# Ohio | Public Utilities Commission

Telephone # (888) 983-7050

E-mail address (if any) jcasadont@crosslinkenergy.com

Original AGG Case Number	Version
13 -787-EL-AGG	August 2004

#### RENEWAL APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-10 Corporate Structure). 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.

web site address	name, address, telephone number, PUCO certificate number
Legal Name Crosslin	ık Advisors LLC
Address P.O. Box 67	
	and Date Certified [San RE May 3, 2013 13-688 E
Telephone # (888) 98	3-7050 Web site address (if any) www.crosslinkenergy.com
will do business ii	1 Ohio
Address P.O. Box 67	8 Buffalo NY 14207
Address P.O. Box 67	
Address P.O. Box 67 Telephone # (888) 98	8 Buffalo NY 14207  13-7050 Web site address (if any) www.crosslinkenergy.com
List all names un	8 Buffalo NY 14207 3-7050 Web site address (if any) www.crosslinkenergy.com  der which the applicant does business in North America
Address P.O. Box 67 Telephone # (888) 98	8 Buffalo NY 14207 3-7050 Web site address (if any) www.crosslinkenergy.com  der which the applicant does business in North America
Address P.O. Box 67 Telephone # <u>(888) 98</u> List all names un	8 Buffalo NY 14207 3-7050 Web site address (if any) www.crosslinkenergy.com  der which the applicant does business in North America
Address P.O. Box 67 Felephone # <u>(888) 98</u> List all names un	8 Buffalo NY 14207 3-7050 Web site address (if any) www.crosslinkenergy.com  der which the applicant does business in North America

Fax # (888) 983-7051

RECEIVED-DECKETING DIV

A-5	Contact person for Commission Staff use in investigating customer complaints
	Name Jon Casadont
	Title General Counsel
	Business address P.O. Box 678 Buffalo, NY 14207
	Telephone # (888) 983-7050 Fax # (888) 983-7051
	E-mail address (if any) <u>icasadont@crosslinkenergy.com</u>
A-6	Applicant's address and toll-free number for customer service and complaints
	Customer Service address P.O. Box 678 Buffalo, NY 14207
	Toll-free Telephone # (888) 983-7050 Fax # (888) 983-7051
	E-mail address (if any) info@crosslinkenergy.com
<b>A-</b> 7	Applicant's federal employer identification number # 461421452
A-8	Applicant's form of ownership (check one)
	☐Sole Proprietorship ☐Partnership
	☐ Limited Liability Partnership (LLP) ☐ Limited Liability Company (LLC)
	Corporation Other
	PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:
A-9	Exhibit A-9 "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-10	Exhibit A-10 "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.

#### 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 "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-4 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-4 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-5 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-5 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

#### C. FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- C-1 <u>Exhibit C-1 "Annual Reports,"</u> 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 <u>Exhibit C-2 "SEC Filings,"</u> 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 <u>Exhibit C-3 "Financial Statements,"</u> 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 <u>Exhibit C-4 "Financial Arrangements,"</u> 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, email 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 <u>Exhibit C-7 "Credit Report,"</u> provide a copy of the applicant's credit report from Experion, Dun and Bradstreet or a similar organization.
- C-8 <u>Exhibit C-8 "Bankruptcy Information,"</u> 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 <u>Exhibit C-9 "Merger Information,"</u> provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

Sworn and subscribed before me this 1st day of April, 28/5
Month

Year

Signature of official administering oath

My commission expires on 2/11/2018

### **AFFIDAVIT**

State of Wiscousin	
County of Kensula	(Town) ss.
County of	
Jon Casadont Affiant, bei	ng duly sworn/affirmed according to law, deposes and says that

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

He/She is the General Consoline Adusors (N

- The Applicant herein, attests under penalty of false statement that all statements made in the
  application for certification renewal 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 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.
- 8. 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.
- 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 renewal 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.

