

FILE

22



The Public Utilities Commission of Ohio

PUCO USE ONLY		
Date Received	Case Number	Version
14-1556	ET-CRS	August 2004

CERTIFICATION APPLICATION FOR RETAIL GENERATION PROVIDERS AND POWER MARKETERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-13 Company History). 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.
You may also download the form, by saving it to your local disk, for later use.

A. APPLICANT INFORMATION

A-1 Applicant intends to be certified as: (check all that apply)

- ☐ Retail Generation Provider
☐ Power Marketer
☒ Power Broker
☐ Aggregator

A-2 Applicant's legal name, address, telephone number and web site address

Legal Name Electric Choice Inc.
Address 241 Spahr St. Pittsburgh, Pa 15232
Telephone # 412-441-1500 Web site address (if any) N/A

A-3 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Electric Choice Inc.
Address 241 Spahr St. Pgh Pa 15232
Telephone # 412-441-9428 Web site address (if any) _____

A-4 List all names under which the applicant does business in North America

Electric Choice Inc.

This is to certify that the images appearing are an accurate and complete reproduction of a hard file document delivered in the regular course of business.

Technician SM Date Processed SEP 05 2014

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2014 SEP -5 AM 11:56
PUCO

A-5 Contact person for regulatory or emergency matters

Name Alex Maxwell
Title Controller
Business address 241 Spahr St. Pgh, Pa 15232
Telephone # 412-441-7500 Fax # 412-441-9596
E-mail address (if any) rebrowr@aol.com

A-6 Contact person for Commission Staff use in investigating customer complaints

Name Alex Maxwell
Title Controller
Business address 241 Spahr St. Pgh, Pa 15232
Telephone # 412-441-7500 Fax # 412-441-9596
E-mail address (if any) rebrowr@aol.com

A-7 Applicant's address and toll-free number for customer service and complaints

Customer Service address 241 Spahr St. Pgh, Pa 15232
Toll-free Telephone # _____ Fax # 412-441-9596
E-mail address (if any) rebrowr@aol.com

A-8 Applicant's federal employer identification number # 48-1291456

A-9 Applicant's form of ownership (check one)

- | | |
|--|--|
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> Limited Liability Partnership (LLP) | <input type="checkbox"/> Limited Liability Company (LLC) |
| <input checked="" type="checkbox"/> Corporation | <input type="checkbox"/> Other _____ |

A-10 (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 checked="" type="checkbox"/> First Energy				
<input checked="" type="checkbox"/> Ohio Edison	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input checked="" type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Toledo Edison	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input checked="" type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Cleveland Electric Illuminating	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input checked="" type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Duke Energy	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input checked="" type="checkbox"/> Industrial
<input checked="" type="checkbox"/> Monongahela Power	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input checked="" type="checkbox"/> Industrial
<input checked="" type="checkbox"/> American Electric Power				
<input checked="" type="checkbox"/> Ohio Power	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input checked="" type="checkbox"/> Industrial

☒ Columbus Southern Power
☒ Dayton Power and Light

☐ Residential
☐ Residential

☒ Commercial
☒ Commercial

☐ Mercantile
☐ Mercantile

☒ Industrial
☒ Industrial

A-11 Provide the approximate start date that the applicant proposes to begin delivering services

10/1/2014

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-12 Exhibit A-12 "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-13 Exhibit A-13 "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 in North America.

A-14 Exhibit A-14 "Company History," provide a concise description of the applicant's company history and principal business interests.

A-15 Exhibit A-15 "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-16 Exhibit A-16 "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.

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 the service(s) it is seeking to be certified to provide (e.g. number and types of customers served, utility service areas, amount of load, etc.).

B-4 **Exhibit B-4 "Environmental Disclosure,"** provide a detailed description of how the applicant intends to determine its (a) generation resource mix, and (b) environmental characteristics, including air emissions and radioactive waste. This information shall include sufficient discussion so as to detail both the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. Additional details on this requirement may be obtained by referring to 4901:1-21-09.

