

17-1236-GA-AGG  
36  
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FILE **Ohio**

# Public Utilities Commission

PUCO USE ONLY -- Version 1.08 May 2016		
Date Received	Case Number	Certification Number
	- GA-AGG	

## INITIAL CERTIFICATION APPLICATION COMPETITIVE RETAIL NATURAL GAS BROKERS /AGGREGATORS

Please type or print all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-15 - 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 directly input information onto the form. You may also download the form by saving it to your local disk.

### SECTION A - APPLICANT INFORMATION AND SERVICES

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

☐ Retail Natural Gas Aggregator ☒ Retail Natural Gas Broker

#### A-2 Applicant information:

Legal Name Electricity Ratings, LLC  
Address 1502 Sawyer St., Ste 130 Houston, TX 77007  
Telephone No. 866-303-9147 Web site Address www.TexasElectricityRatings.com

#### A-3 Applicant information under which applicant will do business in Ohio:

Name Electricity Ratings, LLC  
Address 1502 Sawyer St., Ste 130 Houston, TX 77007  
Web site Address www.TexasElectricityRatings.com Telephone No. 866-303-9147

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

Electricity Ratings, LLC

#### A-5 Contact person for regulatory or emergency matters:

Name Matt Oberle Title Managing Partner  
Business Address 1502 Sawyer St., Ste 130 Houston, TX 77007  
Telephone No. 866-303-9147 Fax No. None Email Address moberle@texaselectricityratings.com

This is to certify that the above information is a true and accurate and complete reproduction of a case file document delivered in the regular course of business.  
Technician DM Date Processed MAY 11 2017

2017 MAY 11 PM 1:55  
PUCO

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

Name Matt Oberle Title Managing Partner  
Business address 1502 Sawyer St., Ste 130 Houston, TX 77007  
Telephone No. 866-303-9147 Fax No. None Email Address moberle@texaselectricityrating.com

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

Customer service address 1502 Sawyer St., Ste 130 Houston, TX 77007  
Toll-Free Telephone No. 866-303-9147 Fax No. None Email Address customersupport@texaselectricityrating.com

**A-8 Provide "Proof of an Ohio Office and Employee," in accordance with Section 4929.22 of the Ohio Revised Code, by listing name, Ohio office address, telephone number, and Web site address of the designated Ohio Employee**

Name In process of determining Title  
Business address  
Telephone No. Fax No. Email Address

**A-9 Applicant's federal employer identification number 271446702**

**A-10 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                                      |

**A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: *residential, small commercial, and/or large commercial/industrial (mercantile) customers*. (A mercantile customer, as defined in Section 4929.01(L)(1) of the Ohio Revised Code, means a customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within the state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside of this state. In accordance with Section 4929.01(L)(2) of the Ohio Revised Code, "Mercantile customer" excludes a not-for-profit customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within this state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)**

<input checked="" type="checkbox"/> Columbia Gas of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Dominion East Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Duke Energy Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Vectren Energy Delivery of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input type="checkbox"/> Large Commercial / Industrial

**A-12 If applicant or an affiliated interest previously participated in any of Ohio's Natural Gas Choice Programs, for each service area and customer class, provide approximate start date(s) and/or end date(s) that the applicant began delivering and/or ended services.**

☐ Columbia Gas of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Dominion East Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Duke Energy Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Vectren Energy Delivery of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

**A-13 If not currently participating in any of Ohio's four Natural Gas Choice Programs, provide the approximate start date that the applicant proposes to begin delivering services:**

<input checked="" type="checkbox"/>	Columbia Gas of Ohio	Intended Start Date	August 2017
<input checked="" type="checkbox"/>	Dominion East Ohio	Intended Start Date	August 2017
<input checked="" type="checkbox"/>	Duke Energy Ohio	Intended Start Date	August 2017
<input checked="" type="checkbox"/>	Vectren Energy Delivery of Ohio	Intended Start Date	August 2017

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 Exhibit A-14 "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-15 Exhibit A-15 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-16 Exhibit A-16 "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-17 Exhibit A-17 "Secretary of State,"** provide evidence that the applicant is currently registered with the Ohio Secretary of the State.

