

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC

FILE



NORTH
AMERICAN
ENERGY
ADVISORY

1315 Cleveland Street
Clearwater, FL 33755

33

June 30, 2017

Public Utilities Commission of Ohio
Docketing Division
180 East Broad Street
Columbus, Ohio 43215-3793

RE: 15-1251-EL-AGG / Annual Renewal
Customer Acquisition Specialists of America, Inc., dba North American Energy Advisory

Dear Clerk,

Please find the enclosed Electric Aggrgator/Power Broker annual renewal application with supporting documents for Customer Acquisition Specialists of America, Inc., dba North American Energy Adviosor. In addition to the original application, I have included three (3) copies.

Should you have any questions or require additional information or documentation, please feel free to contact me.

Sincerely,

Jeannie Mastorides
Sr. Vice President of Administration
Legal & Regulatory/Compliance

Direct: (727) 278-9020
Office: (727) 865-4165
Jeanni@NAEA.Today

7000

2017 JUL -3 AM 11:37

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Technician RE Date Processed JUL - 3 2017



Public Utilities Commission

Original AGG Case Number	Version
15-1251-EL-AGG	May 2016

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 C-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 intends to be certified as: (check all that apply)

☒ Power Broker ☐ Aggregator

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

Legal Name Customer Acquisition Specialists of America, Inc.
Address 1315 Cleveland Street, Clearwater Florida 33755
PUCO Certificate # and Date Certified #15-997E (1) - August 6, 2015
Telephone # (844) 674-5465 Web site address (if any) www.NorthAmericanEnergyAdvisory.com

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

Legal Name North American Energy Advisory
Address 1315 Cleveland Street, Clearwater Florida 33755
Telephone # (844) 674-5465 Web site address (if any) www.NorthAmericanEnergyAdvisory.com

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

Customer Acquisition Specialists of
America, Inc.
North American Energy Advisory

A-5 Contact person for regulatory or emergency matters

Name Jeannie Kouvas Matorides
Title Sr. Vice President of Admin/Legal & Regulatory
Business address 1315 Cleveland Street, Clearwater Florida 33755
Telephone # (727) 865-4165 Fax # _____
E-mail address Jeannie@NAEA.Today

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

Name Matthew Helland
Title Sr. Vice President of Customer & Client Relations
Business address 1315 Cleveland Street, Clearwater Florida 33755
Telephone # (855) 396-8870 Fax # _____
E-mail address Matt@NAEA.Today

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

Customer Service address 1315 Cleveland Street, Clearwater Florida 33755
Toll-free Telephone # (844) 674-5465 Fax # _____
E-mail address CustomerService@NAEA.Today

A-8 Applicant's federal employer identification number # 59-3600275

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

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

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-10 Exhibit A-10 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

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. (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 the 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 financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.).

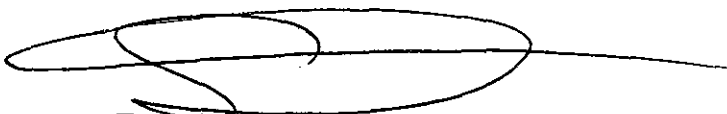
Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU’s collateral requirements.

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.

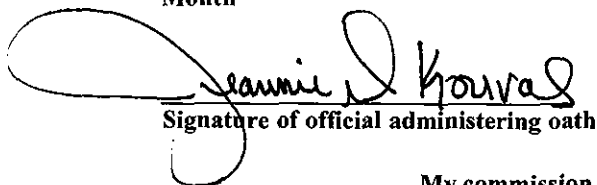
If the applicant is not taking title to the electricity or natural gas, enter "N/A" in Exhibit C-4. An N/A response is only applicable for applicants seeking to be certified as an aggregator or broker.

- C-5 **Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted income statements for the applicant's **ELECTRIC 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 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 credit report from Experian, 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.