B-5 **Exhibit B-5 "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-6 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-6 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-7 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service denied, curtailed, suspended, revoked, or cancelled within the past two years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-7 "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.

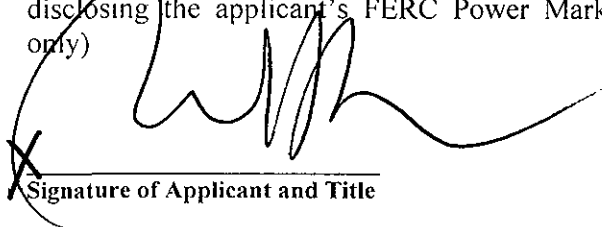
- C-2 **Exhibit C-2 “SEC Filings,”** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required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

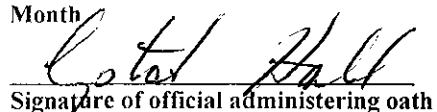
D. APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- D-1 Exhibit D-1 "Operations" provide a written description of the operational nature of the applicant's business. Please include whether the applicant's operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services as well as other services used to arrange for the purchase and delivery of electricity to retail customers.
- D-2 Exhibit D-2 "Operations Expertise," given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel," provide the names, titles, e-mail addresses, telephone numbers, and the background of key personnel involved in the operational aspects of the applicant's business.
- D-4 Exhibit D-4 "FERC Power Marketer License Number," provide a statement disclosing the applicant's FERC Power Marketer License number. (Power Marketers only)


X Signature of Applicant and Title

Sworn and subscribed before me this 13th day of August, 2014
Month Year


Signature of official administering oath

Crystal Hall, Notary Public
Print Name and Title

My commission expires on Oct 18, 2016

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
Crystal S. Hall, Notary Public
City of Pittsburgh, Allegheny County
My Commission Expires Oct 18, 2016

AFFIDAVIT

State of Pennsylvania

Rgn ss.
(Down)

County of Allegheny

Richard Brauman Affiant, being duly sworn/affirmed according to law, deposes and says that:

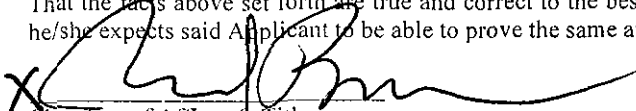
He/She is the President (Office of Affiant) of Electric Choice (Name of Applicant);

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.
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.


Signature of Affiant & Title

Sworn and subscribed before me this 13th day of August, 2014
Month Year


Signature of official administering oath

Crystal Hall, Notary Public
Print Name and Title

My commission expires on Oct 18, 2016

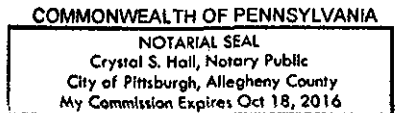


Exhibit A-12

Richard Brouman – President

241 Spahr St.

Pittsburgh, Pa 15232

P 412-441-7500

F 412-441-9596

Exhibit A-13

Not applicable

Exhibit B-1

We are licensed in Pennsylvania to be a gas and electric broker; we are registered with the state of Texas, also to be a gas and electric broker.

Exhibit B-2

Electric Choice has been in business for the past 14 years; over that time we have accrued a large customer base which we plan to continue servicing. We plan to acquire new clients through referrals from existing clients as well as other networking acquaintances. We do not provide any bills to customers as they come straight from the suppliers, we do however field phone calls if customers have questions; they call our office and if we are able to answer their questions we do and if need be we bring in a contact from the appropriate supplier to help.

Exhibit B-3

(Also see attached resume) Electric Choice has been in business since 2000, our customers range from small commercial (< 7,000 kWh) to very large commercial (> 1,000,000 kWh). We have customers all over Pennsylvania, but we are concentrated in Pittsburgh and the surrounding area. We work with Duquesne Light, West Penn Power, Direct Energy, UGI Services and First Energy.