## **SECTION 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 current 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 natural gas service, or retail/wholesale electric services.
- B-2 Exhibit B-2 "Experience & Plans,"** provide a current 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 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- B-3 Exhibit B-3 "Summary of Experience,"** provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking to be certified to provide (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations 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-5 Exhibit B-5 "Disclosure of Consumer Protection Violations,"** disclose whether the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant has 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-5 "Disclosure of Consumer Protection Violations," detailing such violation(s) and providing all relevant documents.

- B-6 Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, or revoked, or whether the applicant or predecessor has been terminated from any of Ohio's Natural Gas Choice programs, or been in default for failure to deliver natural gas.

☒ No    ☐ Yes

If Yes, provide a separate attachment, labeled as Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation," detailing such action(s) and providing all relevant documents.

## **SECTION 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 the applicant does not produce annual reports, the applicant should indicate that Exhibit C-1 is not applicable and why.  
(This is generally only applicable to publicly traded companies who publish annual reports.)
- 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. An applicant may submit a current link to the filings or provide them in paper form. 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. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns (with social security numbers and account numbers redacted).

**C-4 Exhibit C-4 “Financial Arrangements,”** provide copies of the applicant's current financial arrangements to satisfy collateral requirements to conduct retail electric/gas business activity (e.g., parental or third party guarantees, contractual arrangements, credit agreements, etc.).

Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements.

First time applicants or applicants whose certificate has expired as well as renewal applicants can meet the requirement by one of the following methods:

1. The applicant itself stating that it is investment grade rated by Moody's, Standard & Poor's or Fitch and provide evidence of rating from the rating agencies.
2. Have a parent company or third party that is investment grade rated by Moody's, Standard & Poor's or Fitch guarantee the financial obligations of the applicant to the LDU(s).
3. Have a parent company or third party that is not investment grade rated by Moody's, Standard & Poor's or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The guarantor company's financials must be included in the application if the applicant is relying on this option.
4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

If the applicant is not taking title to the electricity or natural gas, enter "N/A" in Exhibit C-4. An N/A response is only applicable for applicants seeking to be certified as an aggregator or broker.

**C-5 Exhibit C-5 “Forecasted Financial Statements,”** provide two years of forecasted income statements for the applicant's **NATURAL GAS related business activities in the state of Ohio Only**, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.

**C-6 Exhibit C-6 “Credit Rating,”** provide a statement disclosing the applicant's current credit rating as reported by two of the following organizations: Duff & Phelps, Fitch IBCA, Moody's Investors Service, Standard & Poor's, 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 an 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. If an applicant or its parent does not have such a credit rating, enter “N/A” in Exhibit C-6.

**C-7 Exhibit C-7 “Credit Report,”** provide a copy of the applicant's current credit report from Experion, Dun and Bradstreet, or a similar organization. An applicant that provides an investment grade credit rating for Exhibit C-6 may enter “N/A” for Exhibit C-7.

- 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 two most recent years preceding the application.
- C-10 Exhibit C-10 "Corporate Structure,"** provide a description of the applicant's corporate structure, not an internal organizational chart, 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. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.

## **SECTION D – APPLICANT TECHNICAL CAPABILITY**

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- D-1 Exhibit D-1 "Operations,"** provide a current written description of the operational nature of the applicant's business functions.
- D-2 Exhibit D-2 "Operations Expertise,"** given the operational nature of the applicant's business, provide evidence of the applicant's current experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel,"** provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant's current business.

