

NC
FILE

Ohio

Public Utilities
Commission

18-1055-EL-AGG 38
PUCO USE ONLY

Date Received	Case Number	Version
	-EL-AGG	May 2016

INITIAL CERTIFICATION APPLICATION FOR ELECTRIC AGGREGATORS/ POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-12 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 input information directly onto the form.
You may also download the form, by saving it to your local disk, for later use.

A. APPLICANT 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 and web site address

Legal Name Energy Choice Services LLC

Address 3701 State Road 580, Suite B, Oldsmar, FL 34677

Telephone # (855) 552-3990

Web site address (if any) www.energychoiceservices.com

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

Legal Name Energy Choice Services LLC

Address 3701 State Road 580, Suite B, Oldsmar, FL 34677

Telephone # (855) 552-3990

Web site address (if any) www.energychoiceservices.com

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

Energy Choice Services LLC

A-5 Contact person for regulatory or emergency matters

Name Astrit Llabjani

Title CEO

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.

Technician A Date Processed 6/27/18

PUCO

RECEIVED-DOCKETING DIVISION
2018 JUN 27 AM 11:49

Business address 3701 State Rd. 580 Suite B, Oldsmar, FL 34677
Telephone # (855) 552-3990 Fax # (855) 631-8849
E-mail address astrit.llabjani@energychoiceservices.com

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

Name Astrit Llabjani
Title CEO
Business address 3701 State Rd. 580 Suite B, Oldsmar, FL 34677
Telephone # (855) 552-3990 Fax # (855) 631-8849
E-mail address astrit.llabjani@energychoiceservices.com

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

Customer Service address 3701 State Rd. 580 Suite B, Oldsmar, FL 34677
Toll-free Telephone # (855) 552-3990 Fax # (855) 631-8849
E-mail address astrit.llabjani@energychoiceservices.com

A-8 Applicant's federal employer identification number # 474860582

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 type="checkbox"/> Corporation | <input type="checkbox"/> Other _____ |

A-10 (Check all that apply) Identify each electric distribution utility certified territory in which the applicant intends to provide service, including identification of each customer class that the applicant intends to serve, for example, residential, small commercial, mercantile commercial, and industrial. (A mercantile customer, as defined in (A) (19) of Section 4928.01 of the Revised Code, is a commercial customer who consumes more than 700,000 kWh/year or is part of a national account in one or more states).

- | | | | | |
|--|--------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> First Energy | | | | |
| <input type="checkbox"/> Ohio Edison | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Toledo Edison | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Cleveland Electric Illuminating | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Duke Energy | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Monongahela Power | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> American Electric Power | | | | |
| <input type="checkbox"/> Ohio Power | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Columbus Southern Power | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Dayton Power and Light | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |

- A-11** Provide the approximate start date that the applicant proposes to begin delivering services

August 1, 2018

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- A-12** **Exhibit A-12 "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-13** **Exhibit A-13 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-14** **Exhibit A-14 "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-15** **Exhibit A-15 "Secretary of State,"** provide evidence that the applicant has registered with the Ohio Secretary of the State.

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 "Summary of Experience,"** provide a concise summary of the applicant's experience in providing aggregation service(s) including contracting with customers to combine electric load and representing customers in the purchase of retail electric services. (e.g. number and types of customers served, utility service areas, amount of load, etc.).

B-4 **Exhibit B-4 "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-5 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-5 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-6 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-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

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. (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 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:

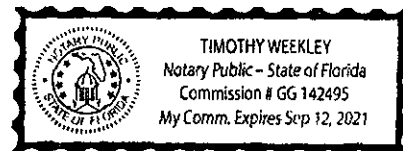
1. The applicant itself stating that it is investment grade rated by Moody’s, Standard & Poor’s or Fitch and provide evidence of rating from the rating agencies.
2. Have a parent company or third party that is investment grade rated by Moody’s, Standard & Poor’s or Fitch guarantee the financial obligations 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 **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, 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. 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.

