



KU	
Original AGG Case Number	Version
13 - 2034 -EL-AGG	December 2014

ハス

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 A10 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.

RENEWAL INFORMATION		
Applicant's legal name, address, telephone number, PUCO certificate nu web site address	ml	oer, a
Legal Name Brakey Energy Retail, LLC		
Address P.O. Box 202720 Shaker Heights, OH 44120		
PUCO Certificate # and Date Certified 13-755E (1) October 31,2013		
Telephone # (216) 751-1758 Web site address (if any)		
List name, address, telephone number and web site address under which will do business in Ohio	\mathbf{A}	pplic
Legal Name Brakey Energy Retail, LLC		
Address P.O. Box 202720 Shaker Heights, OH 44120		
Telephone # (216) 751-1758 Web site address (if any)		
List all names under which the applicant does business in North America Brakey Energy Retail, LLC		2015 OCT -1 PM 12: 19
		-
Contact person for regulatory or emergency matters		:SI II:
Name Mathew Nickoson		
Title Vice President		w
Business address P.O. Box 202720 Shaker Heights, OH 44120		
Telephone # (216) 751-1758 Fax #		
1411		
E-mail address mnickoson@brakeyenergy.com		

document delivered in the regular course of Dusines 2015

A-5	Contact person for Commission Staff use in	investigating customer complaints
	Name Mathew Nickoson	- -
	Title Vice President	_
	Business address P.O. Box 202720 Shaker Heights, C	
	Telephone # (216) 751-1758 Fax	
	E-mail address <u>mnickoson@brakeyenergy.c</u>	<u>om</u>
A-6	Applicant's address and toll-free number for	customer service and complaints
	Customer Service address P.O. Box 202720 Shaker I	Heights, OH 44120
		# (866) 844-4107
	E-mail address mnickoson@brakeyenergy.co	om
A-7	Applicant's federal employer identification n	umber # 45-2456922
A-8	Applicant's form of ownership (check one)	
	☐ Limited Liability Partnership (LLP) ☐ I	Partnership Limited Liability Company (LLC) Other
	PROVIDE THE FOLLOWING AS SEPARATE AT	TACHMENTS AND LABEL AS INDICATED:
A-9	Exhibit A-9 "Principal Officers, Directors addresses and telephone numbers of the applic or other similar officials.	
A-10	Exhibit A-10 "Corporate Structure," provide structure, including a graphical depiction of su subsidiary companies that supply retail or customers and companies that aggregate custom	ch structure, and a list of all affiliate and wholesale electricity or natural gas to
В.	APPLICANT MANAGERIAL CAPA	BILITY AND EXPERIENCE
	PROVIDE THE FOLLOWING AS SEPARATE AT	TACHMENTS AND LABEL AS INDICATED:
B-1	Exhibit B-1 "Jurisdictions of Operation," the applicant or any affiliated interest of the application, certified, licensed, registered, or wholesale electric services including aggregation	e applicant is, at the date of filing the otherwise authorized to provide retail or
B-2	Exhibit B-2 "Experience & Plans," provide and plan for contracting with customers, provistatements, and responding to customer inquicommission rules adopted pursuant to Section	ding contracted services, providing billing iries and complaints in accordance with

- 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 <u>Exhibit C-5 "Forecasted Financial Statements,"</u> 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 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 <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 30th day of September, 2015

Month

Signature of official administering oath

Jason Drake Notary Public Print Name and Title

My commission expires on 1-2-18

<u>AFFIDAVIT</u>

County of CUYA	<u>4064</u> :	(Town)			
MATHEN NICH	(0)9, Affiant, bein	ng duly sworn/affirmed	d according to lay	v, deposes and says	s that:
He/She is the VFLE	PRSTABLIT (C	Office of Affiant) of	EARLY ENARRY	LETATE (Name of	Applicant);

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

State of OHTO

- 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.

VILLE PARTIDENT

Sworn and subscribed before me this 30th day of September 2015

Jason Drake Notary Public
Print Name and Title

My commission expires on 1-2-18



JASON DRAKE Notary Public, State of Ohlo My Comm. Expires 01-02-2018

Brakey Energy Retail LLC

September 1, 2015

Table of Contents

Exhibit A-9 "Principal Officers, Directors & Partners"	2
Exhibit A-10 "Corporate Structure"	3
Exhibit B-1 "Jurisdictions of Operation"	4
Exhibit B-2 "Experience & Plans"	4
Exhibit B-3 "Disclosure of Liabilities and Investigations"	5
Exhibit C-1 "Annual Reports"	5
Exhibit C-2 "SEC Filings"	5
Exhibit C-3 "Financial Statements"	6
Exhibit C-4 "Financial Arrangements"	
Exhibit C-5 "Forecasted Financial Statements"	14 14 15
Exhibit C-6 "Credit Rating"	17
Exhibit C-7	17
Exhibit C-8 "Bankruptcy Information"	17
Exhibit C-9 "Merger Information"	