Exhibit B-4

Not applicable.

Exhibit B-5

NO

Exhibit B-6

NO

Exhibit C-1

Do not publish.

Exhibit C-2

Do not file.

Exhibit C-4

We are a broker only, we will not be taking title to the electric.

Exhibit C-6

Not applicable – do not subscribe to credit services

Exhibit C-7

Not applicable – do not subscribe to credit services

Exhibit C-8

Not any.

Exhibit C-9

Not applicable

Exhibit D-1

We will be providing broker services only; we will secure price quotes from the utilities to provide to our clients and if it is in their best interest get a contract from the supplier for the client to sign.

Exhibit D-2

Electric Choice has been operating as a broker since 2000, over that coarse of time we have created a large book of business and also great working relationships with both our suppliers and clients.

Exhibit D-3

Richard Brouman – President of Electric Choice since 2000

241 Spahr St.

Pittsburgh, Pa 15232

P 412-441-7500

rebrour@aol.com

Alex Maxwell – Controller of Electric Choice since 2012

241 Spahr St.

Pittsburgh, Pa 15232

P 412-441-7500

Amaxwell82.am@gmail.com

Exhibit D-4

Not applicable

Exhibit A-13

Electric Choice, Inc.
Richard Brouman

241 Spahr Street
Pittsburgh, PA 15232

Phone 412-441-7007
Fax 412-441-9596

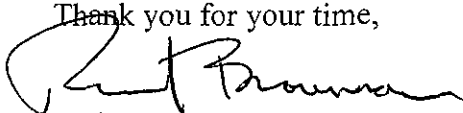
April 28, 2014

To Whom It May Concern:

In the course of owning and operating numerous office buildings and apartments in the Pittsburgh area I became intrigued by the opportunity to receive competitive pricing for my utilities; so in early 2000 I created Electric Choice Inc. to act as a broker in between business and the suppliers. We have broker agreements with Virginia Power, Duquesne Light, Dominion and First Energy on the electric side and Hess Energy, EQT Energy and Dominion on the gas side.

Our clients range from small commercial up to very large commercial in terms of usage. We have maintained long term relationships with all of our clients, acquiring new ones along the way. Our clients are largely in Pittsburgh and the surrounding area. In order to offer our clients the best service possible and to comply with regulations we are applying for our license to be a gas and electric broker only.

Thank you for your time,



Richard Brouman
President
Electric Choice Inc.

2002103-1107

Exhibit
A-14

PENNSYLVANIA DEPARTMENT OF STATE CORPORATION BUREAU	
Articles of Incorporation-For Profit (15 Pa.C.S.)	
Entity Number 311793	<input checked="" type="checkbox"/> Business-stock (§ 1306) <input type="checkbox"/> Management (§ 2703) <input type="checkbox"/> Business-nonstock (§ 2102) <input type="checkbox"/> Professional (§ 2903) <input type="checkbox"/> Business-statutory close (§ 2303) <input type="checkbox"/> Insurance (§ 3101) <input type="checkbox"/> Cooperative (§ 7102)
Name: Shailla Fineberg Miller Address: Marcus & Shapira LLP, 301 Grant St., One Oxford City: Centre, 35th Floor Zip Code: Pittsburgh, PA 15219-6401	

Document will be returned to the name and address you enter to the left.

Fee: \$100

Filed in the Department of State on **DEC 16 2002**

C. Michael Stewart
Secretary of the Commonwealth

In compliance with the requirements of the applicable provisions (relating to corporations and unincorporated associations), the undersigned, desiring to incorporate a corporation for profit, hereby states that:

1. The name of the corporation (corporate designator required, i.e., "corporation", "incorporated", "limited" "company" or any abbreviation. "Professional corporation" or "P.C.");

Electric Choice, Inc.