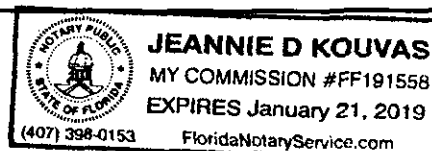
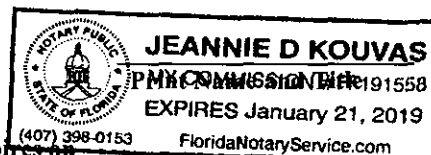
Signature of Applicant & Title

Sworn and subscribed before me this 30 day of June, 2017
Month Year



Signature of official administering oath

My commission expires on



AFFIDAVIT

State of Florida :

Clearwater ss.
(Town)

County of Pineellas :

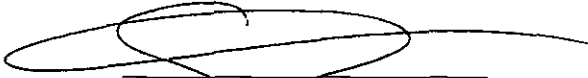
Albert James Mathers, Affiant, being duly sworn/affirmed according to law, deposes and says that:
He/She is the CEO/President (Office of Affiant) of Customer Acquisition Specialists of America, Inc. (Name of Applicant);

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)

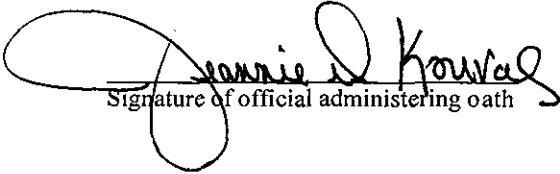
11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the renewal application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Staff use in investigating customer 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.



Signature of Affiant & Title

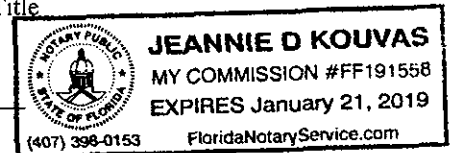
Sworn and subscribed before me this 30 day of June, 2017
Month Year



Signature of official administering oath

Print Name and Title

My commission expires on _____



Customer Acquisition Specialists of America, Inc.



**NORTH
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1315 Cleveland Street, Clearwater FL 33755

800920-4631

Exhibit A-10

"Principal Officers, Directors and Partners"

Provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

Albert James Mathers, CEO/President (Director)
1315 Cleveland Street
Clearwater, Florida 33755
(727) 692-8871

FuMei Mathers, CFO -Chief Financial Officer (Director)
1315 Cleveland Street
Clearwater, Florida 33755
(727) 643-5398

EXECUTIVE STAFF

Mark Hoover – Sr. Vice President of Operations
Matt Helland- Sr. Vice President of Customer & Client Relations
Jeannie Mastorides – Sr. Vice President of Administration / Legal & Regulatory
TJ Leesley – Chief Marketing Officer
Colin Murphy – Chief Technology Officer
Ray Franklin – Sr. Commodity Analyst
Chris Griffin – Sr. Energy Analyst
Ollie Baldwin – VP of Quality Control

**1315 Cleveland Street
Clearwater, Florida 33755
800-920-4631**

Customer Acquisition Specialists of America, Inc.



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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.