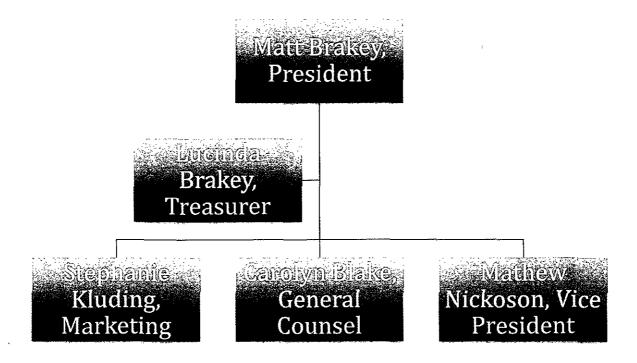
Exhibit A-9 "Principal Officers, Directors & Partners"

Lucinda Brakey, Treasurer & Shareholder 115 Deerfield Road, New Gloucester, Maine 04260 (216) 906-0740

Michael Brakey, Secretary & Shareholder 115 Deerfield Road, New Gloucester, Maine 04260 (216) 906-0796

Matthew Brakey, President 1530 Kew Road, Cleveland Heights, Ohio 44118 (216) 570-6964

Exhibit A-10 "Corporate Structure"



There are no affiliate or subsidiary companies.

Exhibit B-1 "Jurisdictions of Operation"

Ohio

Exhibit B-2 "Experience & Plans"

Brakey Energy Retail's services will be narrowly limited to the brokerage function. Brakey Energy Retail will not function as a supplier. Many of the requirements listed in Section 4928.10 would not be applicable to a company that is not a generation supplier.

Brakey Energy Retail is the sister company of Brakey Energy. The key employees are the same between the two companies. Brakey Energy has been in business since 1999, and its employees have a unique understanding of Ohio's regulatory environment. The company has been helping scores of commercial and industrial energy users in Ohio contract for electric generation since the generation market first truly opened up and has contracted thousands of accounts.

Brakey Energy Retail will not be the party that contracts with the customers or provides billing statements. However, Brakey Energy Retail is highly selective in the suppliers it chooses to do business with. Brakey Energy Retail works with its clients to ensure that the suppliers they work with are reputable, CRES certified, and provide exceptional levels of customer service.

Brakey Energy Retail makes all of its employees easily available to its customers. We are highly responsive to customer issues, and all of our clients work directly with key personnel.

Exhibit B-3 "Disclosure of Liabilities and Investigations"

None

Exhibit C-1 "Annual Reports"

Not applicable. Brakey Energy Retail is not publicly traded.

Exhibit C-2 "SEC Filings"

Not applicable. Brakey Energy Retail is not a public company.

Exhibit C-3 "Financial Statements"

Audited financial statements are not available. Shown below are statements for 2014 and 2013 that have been certified by Lucinda Brakey, Treasurer.

2014

Brakey Energy Retail LLC Balance Sheet

As of December 31, 2014

	Dec 31, 14
ASSETS	
Current Assets	
Checking/Savings	
Key Bank	1,173.21
Total Checking/Savings	1,173.21
Total Current Assets	1,173.21
TOTAL ASSETS	1,173.21
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	440.75
Payroll Liabilities	118.75
Total Other Current Liabilities	118.75
Total Current Liabilities	118.75
Total Liabilities	118.75
Equity	
Dividend Payment	-44,000.00
Members Equity	7,322.53
Opening Balance Equity	159.61
Net income	37,572.32
Total Equity	1,054.46
TOTAL LIABILITIES & EQUITY	1,173.21

Brakey Energy Retail LLC Profit & Loss

January through December 2014

	Jan - Dec 14
Ordinary Income/Expense	
Income	
Commission Income	49,817.65
Total Income	49,817.65
Expense	
Advertising and Promotion	300.00
Automobile Expense	65.19
Bank Service Charges	59.49
Business Licenses and Permits	200.00
Charitable Contributions	150.00
Meals and Entertainment	1,482.83
Office Supplies	30.16
Payroll Expenses	5,405.72
Postage and Delivery	9.99
Professional Fees	500.00
Taxes	
Federal	3,680.76
Local	361.19
Total Taxes	4,041.95
Total Expense	12,245.33
Net Ordinary Income	37,572.32
Net Income	37,572.32

Brakey Energy Retail LLC Statement of Cash Flows

January through December 2014

	Jan - Dec 14
OPERATING ACTIVITIES	
Net Income	37,572.32
Adjustments to reconcile Net Income to net cash provided by operations:	
Payroll Liabilities	118.75
Net cash provided by Operating Activities	37,691.07
FINANCING ACTIVITIES	
Dividend Payment	-38,000.00
Net cash provided by Financing Activities	-38,000.00
Net cash increase for period	-308.93
Cash at beginning of period	1,482.14
Cash at end of period	1,173.21

