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July 18, 2017

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

Re: Asset Energy LLC ~~13-735-EL-AGG~~
Renewal Application for Power Broker

Dear Secretary,

Please accept this filing for Asset Energy LLC ~~13-735-EL-AGG~~ *13-1760-EL-AGG*

Enclosed Please find an original plus three copies of the renewal application of Asset Energy, LLC for a license to provide electric generation supplier services as an aggregator/broker only. Accompanying this application are (1) an original and three copies of the application. The financial information will be filed separately per section C-3 under protective order. The information is proprietary and commercially sensitive and Asset Energy therefore requests that the information be afforded confidential treatment and not be included in the Commission's public files.

Please do not hesitate to contact me if you have any questions regarding the enclosed.

Very truly yours,

Caroline Cieminski

Caroline A. Cieminski

Enclosures

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Technician SM Date Processed JUL 21 2017



Public Utilities Commission

13-1740-EL-AGG

Original AGG Case Number	Version
13-1740-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 Asset Energy LLC

Address 8961 Oakcrest Way, West Chester OH 45069

PUCO Certificate # and Date Certified 13-735E (1) 9/9/2013

Telephone # (513) 755-7845 Web site address (if any) www.assetenergy.net

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

Legal Name Asset Energy LLC

Address 8961 Oakcrest Way, West Chester OH 45069

Telephone # (513) 755-7845 Web site address (if any) www.assetenergy.net

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

Asset Energy LLC

A-5 Contact person for regulatory or emergency matters

Name Caroline Cieminski

Title President

Business address 8961 Oakcrest Way, West Chester OH 45069

Telephone # (513) 755-7845

Fax # (513) 755-7846

E-mail address ccieminski@assetenergy.net

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

Name Caroline Cieminski
Title President
Business address 8961 Oakcrest Way, West Chester OH 45069
Telephone # (513) 755-7845 Fax # (513) 755-7846
E-mail address ccieminski@assetenergy.net

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

Customer Service address 8961 Oakcrest Way, West Chester OH 4069
Toll-free Telephone # (513) 755-7845 Fax # (513) 755-7846
E-mail address ccieminski@assetenergy.net

A-8 Applicant's federal employer identification number # 20703368

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 checked="" type="checkbox"/> Limited Liability Company (LLC) |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Other _____ |

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-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 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.

Caroline Cierniowski, President
Signature of Applicant & Title

Sworn and subscribed before me this 18th day of July, 2017
Month Year

Samuel Cornwall
Signature of official administering oath

Samuel Cornwall
Print Name and Title



Samuel Cornwall
Notary Public, State of Ohio
My Commission Expires
16-Nov-21

My commission expires on Nov, 16, 2021

AFFIDAVIT

State of Ohio :

Mason ss.
(Town)

County of Butler :

Caroline Cierninski, Affiant, being duly sworn/affirmed according to law, deposes and says that:

He/She is the President (Office of Affiant) of Asset Energy, LLC (Name of Applicant);

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

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification renewal are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
6. The Applicant herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The Applicant herein, attests that it will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
8. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
9. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
10. If applicable to the service(s) the Applicant will provide, the Applicant herein, attests that it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio. (Only applicable if pertains to the services the Applicant is offering)

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

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief and that he/she expects said Applicant to be able to prove the same at any hearing hereof.

Carolyn Cieminski, President
Signature of Affiant & Title



Sworn and subscribed before me this 18th day of July, 2017
Month Year

Samuel Cornwall
Signature of official administering oath

Samuel Cornwall
Print Name and Title

My commission expires on NOV, 16, 2021

A-10 **Exhibit A-11 “Principal Officers, Directors & Partners”** provide the names, titles, addresses and telephone numbers of the applicant’s principal officers, directors, partners, or other similar officials.

Name: Caroline Cieminski

Titles: President

Address: 8961 Oakcrest Way, West Chester OH 45069

Phone: 513-755-7845

Fax: 513-755-7846

Cell: 513-678-8113

B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

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.

The applicant is currently certified in Pennsylvania

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.

Asset Energy LLC does not have plans for contracting with customers for electric supply. Asset Energy is working with the major reputable marketing companies as an authorized representative for both natural gas and electric services. This is ideal for the customer because Asset Energy can align its contacts with the services that the customer needs and obtain the best possible pricing. Because Asset is employed by the marketer the customer does not pay anything at all for the services provided. In fact, we have actually found the customer pays far less by working with us due to the variety of pricing options available.

Customers are instructed to contact the electric marketer direct for billing questions or invoice concerns or disputes. In the case of general questions Asset Energy LLC is staffed to answer questions and direct the customer to the appropriate supplier and department for resolution as Asset Energy works with a very limited customer base.

Customer complaints or inquiries can be made in a number of ways. Customers may contact Asset Energy LLC by:

Calling the direct number: 513-755-7845

Sending a fax: 513-755-7846

Sending an email: ccieminski@fuse.net or ccieminski@assetenergy.net

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.

None

Asset Energy LLC previous certificate Number 11-374E(1) was cancelled due to the expiration of the certificate. Asset Energy LLC has never had a certificate denied, curtailed, suspended or revoked.

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 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.