Applicant Signature and Title

*M. Olan*

Managing Partner

TEXA. Harris County  
Sworn and subscribed before me this

17<sup>th</sup>

day of

April

Month

2017

Year

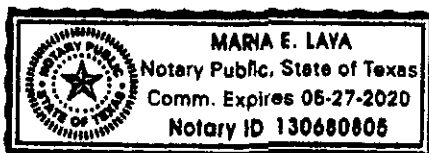
Signature of official administering oath

*Maria Elena Laya*

Print Name and Title

Maria Elena Laya  
Notary Public

My commission expires on





# The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service  
Affidavit Form  
(Version 1.07)

In the Matter of the Application of )

Electricity Ratings, LLC )

for a Certificate or Renewal Certificate to Provide )  
Competitive Retail Natural Gas Service in Ohio. )

Case No.  -  -GA-AGG

County of

State of

Matt Oberle

[Affiant], being duly sworn/affirmed, hereby states that:

- (1) The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant.
- (2) The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
- (3) The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
- (4) Applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
- (5) Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
- (6) Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
- (7) Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
- (8) Affiant further sayeth naught.

Affiant Signature & Title

*M. Oberle* Managing Partner

Sworn and subscribed before me this

17<sup>th</sup>

day of

APRIL

Month

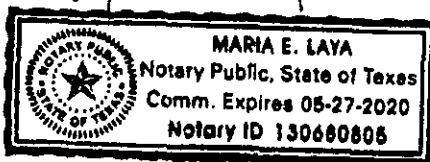
2017

Year

*Maria Elena Laya*  
Signature of Official Administering Oath

Maria Elena Laya

Print Name and Title



My commission expires on

May 27, 2020



**Exhibit A-14**  
**"Principal Officers, Directors & Partners"**

1. Matt Oberle  
Managing Member  
1502 Sawyer St., Ste 130  
Houston, TX 77007  
713-828-9096
  
2. Karl Trollinger  
CEO  
1502 Sawyer St., Ste 130  
Houston, TX 77007  
713-594-7819

## **Exhibit A-15**

### **"Company History"**

Electricity Ratings, LLC ("Electricity Ratings" or the "Company") is an energy brokerage company established in 2009, that organizes and presents offers from retail suppliers to customers. Customers may then select to purchase electricity or natural gas directly from the retail supplier.

Electricity Ratings, LLC is a privately funded company whose goal is to allow customers an unparalleled shopping experience while also giving them the opportunity to read reviews from other customers and research the best energy provider for their own personal needs. The Company is currently planning to expand its services to reach customers in other deregulated states with electric and/or natural gas markets. With Electricity Ratings, customers can engage in comparison shopping for their home, or request bids from providers for their small business energy needs. In the Texas market, Electricity Ratings has built a versatile eCommerce platform that utilizes API technology to give customers real time shopping options for consumers. Matt Oberle and his technology team have more than 10 years of successful experience implementing and perfecting API technologies. The Company maintains a strong network of REP and utility partners that operate in Texas, the Midwest and Northeast energy markets.

Since its inception, Electricity Ratings has given thousands of customers a place to voice their personal experiences with various electricity providers, and thousands more consumers the chance to choose the right electricity provider or natural gas provider for their own personal needs.

**Exhibit A-16**  
**"Articles of Incorporation and Bylaws"**



## Office of the Secretary of State

### CERTIFICATE OF FILING OF

Electricity Ratings, LLC  
File Number: 801188156

The undersigned, as Secretary of State of Texas, hereby certifies that a Certificate of Formation for the above named Domestic Limited Liability Company (LLC) has been received in this office and has been found to conform to the applicable provisions of law.

ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing filing effective on the date shown below.

The issuance of this certificate does not authorize the use of a name in this state in violation of the rights of another under the federal Trademark Act of 1946, the Texas trademark law, the Assumed Business or Professional Name Act, or the common law.

Dated: 10/29/2009

Effective: 10/30/2009



A handwritten signature in black ink, appearing to read "Hope Andrade".

Hope Andrade  
Secretary of State

**Exhibit A-17**  
**"Secretary of State"**



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
10/26/2016	201629903074	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	99.00	0.00	0.00	0.00	0.00

### Receipt

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

LICENSELOGIX, LLC  
ATTN: KELLY KONKUS  
140 GRAND STREET STE 300  
WHITE PLAINS, NY 10601

## STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted  
3953061

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

**ELECTRICITY RATINGS, LLC**

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

Document(s)

**REGISTRATION OF FOREIGN FOR PROFIT LLC**

Effective Date: 10/20/2016

Document No(s):

**201629903074**



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  
26th day of October, A.D. 2016.