2. The (a) address of this corporation's current registered office in this Commonwealth (post office box, alone, is not acceptable) or (b) name of its commercial registered office provider and the county of venue is:

(a) Number and Street	City	State	Zip	County
241 Spahr Street	Pittsburgh,	PA	15232	Allegheny

(b) Name of Commercial Registered Office Provider: _____ County: _____

c/o: _____

3. The corporation is incorporated under the provisions of the Business Corporation Law of 1988.

4. The aggregate number of shares authorized:

1,000

PA. DEPT. OF STATE

2003 DEC 16 PM 1:37

2002103-1108

DSCB:15-1506,2102/2303/2702/2903/3101/7102A-2

A-14

5. The name and address, including number and street, if any, of each incorporator (all incorporators must sign below):

Name

Richard E. Brownman

Address

241 Spahr Street, Pittsburgh, PA 15232

6. The specified effective date, if any: upon filing
month/day/year hour, if any

7. Additional provisions of the articles, if any, attach an 8 1/2 by 11 sheet.

8. Statutory clause corporation only: Neither the corporation nor any shareholder shall make an offering of any of the shares of any class that would constitute a "public offering" within the meaning of the Securities Act of 1933 (15 U.S.C. 77a et seq.)

9. Cooperative corporations only: Complete and strike out inapplicable term:

The common bond of membership among its members/shareholders is: _____

IN TESTIMONY WHEREOF, the incorporator(s)
has/have signed these Articles of Incorporation this

16TH day of December, 2002


Signature

Signature

JAN-30-2003 THU 03:15 PM

FAX NO.

P. 02

JAN. 7.2003 9:52AM

DEPT OF STATE CORPORATION BUREAU

NO.867

P.2/4

PENNSYLVANIA DEPARTMENT OF STATE
CORPORATION BUREAU
ROOM 206 NORTH OFFICE BUILDING
P.O. BOX 8722
HARRISBURG, PA 17105-8722

177

A-14

ELECTRIC CHOICE, INC.

THE CORPORATION BUREAU IS HAPPY TO SEND YOU YOUR FILED DOCUMENT.
PLEASE NOTE THE FILE DATE AND THE SIGNATURE OF THE SECRETARY OF THE
COMMONWEALTH. THE CORPORATION BUREAU IS HERE TO SERVE YOU AND WANTS
TO THANK YOU FOR DOING BUSINESS IN PENNSYLVANIA.

IF YOU HAVE ANY QUESTIONS PERTAINING TO THE CORPORATION BUREAU,
PLEASE VISIT OUR WEB SITE LOCATED AT WWW.DOS.STATE.PA.US/CORPS OR
PLEASE CALL OUR MAIN INFORMATION TELEPHONE NUMBER (717)787-1057. FOR
ADDITIONAL INFORMATION REGARDING BUSINESS AND/OR UCC FILINGS, PLEASE
VISIT OUR ONLINE "SEARCHABLE DATABASE" LOCATED ON OUR WEB SITE.

ENTITY NUMBER: 3111793

MICROFILM NUMBER: 2002103

1107-1108

FAX# 412-391-8758
MARCUS & SHAPIRA LLP
2 FINEBERG MILLER

Exhibit A-16



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
08/22/2014	201423400534	FOREIGN LICENSE/FOR-PROFIT (FLF)	125.00	100.00	0.00	0.00	0.00

Receipt

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

BUSINESS FILINGS INCORPORATED
ATTN: PROCESSING DEPARTMENT
8020 EXCELSIOR DR., SUITE 200
MADISON, OH 53717

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted

2320368

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

ELECTRIC CHOICE, INC.

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

Document(s)

FOREIGN LICENSE/FOR-PROFIT

Effective Date: 08/21/2014

Document No(s):

201423400534

Authorization to transact business in Ohio is hereby given, until surrender, expiration or cancellation of this license.



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
22nd day of August, A.D. 2014.

