

FILE



16

September 16, 2015

Ohio Public Utilities Commission
1800 East Broad Street
Docketing Division
Columbus, OH 43215-3793

To Whom It May Concern:

Please review the Renewal Electricity Broker application, originally submitted on September 16, 2015 for case number 13-1989-EL-AGG, for Save On Energy LLC.

Should you have any questions or concerns, please feel free to contact me by phone (704-999-1855) or email (mgremmer@redventures.com).

Kind regards,

Melanie Gremmer
Licensing Manager
Save On Energy, LLC

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PUCO

15-1045-GA-AGG

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Original AGG Case Number	Version
13-1989-EL-AGG	December 2014

RENEWAL APPLICATION FOR ELECTRIC 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.

A. RENEWAL INFORMATION

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

Legal Name Save On Energy, LLC
Address 1101 Red Ventures Dr, Fort Mill, SC 29707
PUCO Certificate # and Date Certified 13-747E(1) and 10/27/2013
Telephone # (704) 971-2300 Web site address (if any) www.saveonenergy.com

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

Legal Name Save On Energy, LLC
Address 1101 Red Ventures Dr, Fort Mill, SC 29707
Telephone # (704) 971-2300 Web site address (if any) www.saveonenergy.com

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

Save On Energy, LLC
www.saveonenergy.com

A-4 Contact person for regulatory or emergency matters

Name C. Brent Moore
Title President
Business address 1101 Red Ventures Dr, Fort Mill, SC 29707
Telephone # (704) 971-2300 Fax # (704) 971-2303
E-mail address bmoore@redventures.com

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

Name Melanie Gremmer
Title Licensing Manager
Business address 1101 Red Ventures Dr, Fort Mill, SC 29707
Telephone # (704) 971-2300 Fax # (704) 971-2303
E-mail address mgremmer@redventures.com

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

Customer Service address 1101 Red Ventures Dr, Fort Mill, SC 29707
Toll-free Telephone # (877) 658-3183 Fax # (704) 971-2303
E-mail address help@redventures.com

A-7 Applicant's federal employer identification number # 200103768

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

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

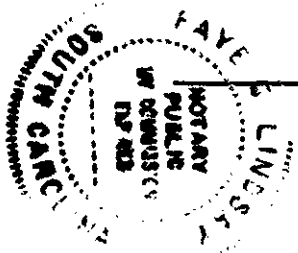
C. Bruce Moore - President
Signature of Applicant & Title

Sworn and subscribed before me this 23rd day of September, 2015.
Month Year

Faye G. Lindsay
Signature of official administering oath

FAYE G. LINDSAY, Notary Public
Print Name and Title

My commission expires on October 5, 2019



AFFIDAVIT

State of South Carolina
Fort Mill
(Town)
County of York :

C. Brent Moore, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the President (Office of Affiant) of Wave on Energy LLC (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 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.

C. Brian Moore - President
Signature of Affiant & Title

Sworn and subscribed before me this 23rd day of September, 2015
Month Year

Faye G. Lindsay
Signature of official administering oath

FAYE G. LINDSAY, Notary Public
Print Name and Title

My commission expires on OCTOBER 5, 2019



**Exhibit A-9 “Principal Officers, Directors &
Partners”**

C. Brent Moore, President
1101 Red Ventures Drive
Fort Mill, SC 29707

Exhibit A-10 “Corporate Structure”

Save On Energy, LLC is a wholly-owned subsidiary of Red Ventures, LLC. The only officer is C. Brent Moore, President of Save On Energy, LLC and Senior Vice President at Red Ventures. Save On Energy, LLC has no affiliates or subsidiary companies that supply retail or wholesale electricity or natural gas.

Organizational Structure:

Save On Energy, LLC

Red Ventures, LP

Save On Energy, LLC

C. Brent Moore, President

Exhibit B-1 “Jurisdictions of Operation”

Save On Energy, LLC holds licenses in the following jurisdictions:

State	License
Illinois	Agents, Brokers, and Consultants
Pennsylvania	Electric Generation Supplier (Broker/Marketer)
Pennsylvania	Natural Gas Generation Supplier (Broker/Marketer)
New Jersey	Energy Agent/Consultant Registration
Ohio	Power Marketer/Broker – Electric
Maryland	Authorization to Supply Electricity or Electric Generation
Maryland	Authorization to Supply Natural Gas or Natural Gas Generation
Massachusetts (pending)	Electricity Broker License

Exhibit B-2 “Experience & Plans”

Save On Energy, LLC does not contract directly with consumers, nor is there a plan to do so. Save On Energy partners with the energy supplier to provide marketing services, but passes the consumer directly to the supplier for service enrollment. The contractual agreement is between the consumer and the supplier, not Save On Energy, LLC. Any complaints/issues regarding supplier products will be handled by the supplier directly.

Save On Energy, LLC plans to continue forging partnerships with energy suppliers in various states with deregulated energy markets, including Ohio. The business model consists of building relationships with these energy suppliers for the purpose of providing marketing services via the website www.saveonenergy.com. This website provides basic rate information to residential and commercial consumers to allow for comparison shopping.