Ohio Secretary of State

## **Exhibit B-1**

### **“Jurisdictions of Operation”**

Electricity Ratings, LLC provides services in Texas, which does not independently require a broker to be licensed. Electricity Ratings, LLC confirms that it is not licensed, certified, registered or otherwise licensed to provide retail or wholesale electric services or aggregation services in any other jurisdiction.

## **Exhibit B-2**

### **"Experience & Plans"**

Electricity Ratings, LLC ("Electricity Ratings" or the "Company") is an energy brokerage company, established in 2009, that organizes and presents offers from retail suppliers to customers. Customers may then select to purchase electricity or natural gas directly from the retail supplier.

The Company is not an electricity or natural gas supplier and will not be purchasing, or taking title to, the commodity. Further, the Company does not provide billing statements. The responsibilities addressed in Chapter 4901:1-24 of the Ohio Administrative Code, Chapter 4901:1-21 of the Ohio Administrative Code, and Section 4928.08 of the Ohio Revised Code concerning the billing of consumers and customer inquiries and complaints are met by the licensed retail supplier.

The Company does not charge a separate fee to the consumer for its services. As in real estate, the broker fee or commission is included in the price quoted and paid by the seller - the energy provider - after the transaction is complete.

The Company's mission is to provide a platform that gives a voice to consumers and enables them to be their own consumer advocates while helping them reduce their energy bills. Consumers could be confused by the deregulated electricity market, and the Company help's them better understand their choices, which could lead to lower electricity or natural gas bills. Additionally, the Company provides opportunities for retail suppliers to respond to complaints and provide customer service, further engaging customers and helping them understand the deregulated energy space. Electricity Ratings has had great success providing this service in Texas, and wishes to provide its service to customers in Ohio.



**Exhibit B-3**  
**"Summary of Experience"**

## Electricity Ratings Biography

Electricity Rating's Managing Member, Matthew Oberle has operated a website portal that helps market electricity to customers in the deregulated electricity state of Texas. Since 2009, [www.TexasElectricityRatings.com](http://www.TexasElectricityRatings.com) (the Texas based website for electricity) has operated successfully.

Electricity Ratings works with several large third party retail energy providers, including Direct Energy, Champion Energy, TXU Energy, and NRG Energy. Attached is the biography of Matt Oberle, owner, and Managing Member of Electricity Ratings and Karl Trollinger, the Company's CEO.

### **May 2009- Present: Founder of Texas Electricity Ratings ([www.TexasElectricityRatings.com](http://www.TexasElectricityRatings.com))**

#### *Company Profile:*

Texas Electricity Ratings is a shopping and consumer advocacy website that merges social media marketing, a proprietary ratings engine, and user generated content to give customers a unique view of the Texas deregulated electricity marketplace. It is a website that allows consumers to review as well as compare different electric companies by more than just price, but by an entire customer experience.

#### *Primary Responsibilities and Achievements:*

- Designed the first Electric Comparison site based on UGC (user generated content)
- Create and publish content fresh and original content regularly on the Texas Electricity blog site as well as other online article outlets
- Craft and execute non-traditional marketing and media strategies
- Develop and maintain a consistent social media presence on different sites including: forums, blogs, Facebook, Twitter, and more
- Broker and manage relationships with major electricity partners in the Texas marketplace such as: Green Mountain Energy, TXU Energy, Gexa Enregy, Champion Energy and more
- Manage, review, edit and respond to all site submissions and UGC
- Brainstorm and quality assure site upgrades and functionality build-outs
- Manage multiple different search engine marketing campaigns to drive traffic to the website

### **December 2006 – April 2009: Data Sourcing Analyst with Hewlett Packard**

#### *Project Profile:*

The Enterprise Data Warehouse project will consolidate all of HP's divisional storage systems into one of the world's largest functional data warehouse repositories, helping to optimize business information and streamline decision making.