 CEO
Signature of Applicant & Title



Sworn and subscribed before me this 20 day of June, 2018


Signature of official administering oath

Month Year
Tim Weekley Personal Banker II
Print Name and Title

My commission expires on 09/12/2021

PURSUANT TO #A-12 OF THE APPLICATION

Exhibit A-12 "Principal Officers, Directors & Partners

Name: Astrit Llabjani

Title: CEO

Business Address: 3701 State Rd. 580 Suite B

Telephone # 855-552-3990 Fax # 855-631-8849

Email: astrit.llabjani@energychoiceservices.com

PURSUANT TO #A-13 OF THE APPLICATION

Exhibit A-13 "Company History,"

Please See Attached

Energy Choice Service LLC – History Timeline

2015

Energy Choice Services LLC begins operating as an affiliate energy management consultant with Power Kiosk, specializing in strategies to manage energy costs for property owners and managers.

Consulting objectives are to provide long-term, strategic energy plans suited to each individual. Services include budgeting & reporting, renewable energy programs, energy supply procurement, and energy auditing. Our approach to electricity, and natural gas procurement employs our unique energy pricing and procurement platform, allowing clients the maximum flexibility to adapt to changing market conditions while still ensuring stability of cost and budgeting.

2016

Energy Choice Services LLC expands its potential customer reach and enters into another affiliate marketing arrangement with Integrity Energy.

Energy Choice Services LLC begins IT work on its energy procurement platform. The platform's main objective is assist business owners, facilities managers and property managers to navigate through the maze of supplier offers, as well as supplier terms and conditions and to identify the best options.

2017

Energy Choice Services LLC directly contracts with energy suppliers to provide energy consulting services.

Energy Choice Services LLC rolls out their energy procurement platform (beta) that helps the customers find the best offers among the energy suppliers. This platform monitors the energy market, finds the best energy purchasing times and helps the customer receive bids from multiple suppliers and compare those rates terms and conditions and credit ratings. We believe this platform will be a big help for the consumers who are not very familiar with energy market and a replacement for the marketing companies.

PURSUANT TO #A-14 OF THE APPLICATION

Exhibit A-14 "Articles of Incorporation and Bylaws"

Please see Attached

State of Florida

Department of State

I certify from the records of this office that ENERGY CHOICE SERVICES LLC is a limited liability company organized under the laws of the State of Florida, filed on August 20, 2015.

The document number of this limited liability company is L15000142731.

I further certify that said limited liability company has paid all fees due this office through December 31, 2017, that its most recent annual report was filed on March 17, 2017, and that its status is active.

*Given under my hand and the
Great Seal of the State of Florida
at Tallahassee, the Capital, this
the Twenty-sixth day of
September, 2017*



Ken Diefen
Secretary of State

Tracking Number: CU8492583074

To authenticate this certificate, visit the following site, enter this number, and then follow the instructions displayed.

<https://services.sunbiz.org/Filings/CertificateOfStatus/CertificateAuthentication>

**Electronic Articles of Organization
For
Florida Limited Liability Company**

**L15000142731
FILED 8:00 AM
August 20, 2015
Sec. Of State
tbrown**

Article I

The name of the Limited Liability Company is:
ENERGY CHOICE SERVICES LLC

Article II

The street address of the principal office of the Limited Liability Company is:
1928 SAGINAW COURT
OLDSMAR, FL. 34677

The mailing address of the Limited Liability Company is:
1928 SAGINAW COURT
OLDSMAR, FL. 34677

Article III

The name and Florida street address of the registered agent is:
ASTRIT LLABJANI
1928 SAGINAW COURT
OLDSMAR, FL. 34677

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: ASTRIT LLABJANI

Article IV

The name and address of person(s) authorized to manage LLC:

Title: AMBR
ASTRIT LLABJANI
1928 SAGINAW COURT
OLDSMAR, FL. 34677

Title: AMBR
JOHN W DELOACH III
1928 SAGINAW COURT
OLDSMAR, FL. 34677

L15000142731
FILED 8:00 AM
August 20, 2015
Sec. Of State
tbrown

Signature of member or an authorized representative

Electronic Signature: ASTRIT LLABJANI

I am the member or authorized representative submitting these Articles of Organization and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of the LLC and every year thereafter to maintain "active" status.

PURSUANT TO #A-15 OF THE APPLICATION

Exhibit A-15 "Secretary of State,"

Please See Attached



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
06/11/2018	201815901084	REGISTRATION OF FOREIGN FOR PROFIT LLC (LFP)	99.00	0.00	0.00	0.00

Receipt

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

ENERGY CHOICE SERVICES LLC
3701 STATE RD
OLDSMAR, FL 34677

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted
4193682

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

ENERGY CHOICE SERVICES LLC

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

Document(s)

REGISTRATION OF FOREIGN FOR PROFIT LLC

Effective Date: 06/08/2018

Document No(s):

201815901084



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
11th day of June, A.D. 2018.