Please see attached

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC. (CASA, INC) -DBA / NORTH AMERICAN ENERGY ADVISORY (NAEA)									
STATE	SECRETARY OF STATE	EFFECTIVE	NORTH AMERICAN ENERGY ADVISORY	dba-EFFECTIVE	PUC -BROKER LICENSE	BROKER LICENSE #	EFFECTIVE	RENEWAL/ANNUAL RPT DUE DATES	
FL/CASA INC	P9900081385	8-Sep-1999	x	x	TELEMARKETER LICENSE	TC-2957	22-Sep-2014	22-Sep-2017	
NAEA	DBA	x	G-1400127446	18-Dec-2014	x	x	x	31-Dec-2019	
CT	BUS ID# 1154937 CERTIF AUTH #2014-204138-001	12-Sep-2014	City of Hartford 00-000-313	12-Aug-15	BROKER LICENSE not required	N/A	N/A	N/A	
DELAWARE	FILE #5570634 -AUTH #1694477	8-Aug-2014	New Castle, Kent & Sussex County -	26-Aug-2015	ELECTRIC SUPPLIER CERTIFICATE	PSC Docket # 14-0241 - Order# 8674	4-Dec-2014	Perpetual/ w Annl Rpt	
D.C.	FILE # C00004984163	27-Jun-2014	FILE #C00004984163	8-Sep-2015	ELECTRIC BROKER LICENSE	Case#EA2016-02-5	2-Aug-2016	2-Aug-2017	
ILLINOIS	FILE # 6974-858-9	17-Sep-2014	NAEA Auth # 02352D	2-Jun-2015	GAS BROKER LICENSE	Case#GA2016-02-4	2-Aug-2016	2-Aug-2017	
INDIANA	BUS ID #201607251151789 / FILE #7366275	28-Jul-2016	File #7366295	28-Jul-2016	ENERGY BROKER CONSULTANT LICENSE	14-0462	7-Oct-2014	31-Mar-2017	
MAINE	FILE# 20150076 F / DCN 2142122300031	31-Jul-2014	DCN 2152243600114	08.10.2015	N/A	N/A	x	N/A	
MARYLAND	R 9171975	18-Aug-2014	Dept ID T00399031	10-Jul-2015	ELECTRIC BROKER LICENSE	2014-00226	14-Aug-2014	1-Jul-2017	
MASS	F16034951	2-Oct-2014	PUC APVD 08/09/15	10-Aug-2014	GAS LICENSE not required - REGISTERED WITH STATE	99-334	14-Aug-2014	N/A	
MICHIGAN	60741-J (19861498-1)	26-Sep-2014	City Clerk- Boston	Exp2019	ELECTRIC BROKER LICENSE	IR-33-65	3-Dec-2014	Annual Rpt - MAR 2017	
NEW HAMPSHIRE	Business ID 715044	19-Sep-2014	NAEA #20373760-1	4.17.2015 Exp DEC31-2020	GAS BROKER LICENSE	IR-33-66	3-Dec-2014	Annual Rpt -MAR 2017	
NEW JERSEY	100982853	2-Aug-2007	Business ID 729246	17-Jul-2020	ELECTRIC BROKER LICENSE	EB-308	19-Feb-2015	3/1/2017 -	
NEW YORK	DOS ID# 4616830	5-Aug-2014	NAEA FILED	10-Aug-2015	GAS BROKER LICENSE	RA-124	13-Nov-2014	11-Oct-2017	
OHIO	CASA Certf Lic ID 2321981 /DOC # 201423901182	25-Aug-2014	NAEA ID# 2398858	28-MAY-2015 thru 2020	BROKER LICENSE not required	N/A	N/A	N/A	
PA	BUSINESS ENTITY # 3896886 - TSC150902110482-1	30-Jul-2009	Entity# 6276962	10-Aug-2015	NATURAL GAS BL	DM 14-192 (10/06/2014)	DM 16-810 (10/06/2016)	5-Oct-2021	
RHODE ISLAND	CORP ID# 000960382	17-Jul-2014	Filing # 2015 631 09500 ID# 960382	15-Jun-2015	CONSULTING LICENSE	DM 14-193 (10/06/2014)	DM 16-810 (10/06/2016)	5-Oct-2021	
TEXAS	FILE # 802081632 / Asmd Name_CASA Energy Inc.	8-Oct-2014	NAEA- File# 201500183573	14-Jul-2015	ENERGY AGENT LICENSE	EC-0099	11-Feb-2015	04/27/2016 thru	
					TELEMARKETER LICENSE	EA-0313	11-Feb-2015	26-Apr-2017	
					ELECTRIC BROKER LICENSE	#693764/1427317	22-Sep-2014	1-Sep-2018	
					GAS BROKER LICENSE	#15-1251-EL-AGG-Getif# 15-997E(h)	6-Aug-2015	6-Aug-2017	
					ELECTRIC BROKER LICENSE	#15-1250-GA-AGG-Getif# 15-456G(j)	6-Aug-2015	6-Aug-2017	
					GAS BROKER LICENSE	A-2009-2032064 /Renewal001848	14-Jan-2010	Annual Rpt - APR 2017	
					BROKER LICENSE not required	A-2015-2506262	28-Jan-2016	Annual Rpt due APR 2017	
					ELECTRIC BROKER LICENSE	D 96-6 (Y6)	3-Oct-2014	Annl Rpt due DEC 2017	
					GAS BROKER LICENSE	D 2379 (J3)	14-Nov-2014	Annl Rpt due DEC 2017	
					BROKER LICENSE not required	N/A	N/A	N/A	