#### *Primary Responsibilities:*

- Manage the quality assurance piece of the lifecycle and retirement processes with my team
- Develop test plans and process documents as it relates to the retirement of legacy assets
- Liaison between the business departments and source systems on behalf of EDW
- Engage and support source systems to ensure the start to finish on boarding of new source data through within the expectations of the project lifecycle management
- Monitor data errors, contact and work with source systems to rectify data issues and inconsistencies
- Train business users to effectively utilize the quality assurance software for tracking and reporting issues that occur during legacy retirement projects

**October 2005 – November 2006: Business Analyst with Broadwing Communications (Now Level 1)**

*Company Profile:*

Broadwing Communications is a digital backbone company that provides communication networking solutions to enterprises and carriers such as AT&T and Verizon.

*Primary Responsibilities:*

- Query and analyze data to find logic problems and create solutions to business and network issues
- Track and manage tasks and outstanding needs for project completion
- Oversee and assist in quality assurance of software functionality upgrades.
- Design and document workflows and processes for data migration and application creation
- Provide support for the software that manages Broadwing's entire network of switches and circuits

**January 2003 – October 2005: WhiteFence**

*Company Profile:*

WhiteFence is an E-Commerce start-up that built and operates a one-stop Internet destination for people moving into single family homes or apartments. WhiteFence's platform allows users to sign up for essential household-related services online through its nationwide network of over 400 Service Providers and 250 Channel Partners.

**June 2004 – October 2005: Senior Operations Analyst with WhiteFence**

*Primary Responsibilities:*

*Data Analysis*

- Evaluate historical order data to identify trends based on seasonality, program modifications, and other variables
- Analyze marketing campaigns to identify and repair any oversights in search term advertising efforts. This includes analysis of metropolitan areas as well as service provider coverage
- Study the effect of different landing pages and sales formats through the analysis of impressions clicks, order volume, and feedback from customers regarding local phone, wireless phone, and high speed Internet service
- Analyze customer traffic within channels to optimize advertising effectiveness and product availability
- Monitor and report on the impact of new technology initiatives relating to order volume, customer satisfaction and user experience

*Project Management*

- Manage the quarterly software upgrades for 10 proprietary applications
- Spearhead the design process for new functionality requirements of the Business Development and Operations groups
- Facilitate project management, functional design, and integration testing between the Programming and Business teams on new developments
- Manage a team of eight Operations Analysts for application code quality assurance

**January 2003 – June 2004: Operations Analyst with WhiteFence**

**Responsibilities:**

*Service Provider Management*

- Serve as Account Manager for Fortune 500 companies such as Qwest, Cox, Time Warner, and Comcast, AT&T and Verizon.
- Develop market offerings to display accurate pricing and availability of products that mirror the serviceability footprint of WhiteFence partners
- Routinely work with WhiteFence Service Providers to ensure that current promotions, special offers, and new products are accurately displayed to the customer on the WhiteFence platform

*Quality Assurance Analyst*

- Develop testing process, including necessary regression testing, to ensure program development met release and integration specifications
- Coordinate with the Programming Team to ensure identified issues are addressed successfully

**References:** Available upon request

## Karl Trollinger

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**Karl Trollinger, CEO** - Mr. Trollinger has over 30 years of experience building, operating, and marketing organizations and services. Mr. Trollinger has over 14 years of experience in the energy sector, most notably in energy marketing and operations. Mr. Trollinger co-founded Bounce Energy in 2008 and served as Chief Marketing Officer and later Chief Information Officer and was responsible for acquiring, serving and architecting technologies for over 75,000 customers with gross revenues of over \$150 million at the time it was acquired by Direct Energy in 2013.

Prior to Bounce Energy, Mr. Trollinger was an early investor and served as Vice President of Marketing for WhiteFence.com the largest online energy and telecommunication aggregation service in the US. During Mr. Trollinger's tenure, the company grew from zero to over 1 million visitors per month with over 100,000 communications and energy transactions per year for all the major US telco, regulated and deregulated energy companies. Mr. Trollinger held senior management positions with Vocalis PLC, Entercom, Inc., and Smart Power Systems. Mr. Trollinger began his career at PACE Entertainment (Now Live Nation) and holds a Bachelor of Arts Degree from the University of Houston.