Jon Husted
Ohio Secretary of State

Form 533B Prescribed by:

Date Electronically Filed: 6/8/2018

JON HUSTED
Ohio Secretary of State



Toll Free: (877) SOS-FILE (877-767-3453) | Central Ohio: (614) 466-3910
www.OhioSecretaryofState.gov | busserv@OhioSecretaryofState.gov
File online or for more information: www.OHBusinessCentral.com

For screen readers, follow instructions located at this path.

Registration of a Foreign Limited Liability Company

Filing Fee: \$99

Form Must Be Typed

CHECK ONLY ONE (1) BOX

☒ (1) Registration of a Foreign For-Profit Limited Liability Company
(106-LFA)
ORC 1705

Jurisdiction of Formation: FL USA
State Country

Date of Formation: 8/20/2015

☐ (2) Registration of a Foreign Nonprofit Limited Liability Company
(106-LFA)
ORC 1705

Jurisdiction of Formation: State Country

Date of Formation:

Name of Limited Liability Company in its jurisdiction of formation

ENERGY CHOICE SERVICES LLC

Name under which the foreign limited liability company desires to transact business in Ohio (if different from its name in its jurisdiction of formation) is:

Name must include one of the following words or abbreviations: "limited liability company," "limited," "LLC," "L.L.C.," "ltd.," or "ltd"

The address to which interested persons may direct requests for copies of the limited liability company's operating agreement, bylaws, or other charter documents of the company is:

ENERGY CHOICE SERVICES LLC

Name

3701 STATE RD 580 SUITE B

Mailing Address

OLDSMAR

City

FL

State

USA

Country

34677

ZIP Code

The limited liability company hereby appoints the following as its agent upon whom process against the limited liability company may be served in the state of Ohio. The name and complete address of the agent is

REGISTERED AGENTS INC.

Name of Agent

6545 MARKET AVE. NORTH STE 100

Mailing Address

NORTH CANTON

City

OH

State

44721

ZIP Code

The limited liability company irrevocably consents to service of process on the agent listed above as long as the authority of the agent continues, and to service of process upon the Ohio Secretary of State if:

- a. an agent is not appointed, or
- b. an agent is appointed but the authority of that agent has been revoked, or
- c. the agent cannot be found or served after the exercise of reasonable diligence.

By signing and submitting this form to the Ohio Secretary of State, the undersigned hereby certifies that he or she has the requisite authority to execute this document.

Required

Must be signed by an authorized representative.

If authorized representative is an individual, then they must sign in the "signature" box and print their name in the "Print Name" box.

If authorized representative is a business entity, not an individual, then please print the business name in the "signature" box, an authorized representative of the business entity must sign in the "By" box and print their name in the "Print Name" box.

ENERGY CHOICE SERVICES LLC

Signature

ASTRIT LLABJANI

By (if applicable)

Print Name

Signature

By (if applicable)

Print Name

Signature

By (if applicable)

Print Name

PURSUANT TO #B-1 OF THE APPLICATION

Exhibit B-1 "Jurisdictions of Operation,"

Energy Choice Services LLC currently operates as an energy broker in New York and Texas, where no broker license is required.

PURSUANT TO #B-2 OF THE APPLICATION

Exhibit B-2 "Experience & Plans,"

Please See Attached

B-2 “Experience and Plans”

Energy Choice Services LLC is a full service energy management consulting firm specializing in strategies to manage energy costs for property owners and managers. Energy Choice Services LLC offers energy management services whose objective is to provide long-term, strategic energy plans suited to each individual. Services include budgeting & reporting, renewable energy programs, energy supply procurement, and energy auditing. Our approach to electricity, and natural gas procurement employs our unique energy pricing and procurement platform, allowing clients the maximum flexibility to adapt to changing market conditions while still ensuring stability of cost and budgeting. We plan to serve as a certified retail electric broker in Ohio.