#### Exhibit A-9

**Principle Officers, Directors, and Partners** 

Guy Morgan

Owner

P.O. Box 678

Buffalo, NY 14207

888.983.7050

Jon Casadont

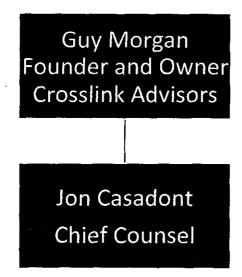
**General Counsel** 

P.O. Box 678

Buffalo, NY 14207

888.983.7050

#### **Exhibit A-10 Corporate Structure**



#### **Exhibit B-1 Jurisdictions of Operation**

Connecticut

Delaware

Illinois

Maine

Maryland

Massachusetts

Michigan

New Hampshire

New Jersey

New York

Ohio

Pennsylvania

Texas

#### **B-2 Exhibit B-2 Experience & Plans**

Applicant will not take title to electricity, but instead plans only to act as a broker for electricity service. Thus, once customers have signed up with a particular electricity provider, all contracting with customers, billing statements and responding to customer inquiries and complaints will be handled by the electricity provider, not Applicant.

#### **B-3 Exhibit B-3 Disclosure of Liabilities and Investigations**

The applicant has no past liabilities or investigations.

#### **C-1 Exhibit C-1 Annual Reports**

Not Applicable. The applicant does not have any annual reports. The applicant is an LLC and does not file an annual report.

#### C-2 Exhibit C-2 SEC Filings

Not Applicable. The applicant does not have any SEC filings. The applicant is not required to file SEC filings.

The applicant has attached as EXHIBIT C-5 the two years of confidential forecasted income statements and balance sheets.

#### C-3 Exhibit C-3 Financial Statements

Please see attached. Filed under seal.



11:44 AM 04/01/15 Cash Basis

## CONFIDENTIAL Profit & Loss January through December 2014 **Crosslink Advisors LLC**

	Jan - Dec 14	Jan - Dec 13
Ordinary Income/Expense Income		
Commission Income	56,075.63	4,613.56
Total Income	56,075.63	4,613.56
Gross Profit	56,075.63	4,613.56
Expense		
SG&A Expenses	040.00	450.07
Bank Charges	310.00	152.67
Computer and Internet Expenses Depreciation Expense	2,432.24 1,067.15	3,415.08 936.74
Dues and Subscriptions	0.00	899.55
Employee Recruiting	385.00	4,511.63
Fines and Penalties	1,680.83	0.00
Marketing Expense	97.00	529.00
Office Equipment	0.00	6,614.56
Office Supplies	866.78	8,032.72
Postage and Delivery	262.84	1,587.21
Rent Expense	4,400.00	2,500.00
Sales Expenses	51.80	300.00
Tangible Property Taxes	0.00	300.00
Telephone Expense	3,288.98	4,964.09
Utilities	0.00	624.97
Website	207.28	2,974.37
Total SG&A Expenses	15,049.90	38,342.59
Payroll Expenses	es bào es	000 000 04
Salaries and Wages	59,906.74	236,603.61
Guaranteed Payment	0.00	122,620.93
Payroll Taxes	6,545.17	23,985.89
Health Insurance	2,492.76	15,151.00
Commissions Payroll Processing	8,284.68 1,360.20	2,394.07 1,693.08
Total Payroll Expenses	78,589.55	402,448.58
Insurance Expense	10,000.00	402,440,00
General Liability Insurance	0.00	2,431.70
Worker's Compensation	381.53	3,267.68
Disability Insurance	40.26	-33.80
Total Insurance Expense	421.79	5,665.58
Business Licenses and Permits	4,757.84	10,017.84
Interest Expense	2,041.39	0.00
Professional Fees	19,088.16	113,115.34
Travel Meetings & Entertainment		
Meals and Entertainment	464.64	3,024.77
Meeting Room Rental	0.00	916.55
Travel Expense	1,617.44	11,821.91
Total Travel Meetings & Entertainment	2,082.08	15,763.23
Total Expense	122,030.71	585,353.16
Net Ordinary Income	-65,955.08	-580,739.60
Other Income/Expense		•
Other Income		
Gain (Loss) on Asset Disposal	-1,795.09	0.00
Other Income	1,407.00	0.00
Total Other Income	-388.09	0.00
Net Other Income	-388.09	0.00