### **Awards and Recognition:**

- American Marketing Association– “2012 Marketer of The Year” – Winner Utilities Category (Houston)
- Achieved highest JD Power award in class for Customer Satisfaction for 2012
- Houston Business Journal – Social Media Madness – Winner
- Web Design Awards
  - 2012 Interactive Media Awards – Best in Class
  - 2011 Web World – Outstanding Web Site
- Featured Speaker – Houston American Marketing Association

## **Relevant Energy Industry Job History:**

### **CEO**

#### **Electricity Ratings, LLC**

**June 2017 to date**

Energy Ratings, LLC is a customer advocacy company that provides platforms for customers to share their experiences with retail energy providers. The company aggregates data from multiple sources as well as thousands of customer reviews to provide comprehensive ratings and rankings of retail energy providers throughout the US. The company has operated the website, TexasElectricityRatings.com since 2009, has expanded into Connecticut and New York in the last few months and is seeking to grow it's unique approach across the US deregulated footprint throughout 2017.

### **CMO**

#### **Inspire Energy**

**Dec 2013 - Sept 2014**

Mr. Trollinger was the 3<sup>rd</sup> employee hired at *de novo* Retail Energy Company, Inspire Energy. The company focused on rapid expansion in the North East. Mr. Trollinger was responsible for acquiring and serving customers across PA, NJ, and MD footprints. Mr. Trollinger built out customer service operations, managed multiple vendors, analyzed NYMEX, PJM and third party energy price data to set prices to meet margin and lifetime value goals, and was involved in all aspects of a start-up retail electricity entity.

### **CMO/ CIO and Co-Founder**

#### **Bounce Energy**

**May 2008 – Aug 2013**

**CMO: May 2008 - Dec 2012**

**CIO: Jan 2013 - Aug 2013**

Mr. Trollinger Co-founded and served as CMO and CIO of Bounce Energy. As CMO Mr. Trollinger was responsible for acquiring and serving over 100,000 RCEs with gross revenues of over \$150 million at the time it was acquired by Direct Energy in 2013. As CIO Karl was responsible for architecting and scaling technology for up to 1 million customers. As CIO Mr. Trollinger oversaw and managed suite of 12 applications including: Forecasting, Billing, Pricing, Business Logic, Data Warehouse, CRM, CMS, EDI and Behavioral Targeting.

### **Vice President Marketing**

#### **WhiteFence**

**Online Service Aggregator**

**May 2001 – May 2008**

Recruited into startup with zero customers and a significant burn rate. Pivoted from single family and multi-family channel-based marketing to direct acquisition and generated over 10,000 orders per month for nationwide and regional telecoms and regulated and de-regulated energy companies. Mr. Trollinger built ecommerce systems for SBC (AT&T), ComEd, Nevada Power, Green Mountain Energy, and SoCalEd.

## **Exhibit B-4**

### **"Disclosure of Liabilities and Investigations"**

Applicant does not have any pending or past rulings, judgments, contingent liabilities, revocations 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.

# **Exhibit C-1**

## **“Annual Reports”**

Applicant does not have annual reports because it is not a publicly traded company.



## **Exhibit C-2**

### **“SEC Filings”**

Applicant does not file 10K/8K filings with SEC as Applicant is not a publicly traded company and not required to file such documents with SEC.

Confidential

**Exhibit C-3**  
**“Financial Statements”**

**Exhibit C-3 "Financial Statements" will be filed under seal.**

**Exhibit C-4**  
**“Financial Arrangements”**

N/A - Applicant is seeking to be certified as a broker.

Confidential

**Exhibit C-5**  
**“Forecasted Financial Statements”**

**Exhibit C-5 "Forecasted Financial Statements" will be filed under seal.**

Confidential

**Exhibit C-7**  
**“Credit Report”**

**Exhibit C-7 "Credit Report" will be filed under seal.**

## **Exhibit C-8**

### **“Bankruptcy Information”**

None of the Applicant, owners, or officers have a history of any reorganizations, protection from creditors, or any other form of bankruptcy. Applicant does not have 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.