Astrit Llabjani is the CEO and Founder of Energy Choice Services LLC. He has more than 10 years of executive experience in retail, energy management, during which he has been on the cutting-edge of developing cost-savings energy programs for other energy brokerage firms. He has been involved in energy management and consulting services to clients since 2013. Through his tenure as General Manager at PCE (please see resume) he provided a host of brokerage services of electricity and natural gas in deregulated states. With the development of the Energy Choice Services LLC pricing and procurement platform we see long-term potential benefits to Maryland clients.

Owner's Resume,

Astrit Llabjani, CEO

Part to founding Energy Choice Services LLC Astrit Llabjani has served management and IT for a Retail Store and Energy Brokerage firm.

Continued / #B-2 “Experience and Plans”

PEOPLE’S CHOICE ENERGY, Clearwater, FL

2013 - 2015

General Manager

- Manage call center operations handling 24,000 calls daily
- Establish standards of performance for the operations
- Supervise, train and mentor 40 staff
- Manage a \$40,000+ weekly department budget
- Increased Sales by 200% within six months.
- Created and maintain the company website
- Setup servers for VOIP, setup computers front and back end
- Wrote Standard Operating Procedures, Employee Handbook, policies, and schedules
- Reduced payrolls costs 50% by converting to a commission system

OFFICE DEPOT, Oldsmar, FL

2005 - 2013

Department Manager

- Managed Technology Department
- Filled-in as Store Manager
- Established a reputation for outstanding customer service
- Achieved Top Sales in the region
- Achieved Most Services Sold Top 5 in the region
- Achieved service sales of \$48,000 annually
- Eight times Employee of the Month within one year
- Increased sales up to 30% annually
- Recognized as best for highest quality and eye for detail
- Demonstrated skills in building and repair of PC’s and servers

Since starting in the Energy industry Astrit Llabjani has developed an Energy Sales Management Platform that Facilitates Executive Control and Sales Management efficiency while achieving Corporate Growth expectations.

Energy Choice Services, LLC operates as an energy marketing group dedicated solely to the energy industry. Our marketing methods revolve around there major building blocks.

- Lead Generation via Targeted Customer Mining
- Appointment Setting
- Tele-Sales

We understand that the commercial sales process is rarely a one-call process, as the decision maker is reached, partners are consulted or presentations are given to advisory boards. But our dedicated commercial sales advisors work with a prospect from first contact to resolution, which fosters a trust-building relationship that often aids in the sales process. Our state of the art pricing platform can deliver email sales collateral and other relevant documents from the screen, sending all directly to the prospective client with a click of the mouse.

Energy Choice Services, LLC has developed a highly specialized marketing process of utility bill analysis, requests for proposals from competing energy suppliers, and a representation of the customer through the contracting process. From mom-and-pop shops, to large commercial operations and light manufacturing we understand that quality telemarketing requires real conversations with real customers, providing each potential client with the knowledge and assistance they need to navigate through the maze of supplier offers and term and conditions. Our team of highly dedicated, highly trained energy advisors, offer complete transparency and unwavering support.

We generate leads effectively, efficiently and intelligently

with our proven **4 step client-customer engagement process:**

1. Lead Generation via Targeted Customer Mining

- Generating high quality leads are imperative to any sales organization, so we strategically target quality traffic
- setting up sales funnels to optimize conversions rates
- Providing relevant and valuable content to potential leads
- Measuring and documenting our lead generation campaigns.
- Having the right people to generate high quality, targeted leads.

2. Appointment-Setting

Energy Choice Services, LLC only uses proven techniques geared to developing, implementing and executing appointment setting campaigns. Proven Strategies such as:

- Obtaining the potential customers attention in unique and effective ways. i.e, email campaign
- Using proven data of the most responsive times and days for different industries.
- Having the latest and most advanced software made for appointment setting.

3. Tele-Sales

Telesales is a dependable method of selling that can instantly improve the sales pipeline, profit margins, cash flow

and cost of sales. The previous two steps, ensure that we have generated a qualified lead and set a solid appointment. Additionally we now have insight into the prospective clients business. Once verified, and only then we will initiate contact with the client.

4. Social Media strategies include the following:

- To identify which platforms are needed to tap into various association, trade organizations, business groups
- Exactly what you need to do to stay relevant in the eyes of your target crowd
- The most effective way to start a conversation so you generate greater response and buzz towards your product/service
- How to gain followers and fans the right way by generating targeted interest towards your brand

Social media gives business owners powerful tools for reaching thousands of prospects and clients at the click of a mouse. However, you need a strong business strategy and knowledge of online marketing before these tools will deliver measurable return on investment.