Jon Husted

Ohio Secretary of State

Exhibit B-3

RICHARD BROURMAN

241 Spahr St.
Pittsburgh, Pa 15232

rebour@aol.com
cellphone: 412-403-1170

EXECUTIVE PROFILE

President of Electric Choice Inc. since December of 2000, driven to establish mutually beneficial partnerships with clients and suppliers for gas and electric

SKILL HIGHLIGHTS

December 2000 -present Electric Choice Pittsburgh, Pa

President

- Build relationships with customers
- Industry experience of 14 years
- Large existing client base
- Sales experience of 30 years
- Business development of 30 years
- Good working relationship with suppliers
- Handles customer questions/complaints

CORE ACCOMPLISHMENTS

Has been in the real estate business for over 30 years, currently owns over 100 residential apartments along with numerous commercial spaces. Since starting Electric Choice Inc. in 2000 has built large client base of gas and electric customers

PROFESSIONAL EXPERIENCE

President of Electric Choice Inc.; December 2000 - present

10:26 AM
08/12/14
Accrual Basis

Electric Choice, Inc.
Profit & Loss
January through December 2013

Exhibit C-3

	Jan - Dec 13
Ordinary Income/Expense	
Income	
Income	
Accounting Fees	32,400.00
Dominion Retail	7,118.97
Duquesne Light Energy	63,608.47
Equitable Energy	33,882.39
First Energy, Inc.	42,481.99
FPL Energy	3,288.03
Hess	62,541.72
Maintenance/Repairs	531.07
Total Income	245,852.64
Total Income	245,852.64
Expense	
Automobile Lease	29,953.49
Automobile Registration	108.00
Bank Fees	1,298.05
Commissions	18,954.75
Donations	890.00
Early Payment Fee	14.77
Insurance	
Auto	3,986.76
Dental	655.80
Employee Health	12,729.65
Health	9,883.00
Liability	3,730.05
Workers Compensation	462.00
Total Insurance	31,447.26
IRA Employer Match	1,482.80
Office Expense	
Alarm System	339.40
Cable	1,426.47
Checks	121.13
Client Entertainment	2,201.54
Gas	150.00
Maintenance	1,564.32
Parking	478.50
Phone Service	3,416.40
Postage & Mailing	1,148.68
Repairs	409.26
Supplies & Materials	3,964.04
Traffic Violation	953.00
Transportation	128.00
Water Cooler	965.74
Office Expense - Other	7,805.49
Total Office Expense	25,071.97
Payroll Expenses	105,307.10
Professional Services	495.00
Prs Expense Richard	
AMEX	3,500.00
Country Club Dues	9,591.14
Medical	2,611.36
Personal	7,505.22
VISA's	4,724.85
Total Prs Expense Richard	27,932.57
Reconciliation Discrepancies	-185.43
Taxes	
Federal	132.19
Payroll Tax	499.83
Taxes - Other	382.00

10:26 AM
08/12/14
Accrual Basis

Electric Choice, Inc.
Profit & Loss
January through December 2013

C-3

Jan - Dec 13	
Total Taxes	1,014.02
Utilities	
Electricity Office	1,698.94
Gas Office	333.80
Office Phone	2,889.81
Richard Cell Phone	5,314.29
Total Utilities	10,236.84
Total Expense	254,021.19
Net Ordinary Income	-8,168.55
Other Income/Expense	
Other Income	
Refund	36.83
reimbursement for commissions	5,232.00
reimbursement for maintenance	17,654.00
Total Other Income	22,922.83
Net Other Income	22,922.83
Net Income	<u>14,754.28</u>

10:27 AM
08/12/14
Accrual Basis

Electric Choice, Inc.
Profit & Loss
January through December 2012

C-3

Jan - Dec 12

Ordinary Income/Expense

Income

Income

Accounting Fees	28,800.00
Dominion Retail	12,409.10
Duquesne Light Energy	74,617.91
Equitable Energy	23,587.79
First Energy, Inc.	34,424.50
FPL Energy	2,742.48
Hess	48,841.78
Mid American	568.80