2013

Brakey Energy Retail LLC Balance Sheet As of December 31, 2013

	Dec 31, 13
ASSETS	
Current Assets	
Checking/Savings	
Key Bank	1,482.14
Total Checking/Savings	1,482.14
Total Current Assets	1,482.14
TOTAL ASSETS	1,482.14
LIABILITIES & EQUITY	
Equity	
Dividend Payment	-6,000.00
Opening Balance Equity	159.61
Net Income	7,322.53
Total Equity	1,482.14
TOTAL LIABILITIES & EQUITY	1,482.14

Brakey Energy Retail LLC Profit & Loss

January through December 2013

	Jan - Dec 13
Ordinary Income/Expense	
Income	
Commission Income	7,358.52
Total Income	7,358.52
Expense	
Bank Service Charges	36.00
Reconciliation Discrepancies	-0.01
Total Expense	35.99
Net Ordinary Income	7,322.53
Net Income	7,322.53

Brakey Energy Retail LLC Statement of Cash Flows

January through December 2013

	Jan - Dec 13
OPERATING ACTIVITIES Net Income	7,322.53
Net cash provided by Operating Activities	7,322.53
FINANCING ACTIVITIES Dividend Payment Opening Balance Equity	-6,000.00 159.61
Net cash provided by Financing Activities	-5,840.39
Net cash increase for period	1,482.14
Cash at end of period	1,482.14

Exhibit C-4 "Financial Arrangements"

None.

Exhibit C-5 "Forecasted Financial Statements"

Income Statements

Assumptions:

Forecasted P	rofit and Loss	2015	2016
Ordinary Inco	ome/Expense		
Income			4
	Commission Income	\$100,000.00	\$100,000.00
Total Incom	me	100,000.00	100,000.00
Expense			
-	Bank Service Charges	60.00	60.00
	Insurance Expense		
	Health Insurance	1,720.00	<u>1,720.00</u>
	Total Insurance Expense	1,720.00	1,720.00
	Meals and Entertainment	840.00	840.00
	Payroll Expenses	31,100.00	31,100.00
	Professional Fees	680,00	680.00
	Taxes		
	Federal	7,500.00	<u>7,500.00</u>
	Total Taxes	7,500.00	7,500.00
	Travel Expense	310.00	310.00
Total Expe	ense	42,210.00	42,210.00
Net Ordinary Income		57,790.00	57,790.00
Net Income		\$57,790.00	\$57,790.00
Prepared by:	Lucinda Brakey, Treasurer 115 Deerfield Road, New Glouceste	er, Maine 04260	
	<pre>cindy@brakeyenergy.com (216) 906-0740</pre>		

The values for 2016 are based on the assumption of no changes.

The values for 2015 are based on annualizing the actual values for the first 8 months of the year.

Brakey Energy Retail LLC

September 1, 2015

Cash Flow Statements

Forecasted Statement of Cash Flows		2015	2016
Operating Activities			
Net Income		\$57,790.00	\$57,790.00
Adjustments to reconcile Net Income to net c by operations:	ash provided		
	Payroll		
	Liabilities	800.00	800.00
Net cash provided by Operating Activities		56,990.00	56,990.00
Financing Activities			
Dividend payment		_50,000.00	-50,000.00
Net cash provided by Financing Activities		-50,000.00	-50,000.00
Net cash increase for period		6,990.00	6,990.00
Cash at beginning of period		\$1,170.00	\$8,160.00
Cash at end of period		\$8,160.00	\$15,150.00

Brakey Energy Retail LLC

September 1, 2015

Balance Sheets

Forecasted Balance Sheet	12/31/2015	12/31/2016
ASSETS		
Current Assets		
Key Bank Checking	\$8,160.00	\$15,150.00
Total Current Assets	8,160.00	\$15,150.00
TOTAL		
ASSETS	\$8,160.00	\$15,150.00
LIABILITIES & EQUITY	0.00	0.00
Current Liabilities		
Payroll Liabilities	800.00	800.00
Total Current Liabilities	800.00	800.00
Total Liabilities	800.00	800.00
Equity		
Dividend Payments	(94,000.00)	(144,000.00)
Members Equity	43,410.00	100,400.00
Opening Balance Equity	160.00	160.00
Net Income	57,790.00	57,790.00
Total Equity	7,360.00	14,350.00
TOTAL LIABILTIES & EQUITY	\$8,160.00	\$15,150.00

Exhibit C-6 "Credit Rating"

Not applicable. Brakey Energy Retail has done no borrowing.

Exhibit C-7 "Credit Report"

Not applicable.

Exhibit C-8 "Bankruptcy Information"

None.

Exhibit C-9 "Merger Information"

None