N/A Asset Energy is Privately Held. Asset Energy LLC does not have any annual reports or shareholders. Asset also does not produce financial statements, however, tax returns that are prepared by a CPA can be provided upon request. Asset works as a sole proprietorship with contract employees to supplement with administrative, accounting and legal support.

C-2 **Exhibit C-2 "SEC Filings"**, provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

N/A Asset Energy is Privately Held. Asset Energy LLC does not have such filings and nor does Asset Energy LLC have a Parent Company who has such filings. Asset Energy LLC is not required to file with the SEC because it is not a public company nor does it meet the other required criteria to file these documents. Asset Energy LLC currently operates as a sole proprietorship and no longer has any part time or full time employees. Contract employees are used from time to time to supplement with administrative, accounting and legal support.

C-3 **Exhibit C-3 "Financial Statement"**, provide copies of the applicant's two most recent years of audited financial statement (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 requirements, it shall file audited or officer certified financial statements covering the life of the business.

The answer to this request requires Asset Energy LLC to disclose privileged and confidential information. Asset Energy LLC has filed this information Under Seal in accordance with its Motion for Protective Order and Memorandum in Support Thereof filed contemporaneously with this Application.

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.).

)

N/A Asset Energy does not take title to the electricity. Asset Energy LLC relies on no outside financial arrangements to conduct its business as a Power Broker/Aggregator. Asset Energy LLC is an energy management consulting firm and does not take title to or trade energy. Nor is it a capital intensive business.

Asset Energy maintains a business checking and savings account with LCNB of Lebanon, Ohio. In addition Asset Energy has a business credit card with Chase. Asset Energy also carries a \$1,000,000 insurance policy.

C-5 Exhibit C-5 “Forecasted Financial Statements”, provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant’s CRES operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.

Asset Energy LLC would expect gross sales and expenses to be the same as the 2016 tax statements provided for the next 2 years. This information has been requested to be protected under the filing for Motion for Protective Order with this Application.

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, 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 rating of apparent 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.

Asset Energy LLC has a credit ranking score of 77 as reported by Experian and 60 as reported by Dun and Bradstreet.

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.

Experian Credit report attached.

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.

None

C-9 Exhibit “Merger Information”, provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

None

C-10 Exhibit “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.

Asset Energy LLC is a stand-alone entity with no affiliate or subsidiary companies.


 Welcome Caroline 1
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Search inquiry: 413836962 / (My company)

CreditScoreSM Report

as of: 07/18/17 14:00 ET

Asset Energy LLC
Address: 6923 Oleander CT
 Liberty TWP, OH 45044-8338
 United States

Phone: 513-755-7845

**Experian
BIN:** 413836962

Agent: Caroline Cieminski
**Agent
Address:** 6923 Oleander Court
 Middletown, OH

Key Personnel:

 Member: Caroline A
 Cieminski

SIC Code:

 8742-Management
 Consulting Services
 1311-Crude Petroleum &
 Natural Gas
 6531-Real Estate Agents
 & Managers

NAICS Code:

 541611-Administrative
 Management And
 General
 Management
 Consulting
 Services
 211120-Crude Petroleum
 Extraction
 531200-Offices Of Real
 Estate Agents
 And Brokers

Business Type:

Corporation

Experian File

March 2003

Established:
Experian Years on File: 14 Years

Years in Business:

More than 14 Years

**Filing Data Provided
by:**

Ohio

Date of Incorporation: 03/07/2003

Payment Tradelines:

2

UCC Filings:

0

 This location does not yet
 have an estimated Days
 Beyond Terms (DBT), or

✓ Businesses Scoring Worse: 76%

a Payment Trend Indicator. This is often the result of too few Payment Tradelines.

✓ Bankruptcies:	0
✓ Liens:	0
✓ Judgments Filed:	0
✓ Collections:	0

Lowest 6 Month Balance:	\$4
Highest 6 Month Balance:	\$5,609
Current Total Account Balance:	\$0
Highest Credit Amount Extended:	\$0

Economic Diversity

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- This is a woman owned business.
- This is a small business administration (SBA) enterprise.

Government Activity

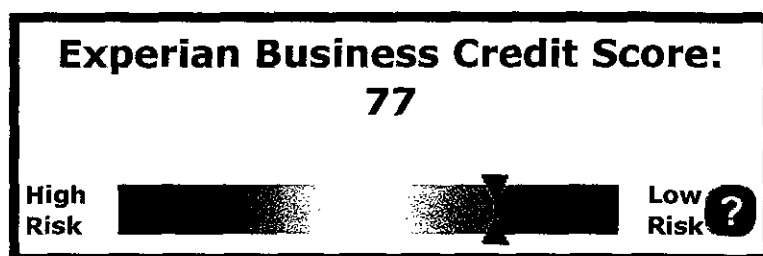
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THE FOLLOWING INFORMATION IS PROVIDED BY THE FEDERAL GOVERNMENT AND OTHER SOURCES

Congressional District: 08

Central Contractor Registration: YES
Excluded from Federal Program(s): N/A

Credit Summary

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The objective of the Experian Business Credit Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Low number of recently reported commercial accounts.
- High maximum commercial account bal in the last 12 mos.
- Length of time on experian's file.

- Ratio of total bal to total high bal across all comm accts.

Recommended Action: Low Risk

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