Total Income 225,992.36

Total Income

225,992.36

Expense

Automobile Lease	33,548.98
Automobile Registration	108.00
Bank Fees	630.50
Commissions	13,615.48
Donations	1,540.00
Draw against Commissions	25.00
Early Payment Fee	9.43

Insurance

Auto	5,661.94
Dental	2,192.85
Employee Health	13,215.15
Health	0.00
Liability	2,251.50

Total Insurance 23,321.44

Office Expense

Alarm System	299.40
Cable	897.76
Checks	102.28
Client Entertainment	915.85
Gas	100.00
Maintenance	4,265.74
Parking	255.66
Phone Service	3,359.89
Postage & Mailing	1,106.30
Repairs	130.00
Supplies & Materials	1,193.11
Traffic Violation	0.00
Water Cooler	705.60
Office Expense - Other	4,799.65

Total Office Expense 18,131.24

Payroll Expenses

88,802.91

Professional Services

Accounting	1,430.00
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Total Professional Services 1,430.00

Prs Expense Richard

AMEX	500.00
Country Club Dues	6,878.86
Medical	0.00
Personal	0.00
VISA's	1,133.25

Total Prs Expense Richard 8,512.11

Reconciliation Discrepancies

0.00

Taxes

Federal	1,161.49
Local Services Tax	2.00
PA Capital Stock Tax	557.00

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Accrual Basis

Electric Choice, Inc.
Profit & Loss
January through December 2012

C-3

	Jan - Dec 12
Payroll Tax	542.01
Taxes - Other	89.49
Total Taxes	2,351.99
Utilities	
Electricity Office	1,460.21
Gas Office	392.42
Office Phone	2,726.20
Richard Cell Phone	4,227.90
Total Utilities	8,806.73
Total Expense	200,833.81
Net Ordinary Income	25,158.55
Other Income/Expense	
Other Income	
Income - Commissions	9,050.00
Miscellaneous Income	580.83
Refund	0.00
reimbursement for commissions	0.00
reimbursement for expenses off.	-0.40
reimbursement for maintenance	0.00
reimbursement from lofts	0.00
Reimbursement from property	0.00
Total Other Income	9,630.43
Net Other Income	9,630.43
Net Income	34,788.98

Exhibit
C-5

Electric Choice, Inc				
Forecast				
	Actual	Projected	Projected	Projected
	2013	2014	2015	2016
Energy Brokerage Revenue	214,800	219,000	230,000	250,000
Administrative Revenue	32,400	36,000	36,000	36,000
Total Revenue	247,200	255,000	266,000	286,000
Occupancy & Office Expenses				
Alarm, Cable, Parking	2,244	4,000	4,000	4,000
Supplies & Materials	7,189	7,400	7,800	9,800
Building Maintenance	5,857	8,000	8,000	8,000
Telephone	3,416	4,130	4,800	4,800
Postage & Mailing	840	900	1,200	1,400
Office Supplies	5,512	5,800	6,000	7,100
Water Cooler	966	1,200	1,200	1,200
Utilities	10,237	12,000	13,000	14,000
Payroll & Taxes				
Wages & Salaries	105,307	120,000	140,000	160,000
Payroll Taxes	9,800	13,000	14,000	15,000
Overhead				
Donations	2,890	4,000	4,000	4,500
Professional Fees	11,430	11,500	11,500	11,500
Dues & Subscriptions	6,726	6,000	6,000	6,000
Insurance				
Automobile & Liability	3,987	4,000	4,200	4,600
Worker's Comp. Insurance	462	500	500	600
Employee Health	8,181	10,000	10,000	11,000
	185,044	212,430	236,200	263,500
Net Income	62,156	42,570	29,800	22,500