscellaneous · Consulting	18,400.00
6150 · Consulting	20,210.00
6154 · Reimbursement for Legal	2,420.80
6155 · Regulatory	998.50
6160 · Dues and Subscriptions	4,660.00
6170 · Taxes	3,395.07
6230 · Licenses and Permits	2,117.00
6250 · Postage and Delivery	1,135.22
6260 · Printing and Reproduction	32.84
6300 · Repairs	238.25
Total Expense	587,474.47
Net Ordinary Income	-449,512.05
Other income/Expense	
Other Income	
7010 · Interest Income	4,022.38
Total Other Income	4,022.38
Net Other Income	4,022.38
Net Income	-445,489.67

Summary Balance Sheet

As of December 31, 2010



Dec 31, 10

ASSETS

Current Assets

Checking/Savings

400,869.32

Total Current Assets

400,869.32

TOTAL ASSETS

400,869.32

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

1,595.00

Total Current Liabilities

1,595.00

Total Liabilities

1,595.00

Equity

399,274.32

TOTAL LIABILITIES & EQUITY

400,869.32

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09/22/09

Accrual Basis

Reflective Energy Solutions, LLC

Balance Sheet

All Transactions

Sep 22, 09

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ASSETS

Current Assets

Checking/Savings

1000 - Operating - 2999

5,621.60

1020 - Payroll - 2829

100.00

1050 - Money Market - 3280

989,259.85

Total Checking/Savings

990,981.45

Total Current Assets

990,981.45

TOTAL ASSETS

990,981.45

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2000 - Accounts Payable

69.28

Total Accounts Payable

69.28

Total Current Liabilities

69.28

Total Liabilities

69.28

Equity

3000 - Members Equity

3010 - Opening Bal Equity - S/H/S

700,000.00

3015 - Ron Spechler

100,000.00

3020 - Equity/GMH Reflective LLC

220,000.00

Total 3000 - Members Equity

1,020,000.00

Net Income

29,987.83

Total Equity

990,912.17

TOTAL LIABILITIES & EQUITY

990,981.45

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09/22/09

Accrual Basis

Reflective Energy Solutions, LLC
Profit & Loss
All Transactions



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Sep 22, 09

Ordinary Income/Expense	
Income	
4100 - Reimbursed Fees from GMH Reflec	5,000.00
Total Income	5,000.00
Expense	
6000 - Gross Wages (PR)	4,968.45
6010 - Payroll Service Charge	38.87
6020 - Office Supplies	10,076.39
6030 - Logo & Website Development	1,015.34
6040 - Advert, Marketing & Web Mnthly	1,765.00
6050 - Travel & Ent	
6052 - Meals	277.12
6053 - Travel	463.95
Total 6050 - Travel & Ent	741.08
6060 - Accounting & Legal	974.00
6080 - Telephone/Cable	725.87
6140 - Miscellaneous - Consulting	13,800.00
6230 - Licenses and Permits	250.00
Total Expense	34,355.00
Net Ordinary Income	-29,355.00
Other Income/Expense	
Other Income	
7010 - Interest Income	267.17
Total Other Income	267.17
Net Other Income	267.17
Net Income	-29,087.83

7.4

10.3

12.1

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Exhibit C-5 "Forecasted Financials." 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 attached verified forecasted financials completed by following company officer:

Eric Zimmerman, President
Reflective Energy Solutions, LLC
One University Plaza, Suite 407
Hackensack, NJ
201.880.1997
ericz@reflectivees.com

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Forecasted Analysis	2011	2012
Sales	\$ 1,400,000.00	\$ 1,450,000.00
Gross Profit	\$ 1,400,000.00	\$ 1,450,000.00
Operating Expenses		
Salary	\$ 570,000.00	\$ 560,000.00
Commissions	\$ 275,000.00	\$ 276,000.00
Suppliers	\$ 6,000.00	\$ 5,000.00
Advertising & marketing	\$ 35,000.00	\$ 48,000.00
Travel & Entertainment Expense	\$ 35,000.00	\$ 48,000.00
Accounting & Legal	\$ 15,000.00	\$ 12,500.00
Rent	\$ 40,000.00	\$ 40,000.00
Telephone	\$ 17,000.00	\$ 17,000.00
Insurance	\$ 5,000.00	\$ 5,000.00
Health Benefits	\$ 70,000.00	\$ 70,000.00
Misc Expenses (unspecified)	\$ 25,000.00	\$ 25,000.00
Total Expenses	\$ 1,093,000.00	\$ 1,106,500.00
Net Profit	\$ 307,000.00	\$ 343,500.00

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Cash Flow	2011	2012
Cash on Hand (beginning of year)	395000	\$ 471,000.00
Cash Sales	\$ 570,000.00	\$ 1,100,000.00
Loan or Other Cash Injection	\$ 599,000.00	\$ -
Total Cash Available	\$ 1,564,000.00	\$ 1,571,000.00
Operating Expenses		
Salary	\$ 570,000.00	\$ 560,000.00
Commissions	\$ 275,000.00	\$ 276,000.00
Suppliers	\$ 6,000.00	\$ 5,000.00
Advertising & marketing	\$ 35,000.00	\$ 48,000.00
Travel & Entertainment Expense	\$ 35,000.00	\$ 48,000.00
Accounting & Legal	\$ 15,000.00	\$ 12,500.00
Rent	\$ 40,000.00	\$ 40,000.00
Telephone	\$ 17,000.00	\$ 17,000.00
Insurance	\$ 5,000.00	\$ 5,000.00
Health Benefits	\$ 70,000.00	\$ 70,000.00
Misc Expenses (unspecified)	\$ 25,000.00	\$ 25,000.00
Total Cash Paid Out	\$ 1,093,000.00	\$ 1,106,500.00
Cash Position (end of year)	\$ 471,000.00	\$ 464,500.00