Exhibit B-3 “Disclosure of Liabilities and Investigations”

Civil penalty issued to Save On Energy, LLC in April 2014 in the amount of \$5,000 due to having marketed in the state of Maryland without applying for a license in a timely manner. That fee has been paid and licensure in the state of Maryland granted. Save On Energy, LLC was not certain that licensure was required given the nature of our business. However, upon its acquisition by Red Ventures, LLC, the company filed for licensure that has been granted and has since remained in compliance.

Exhibit C-1 “Annual Reports”

Save On Energy, LLC is a limited liability company and does not file annual reports for shareholders.

Exhibit C-2 “SEC Filings”

Neither Save on Energy, LLC nor its parent company, Red Ventures, LP has filed documentation with the SEC. Both companies are privately held firms, not publicly traded and are thus required to file with the SEC.

Exhibit C-3 “Financial Statements”

Save On Energy, LLC is a small firm and does not have audited financials to present as they are incorporated into its parent company's financials. Because the parent company, Red Ventures, LLC is a privately held firm, its financials are not published. Please see Exhibit C-3(A), which is a letter of reference from Red Ventures' financial institution, Fifth Third Bank.

Exhibit C-4 “Financial Arrangements”

Save On Energy, LLC is applying to the Public Utility Commission of Ohio as an Aggregator/Power Broker, but will only be providing marketing services on behalf of the energy suppliers. There are no financial arrangements made to fund or support supplier-related activities. Save On Energy, LLC will not take title to energy and all transactions are between the consumer and the supplier.

Exhibit C-6 “Credit Rating”

Save On Energy, LLC is a wholly-owned subsidiary of Red Ventures, LP. Neither Save On Energy, LLC, nor its parent company, Red Ventures, LLC have a credit rating issued by any of the following organizations: Duff and Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard and Poors, or a similar organization as they are privately-held firms that do not publish financial information.



Exhibit C-7 “Credit Report”

Save On Energy, LLC is a wholly-owned subsidiary of Red Ventures, LP. Neither Save On Energy, LLC, nor its parent company, Red Ventures, LP have a credit report issued by any of the following organizations: Duff and Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody’s Investors Service, Standard and Poors, or a similar organization as they are privately-held firms that do not publish financial information.

Exhibit C-8 “Bankruptcy Information”

Not applicable



Exhibit C-9 “Merger Information”

See Exhibit C-9(A) which demonstrates that Save On Energy, LLC was acquired by Red Ventures, LLC in 2012 and is now a wholly-owned subsidiary of that company.

Exhibit C-3

Save On Energy, LLC BALANCE SHEETS

ASSETS	FY 2012	July 2013 YTD	Proj FY 2013	Proj	Proj
				FY 2014	FY 2015
				0.988045543	0.993130761
CURRENT ASSETS					
Cash and Cash Equivalents	\$ 95,754	\$ 96,560	\$ 97,708	\$ 98,891	\$ 99,575
Accounts Receivable, Net	\$ -	\$ -	\$ -	\$ -	\$ -
Total Current Assets	<u>\$ 95,754</u>	<u>\$ 96,560</u>	<u>\$ 97,708</u>	<u>\$ 98,891</u>	<u>\$ 99,575</u>
OTHER ASSETS					
Accounts Receivable - Long-Term, Net	\$ 88,068	\$ 133,995	\$ 95,064	\$ 99,817	\$ 104,808
Deposits and Other Assets	\$ -	\$ -	\$ -	\$ -	\$ -
Total Other Assets	<u>\$ 88,068</u>	<u>\$ 133,995</u>	<u>\$ 95,064</u>	<u>\$ 99,817</u>	<u>\$ 104,808</u>
Total Assets	<u><u>\$ 183,822</u></u>	<u><u>\$ 230,555</u></u>	<u><u>\$ 192,772</u></u>	<u><u>\$ 198,708</u></u>	<u><u>\$ 204,383</u></u>
LIABILITIES AND PARTNERS' CAPITAL					
CURRENT LIABILITIES					
Accounts Payable	\$ 29,723	\$ 21,217	\$ 35,983	\$ 47,249	\$ 82,394
Accrued Expenses	\$ -	\$ -	\$ -	\$ -	\$ -
Allowance for Chargeback	\$ -	\$ -	\$ -	\$ -	\$ -
Total Current Liabilities	<u>\$ 29,723</u>	<u>\$ 21,217</u>	<u>\$ 35,983</u>	<u>\$ 47,249</u>	<u>\$ 82,394</u>
OTHER LIABILITIES					
Accrued Loss on Lease Abandonment, Net of Current Portion	\$ -	\$ -	\$ -	\$ -	\$ -
Deposits	\$ -	\$ -	\$ -	\$ -	\$ -
Total Other Liabilities	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Total Liabilities	<u>\$ 29,723</u>	<u>\$ 21,217</u>	<u>\$ 35,983</u>	<u>\$ 47,249</u>	<u>\$ 82,394</u>
Equity					
Partners' Equity	\$ 154,099	\$ 209,338	\$ 156,790	\$ 151,459	\$ 121,988
Total Liabilities and Equity	<u><u>\$ 183,822</u></u>	<u><u>\$ 230,555</u></u>	<u><u>\$ 192,772</u></u>	<u><u>\$ 198,708</u></u>	<u><u>\$ 204,383</u></u>