**Exhibit C-9**  
**“Merger Information”**

Applicant does not have a history of dissolution or merger or acquisition.

## **Exhibit C-10**

### **“Corporate Structure”**

Electricity Ratings, LLC is wholly owned by Matt Oberle. It is a stand alone company with no affiliate or subsidiary companies.



## **Exhibit D-1**

### **"Operations"**

Electricity Ratings utilizes real-time APIs or partner link-offs to interact with providers, and has built proprietary Content Management System and eCommerce platforms to allow customers to shop for energy plans based on customer rating and experience, price, provider, and energy type. This gives customers the maximum amount of choices by which to select an energy provider that best fits their personal needs.

Electricity Ratings also continues to innovate within the realm of technology to help customers find the information they need as quickly as possible to make informed decisions about the deregulated energy market. The Company's one of a kind ratings system sets it apart by allowing consumers to lend their own voice to the energy shopping process, while providing opportunities for customers to select plans based on their needs.

## **Exhibit D-2**

### **"Operations & Expertise"**

Electricity Ratings has years of experience providing customers the ability to shop for alternative suppliers online. Electricity Ratings aggregates data from multiple sources, including our customer reviews, kilowatt-per-hour rates, complaint statistics, JD Power & Associates ratings, company standings with the Better Business Bureau, telephone and online surveys, along with the suppliers' individual plan types, standard features offered by each electricity provider, account management features, customer rewards and incentive programs. Its goal is to provide a forum that takes many different aspects of a company into account in order to provide a balanced and fair overview to help benefit consumers.

**For additional information relating to operations and expertise, please see Exhibit B-3.**

**Exhibit D-3**  
**"Key Technical Personnel"**

Matt Oberle

Managing Member

713-828-9096

[moberle@texaselectricityratings.com](mailto:moberle@texaselectricityratings.com)

**Matt Oberle**, has over 10 years in the eCommerce space, specifically dealing with utilities such as electricity, gas, cable, internet, and home services. As Founder and sole proprietor of Electricity Ratings, LLC, Matt spearheads customer acquisition, digital marketing, business development, and the strategic vision of the company.

Matt's career began in 2002, when he began his career at WhiteFence, an online shopping portal that allowed customers to sign up for all their home utilities online at one convenient webspace. While there, Matt designed the online ordering platforms and marketing for partners such as AT&T, Comcast, Qwest, Time Warner, Cox Communications, Verizon, NRG, Luminent, Consolidated Edison, PECO, San Diego Gas and Electric, Direct Energy, and more. After a few years working at Hewlett Packard after WhiteFence, Matt returned to the residential electricity space in 2009 by founding Electricity Ratings, LLC., and operating in the state of Texas as Texas Electricity Ratings.

Karl Trollinger

CEO

713-594-7819

[ktrollinger@TexasElectricityRatings.com](mailto:ktrollinger@TexasElectricityRatings.com)

**Karl Trollinger** has over 30 years of experience building, operating, and marketing organizations and services. Mr. Trollinger has over 14 years of experience in the energy sector, most notably in energy marketing and operations. Mr. Trollinger co-founded Bounce Energy in 2008 and served as Chief Marketing Officer and later Chief Information Officer and was responsible for acquiring, serving and architecting technologies for over 75,000 customers with gross revenues of over \$150 million at the time it was acquired by Direct Energy in 2013.

Prior to Bounce Energy, Mr. Trollinger was an early investor and served as Vice President of Marketing for WhiteFence.com the largest online energy and telecommunication aggregation service in the US. During Mr. Trollinger's tenure, the company grew from zero to over 1 million visitors per month with over 100,000 communications and energy transactions per year for all the major US telco, regulated and deregulated energy companies. Mr. Trollinger held senior management positions with Vocalis PLC, Entercom, Inc., and Smart Power Systems. Mr. Trollinger began his career at PACE Entertainment (Now Live Nation) and holds a Bachelor of Arts Degree from the University of Houston.