Customer Acquisition Specialists of America, Inc.



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800920-4631

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.

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC., ("CASA") established in 2001 and in conjunction with its then sister company Consumer Energy Solutions, Inc., has a successful 14-year track record in the industry as an agent for Supplies and as a Broker/Marketer licensed in and serving the Energy Supplier Markets in Pennsylvania, Maryland, Maine, New Hampshire, Rhode Island, New Jersey, Massachusetts, Connecticut, Ohio Illinois and Texas.

Neither CASA, nor any of its affiliated interests have been denied approval by a Stat Commission to sell electricity to Retail Electric Consumers or has had its authority revoked in the Gas and Electric markets it serves.

Customer Acquisition Specialists of America, Inc. has established the successful patterns necessary in the industry to monitor and control the entire business life cycle and the quality of its outreach to fulfill its duties in servicing the Suppliers and in keeping with the industry's Stat Regulatory Rules and important issues in the following ways:

1. CASA maintains a Customer Service Department dedicated to quickly resolve any customer questions or complaints that may occur with its own dedicated call lines and customer service representatives.
2. Company disciplinary procedures and implementation of those procedures are also keyed to the industry and designed from the view of complete professionalism on the part of every company employee.
3. CASA's operating procedures comply to regulations through recorded calls, and through routine and daily call monitoring from its Quality Control Department, in maintaining an assurance of Supplier related and industry standards in its marketing activities.
4. In addition to the above, CASA has used a third party verification company to verify all its offers and acceptances of offers from the customer who wish to take advantage of the energy programs they are informed of. The verification service employs recorded verification procedures which are then proved to CASA for its obligations in record keeping management of all marketing calls.
5. CASA maintains an advanced IT Department to enable it to effectively reach, monitor and maintain its internal record keeping obligations, as well as customer designed programs to monitor and track all aspects of the business life cycle involved.
6. Lastly CASA retains a dedicated Corporate Regulatory Assistant, who in liaison with the company Attorney, monitors, tracks and keeps its licensing and other obligations as an industry supplier current in each of the states it operates in, as well as assists and coordinated with company Executives and Managers regarding the internal procedures to track and ensure correct handling of marketing related regulations and rules applicable to such items as Do Not Call lists, Slamming prohibitions and any other items related to regulations and offers, as the various individual programs offers from suppliers are implemented and presented to the consumer.

Customer Acquisition Specialists of America, Inc.



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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.

There are no existing, pending or past rulings, judgments, contingent liabilities, revocations, of authority, regulatory investigations or any other matter that could adversely impact the applicant, CASA Inc., financial or operational status or ability to provide the services it is seeking to be certified to provide.

Customer Acquisition Specialists of America, Inc.



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Exhibit B-4
Disclosure of Consumer Protection Violations

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

Customer Acquisition Specialists of America, Inc.



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Exhibit B-5
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 or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.

☒ No ☐ Yes

Customer Acquisition Specialists of America, Inc.



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FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

Customer Acquisition Specialists of America, Inc.



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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.

Not applicable – the company is privately held

Customer Acquisition Specialists of America, Inc.



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800920-4631

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.