11:45 AM 04/01/15 Cash Basis

CONFIDENTIAL

#### Crosslink Advisors LLC Balance Sheet As of December 31, 2014

	Dec 31, 14	Dec 31, 13
ASSETS Current Assets Checking/Savings		
Bank of America	11,237.09	12,501.33
Total Checking/Savings	11,237.09	12,501.33
Total Current Assets	11,237.09	12,501.33
Fixed Assets Furniture and Equipment Accumulated Depreciation	4,874.87 -1,580.44	7,093.41 -936.74
Total Fixed Assets	3,294.43	6,156.67
Other Assets Deposit - Verizon Wireless	3,471.80	3,471.80
Total Other Assets	3,471.80	3,471.80
TOTAL ASSETS	18,003.32	22,129.80
LIABILITIES & EQUITY Liabilities Current Liabilities Credit Cards		
Bank of America Credit Card	13,586.09	12,869.40
Total Credit Cards	13,586.09	12,869.40
Total Current Liabilities	13,586.09	12,869.40
Total Liabilities	13,586.09	12,869.40
Equity Member Capital Retained Earnings Net Income	651,500.00 -580,739.60 -66,343.17	590,000.00 0.00 -580,739.60
Total Equity	4,417.23	9,260.40
TOTAL LIABILITIES & EQUITY	18,003.32	22,129.80

#### C-4 Exhibit C-4 Financial Arrangements

The applicant is acting as a broker only and is not taking title.



#### C-5 Exhibit C-5 Forecasted Financial Statements

Please see attached. Filed under seal.

13-787- EL-AG6

### Crosslink Advisors LLC

Revenue Projections State of Ohio Amendment to Exhibit C-5

CONFIDENTIAL

	2015	2016	2017	2018	2019
Revenue (Projected) Cost	5000 3000	7500 4500	10000 6000	12500 	15000 9000
Net Profit	2000	3000	4000	5000	6000

Assumption: Cost is 60% of sales.

Prepared by: Jon Casadont; 888-983-7050

# Crosslink Advisors LLC Profit & Loss

Attachment C-5 Forecasted Financial Statements

January through December 2018 (projected)

2016 (projected)

		1,000
Ordinary Income/Expense		
Income		
Commission Income	150,000.00	200,000.00
Energy Procurement Consulting	0.00	0.00
Total Income	150,000.00	200,000.00
Gross Profit	150,000.00	200,000,00
Expense		
Reconciliation Discrepancies	0.00	0.00
SG&A Expenses		
Bank Charges	0.00	0,00
Computer and Internet Expenses	500.00	500,00
Depreciation Expense	2,156.37	2,156,37
Dues and Subscriptions	899.55	899.55
Employee Recruiting	0.00	0,00
Marketing Expense	529.00	529.00
Office Supplies	2,000.00	2,500.00
Postage and Delivery	300.00	300,00
Rent Expense	0.00	0.00
Sales Expenses	0.00	0.00
Tangible Property Taxes	0.00	0.00
Telephone Expense		
Video Conferencing	99.90	99,90
800 number service	357.64	357.64
Fax Service	80.53	80.53
Mobile Phone Plan	500.00	500.00
Total Telephone Expense	1,038.07	1,038.07
Utilities	0.00	00.0
Website	200.00	200.00
Total SG&A Expenses	7,622.99	8,122.99
Payroll Expenses		
Salaries and Wages	50,000.00	60,000.00
Guaranteed Payment	0.00	0.00
Payroll Taxes	5,165.00	6,198.00
Health Insurance	12,000.00	13,000.00
Commissions	37,500.00	50,000.00
Payroll Processing	1,693.08	1,693.08
Total Payroll Expenses	106,358.08	130,891.08
Insurance Expense		
General Liability Insurance	2,431.70	2 /31 70
Worker's Compensation	2,500.00	2,431.70 2,500.00
Disability Insurance		
Disability insurance	23.80	23.80





#### **Crosslink Advisors LLC Profit & Loss**

#### Attachment C-5 Forecasted Financial Statements

January through December 2013 2015 (projected) 2016 (projected)