10-K/8-K filings

Not applicable – the company is privately held

Customer Acquisition Specialists of America, Inc.



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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.

**CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC.
d.b.a., NORTH AMERICAN ENERGY ADVISORY**

Exhibit C-3

FINANCIAL STATEMENTS

And

ACCOUNTANT'S COMPILATION REPORT

Years ended October 31, 2016 and 2015

Henson & Company, CPA's, Inc.
2045 Huntington Drive, Suite B
South Pasadena, CA 91030


Accountant's Compilation Report

To the Board of Directors
Consumer Energy Solutions, Inc.

We have compiled the accompanying financial statements of Customer Acquisition Specialists of America, Inc (a Florida corporation), as of October 31, 2016 and 2015 and the years then ended in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants.

A compilation is limited to presenting in the form of financial statements, information that is the representation of the Company's management. We have not audited the accompanying financial statements and accordingly do not express an opinion or any other form of assurance on them.

Management has elected to omit substantially all of the disclosures and the statement of cash flows required by generally accepted accounting principles in the United States. If the omitted disclosures were included in the financial statement they might influence the user's conclusions about the companies' financial position, changes in member's equity and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

A handwritten signature in black ink, appearing to read "Henson & Company", with a long horizontal flourish extending to the right.

South Pasadena, California
June 24, 2017

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC.
BALANCE SHEETS
October 31, 2016 and 2015

	<u>2016</u>	<u>2015</u>
Assets		
Cash	\$ 1,133	\$ 70,193
Accounts receivable	2,049,622	1,748,631
Prepays and other current assets	<u>6,870</u>	<u>131,420</u>
Total current assets	2,057,625	1,950,244
Due from officer	1,542,631	1,542,631
Long term accounts receivable	2,049,622	1,748,631
Property and equipment net of accumulated depreciation and amortization of \$14,732 and \$8,840 in 2016 and 2015	<u>85,610</u>	<u>91,504</u>
Total assets	<u><u>\$ 5,735,488</u></u>	<u><u>\$ 5,333,010</u></u>
Liabilities and Shareholders' Equity		
Accrued payroll liabilities	\$ -	\$ 33,263
Due to officers	<u>20,560</u>	<u>-</u>
Total current liabilities	20,560	33,263
Deferred Revenue	1,098,927	1,156,765
Notes payable - SBA loan	582,008	614,790
Shareholders' equity		
Common stock \$1 par value; 1,000 shares authorized; issued and outstanding	1,000	1,000
Additional paid-in capital	189,314	189,314
Retained earnings	<u>3,843,679</u>	<u>3,337,878</u>
Total shareholders' equity	<u>4,033,993</u>	<u>3,528,192</u>
Total liabilities and shareholders' equity	<u><u>\$ 5,735,488</u></u>	<u><u>\$ 5,333,010</u></u>

See accountant's compilation report

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC.
STATEMENTS OF INCOME AND RETAINED EARNINGS
Years ended October 31, 2016 and 2015

	<u>2016</u>	<u>2015</u>
Revenues:	\$ 3,122,044	\$ 3,186,265
Cost of sales	<u>1,638,942</u>	<u>1,506,029</u>
Gross profit	1,483,102	1,680,236
Operating expenses:		
Advertising and promotion	76,553	60,268
Computer and internet	38,935	27,074
Travel and automobile	34,477	20,553
Rent	117,600	80,832
Office expenses	52,956	32,352
Interest expense	137,214	42,244
Legal, professional & consulting fees	234,791	175,133
Telephone and utilities	49,479	28,161
Taxes and licenses	13,570	15,440
Depreciation and amortization	5,893	8,840
Repairs and maintenance	12,532	9,822
Insurance	<u>25,817</u>	<u>15,275</u>
Total operating expenses	<u>799,817</u>	<u>515,994</u>
Income before officer compensation	683,285	1,164,242
Officer compensation	<u>177,484</u>	<u>295,558</u>
Net income	505,801	868,684
Retained earnings - beginning of period	3,337,878	2,738,288
Shareholder distributions	<u>-</u>	<u>(269,094)</u>
Retained earnings - end of period	<u><u>\$ 3,843,679</u></u>	<u><u>\$ 3,337,878</u></u>