CONFIDENTIA

	2015 (projected)	zoro (projected)
Insurance Expense - Other	0.00	0.00
Total Insurance Expense	4,955.50	4,955.50
Business Licenses and Permits	9,167.84	9,167.84
Professional Fees		
Outside Service	0.00	0.00
Consulting Services	0.00	0.00
Legal Expenses	0.00	0.00
Professional Fees - Other	0.00	0.00
Total Professional Fees	0.00	0.00
Travel Meetings & Entertainment		
Meals and Entertainment	1,000.00	1,000.00
Meeting Room Rental	0.00	0.00
Travel Expense	2,000.00	2,000.00
Total Travel Meetings & Entertainment	3,000.00	3,000.00
Total Expense	131,104.41	156,137.41
Net Ordinary Income	18,895.59	43,862.59
Net Income	18,895.59	43,862.59

Crosslink	Advisors LLC	Α
Prof	it & Loss 6 For	ecasted Financ
January throi	ugh December 2012) 2015 (projected)	2016 (projected)
Ordinary Income/Expense	zo to (projectica)	2010 (projecteu)
Income		
Commission Income	150,000.00	200,000.00
Energy Procurement Consulting	0.00	0.00
•		<del></del>
Total income	150,000.00	200,000.00
Gross Profit	150,000.00	200,000.00
Expense		
Reconciliation Discrepancies	0.00	0.00
SG&A Expenses		
Bank Charges	0.00	0.00
Computer and Internet Expenses	500.00	500.00
Depreciation Expense	2,156.37	2,156.37
Dues and Subscriptions	899.55	899.55
Employee Recruiting	0.00	0.00
Marketing Expense	529.00	529.00
Office Supplies	2,000.00	2,500.00
Postage and Delivery	300.00	300.00
Rent Expense	0.00	0.00
Sales Expenses	0.00	0.00
Tangible Property Taxes	0.00	0.00
Telephone Expense	0.00	0.00
·	99.90	99.90
Video Conferencing 800 number service	*	
	357.64	357.64
Fax Service	80.53	80.53
Mobile Phone Plan	500.00	500.00
Total Telephone Expense	1,038.07	1,038.07
Utilities	0.00	0.00
Website	200.00	200.00
Total SG&A Expenses	7,622.99	8,122.99
Payroll Expenses		
Salaries and Wages	50,000.00	60,000.00
Guaranteed Payment	0.00	0.00
Payroll Taxes	5,165.00	6,198.00
Health Insurance	12,000.00	13,000.00
Commissions	37,500.00	50,000.00
Payroll Processing	1,693.08	1,693.08
Total Payroll Expenses	106,358.08	130,891.08
Insurance Expense		
General Liability Insurance	2,431.70	2,431.70
Worker's Compensation	2,500.00	2,500.00
Disability Insurance	23.80	23.80

### **Crosslink Advisors LLC**

Attachment C-5 Forecasted Financial Statements

Profit	& Loss 4 Fo	recasted Financia
January throug	h December 2013 2015 (projected)	2016 (projected)
Insurance Expense - Other	0.00	0.00
Total Insurance Expense	4,955.50	4,955.50
Business Licenses and Permits	9,167.84	9,167.84
Professional Fees		
Outside Service	0.00	0.00
Consulting Services	0.00	0.00
Legal Expenses	0.00	0.00
Professional Fees - Other	0.00	0.00
Total Professional Fees	0.00	0.00
Travel Meetings & Entertainment		
Meals and Entertainment	1,000.00	1,000.00
Meeting Room Rental	0.00	0.00
Travel Expense	2,000.00	2,000.00
Total Travel Meetings & Entertainment	3,000.00	3,000.00
Total Expense	131,104.41	156,137.41
Net Ordinary Income	18,895.59	43,862.59
Net Income	18,895.59	43,862.59

#### C-6 Exhibit C-6 Credit Rating

The applicant does not have a credit rating report.

#### C-7 Exhibit C-7 Credit Report

The applicant does not have a credit report.

#### C-8 Exhibit C-8 Bankruptcy Information

The applicant has not filed for bankruptcy or any other reorganization.

#### C-9 Exhibit C-9 Merger Information

The applicant does not have any dissolutions or mergers or acquisitions in the past five years.