See accountant's compilation report

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC.
STATEMENTS OF CASH FLOWS
Years ended October 31, 2016 and 2015

	Eight months ended June 30, <u>2016</u>	Year ended October 31, <u>2015</u>
Cash flows from operating activities:		
Net income before officer salaries & benefits	\$ 683,285	\$ 1,164,242
Adjustments to reconcile net income to net cash used by operating activities:		
Depreciation and amortization	5,893	8,840
(Increase) decrease in:		
Accrued payroll liabilities	(33,263)	33,263
Accounts receivable	(601,982)	(777,915)
Prepaid and other current assets	124,550	(130,220)
Increase (decrease) in:		
Due to officers	20,560	
Deferred revenue	<u>(160,000)</u>	<u>(235,957)</u>
Net cash provided by operating activities before officer salaries & benefits	39,043	62,254
Officer salaries & benefits	(177,484)	(295,558)
Cash flows from investing activities:		
Repayment of officer loan receivable	-	175,698
Purchases of property and equipment	<u>-</u>	<u>(100,342)</u>
Net cash used by investing activities	-	75,356
Cash flows from financing activities:		
Net (repayments) proceeds on notes payable	(32,782)	480,916
Shareholder distributions	-	(269,094)
Proceeds of shareholder notes payable	<u>-</u>	<u>-</u>
Net cash provided (used) by financing activities	<u>(32,782)</u>	<u>211,822</u>
Net increase in cash	(171,223)	53,874
Cash - beginning of period	<u>70,193</u>	<u>16,319</u>
Cash - end of period	<u><u>\$ (101,031)</u></u>	<u><u>\$ 70,193</u></u>

See accountant's compilation report

Customer Acquisition Specialists of America, Inc.



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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.).

Not applicable – the company does not take title to any electricity

Customer Acquisition Specialists of America, Inc.



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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.

**Customer Acquisition Specialists of America, Inc. dba North American
Energy Advisory
C-5 Forecasted Financial Statements**

Ohio Electric Sales

	2017	2018
Total Revenues	\$ 280,000	\$ 290,000
Operating Expenses	\$ 150,000	\$ 156,000
Net Income	\$ 130,000	\$ 134,000

Should you have any questions or comments, please contact me at the number below.

Prepared by:
Stephen Henson, CPA
Henson & Company, CPA's

2045 Huntington Drive, Suite B
South Pasadena, CA 91030
(626) 403.4410

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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.

Not applicable - the company is privately held that provides Brokerage Services without taking title to the natural gas and/or electricity

Customer Acquisition Specialists of America, Inc.



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Exhibit C-7

"Credit Report,"

Provide a copy of the applicant's credit report from Experian, Dun and Bradstreet or a similar organization.

Not applicable - the company is privately held that provides Brokerage Services without taking title to the natural gas and/or electricity

Customer Acquisition Specialists of America, Inc.



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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.

There have not been any reorganizations, protection from creditors, or any other form of bankruptcy filings made by the applicant, CASA, Inc., nor has any parent or affiliate organization that guarantees the obligation of the applicant, nor has any officer of the applicant in the current year or since applicant last filed for certification.

Customer Acquisition Specialists of America, Inc.



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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.

There has been no dissolution or merger or acquisition of the applicant, Customer Acquisition Specialists of America, Inc., /North American Energy Advisory, since the applicant last filed for certification.

Customer Acquisition Specialists of America, Inc.



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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.

Customer Acquisition Specialists of American, Inc is a stand-alone entity and has no affiliate or subsidiary companies.

Customer Acquisition Specialists of America, Inc.



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Exhibit C-10

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