Appointment Setting Script

Good Morning / Afternoon, I'm _____, with ECS and I was wondering if you could help me out with some information please? (wait for response)

Are you the person I would talk to about the electricity and natural gas accounts?

(If they say YES. Ask for their name and move onto the appointment script... If they say NO go to next step)

Next step

Ok, great... Is (Decision makers name) Available? Wait for the decision maker to get on the phone and introduce yourself and move onto the appointment script.

The reason for my call today is because I'd like to send you some important information detailing a new way to shop for energy. This is a free service, no cost or obligation. The ECS Power Procurement Platform is a free energy Management Toolset with direct access to an array of energy suppliers and provides a variety of options, such as reverse RFP, reverse auction, instant daily matrix pricing for small commercial accounts and quote submission for large commercial accounts.

We feel that the options provided will be a great benefit to you as this value based system allows you to easily compare prices, and terms and conditions, therefore making it simple for you to determine your best options. We put you in direct contact with the suppliers.

Our system connects you to proposals, quotes, e-signature driven contracts with just a few clicks. It's a fast, accurate and easy way to control and monitor, reporting as well as your renewal process through notifications and market timing.

As I mentioned before, this is a new way to shop for energy and there is no cost and no obligation to you, but we would like your feedback. We will assign an

account rep to you, who will assist you to set-up your info in the system and walk you through the process.

If you're like everyone else I speak to. You're open to the idea of being linked directly to suppliers and having the ability to keep an eye on your accounts, Right? (wait for response) If YES, set appointment. If NO, ask to answer any questions they may have. Then move to set appointment.

Ok, that's Great!!!! So how about if I get an account rep to call you How's (Day) at (Time), will that work for you?

Ok, thank you Mr. _____ and please remember to have a utility bill on-hand when our rep calls, as he will need some information from your bill to get you all set-up. We need,

- your usage and load profile
- the number of accounts you have
- how much do you spend per month
- and finally your contact info and email where we can send your portal link too

Subsequent Follow-up Call

Good Morning / Afternoon, I'm _____, with ECS calling for Mr. _____ he's expecting my call.

(wait for decision maker, then run through a refresh detailing benefits of the system, then proceed to account set-up)

PURSUANT TO #B-3 OF THE APPLICATION

Exhibit B-3 "Summary of Experience,"

Energy Choice Services LLC is not an aggregator, only an energy broker working with individual commercial clients.

PURSUANT TO #B-4 OF THE APPLICATION

Exhibit B-4 "Disclosure of Liabilities and Investigations,"

There are no existing, pending or past rulings, judgments, contingent liabilities, and revocation of authority, regulatory investigations, or any other matter that could adversely impact the Energy Choice Services LLC's financial or operational status or ability to provide the services it is seeking to be certified to provide.

PURSUANT TO #B-5 OF THE APPLICATION

Exhibit B-5

Energy Choice Services LLC and its Principal Officers have never been involved, convicted or held liable for fraud or any type of violation regarding consumer protection or antitrust laws.

PURSUANT TO #C-1 OF THE APPLICATION

Exhibit C-1 "Annual Reports,"

Exhibit C-1 is not applicable, as Energy Choice Services LLC is not a publicly traded company and not required to publish annual reports for Shareholders.

PURSUANT TO #C-2 OF THE APPLICATION

Exhibit C-2 "SEC Filings,"

Exhibit C-2 "SEC Filings," is not applicable as Energy Choice Services LLC is not a publicly traded company and not required to make "SEC Filings".

PURSUANT TO #C-6 OF THE APPLICATION

C-6 Exhibit C-6 "Credit Rating,"

Exhibit C-6 "Credit Rating," is N/A - Not Applicable.

PURSUANT TO #C-8 OF THE APPLICATION

Exhibit C-8 "Bankruptcy Information,"

Energy Choice Services LLC has had NO reorganizations, protection from creditors or any other form of bankruptcy filings in the current year or within the two most recent years preceding the application.

PURSUANT TO #C-9 OF THE APPLICATION

Exhibit C-9 "Merger Information,".

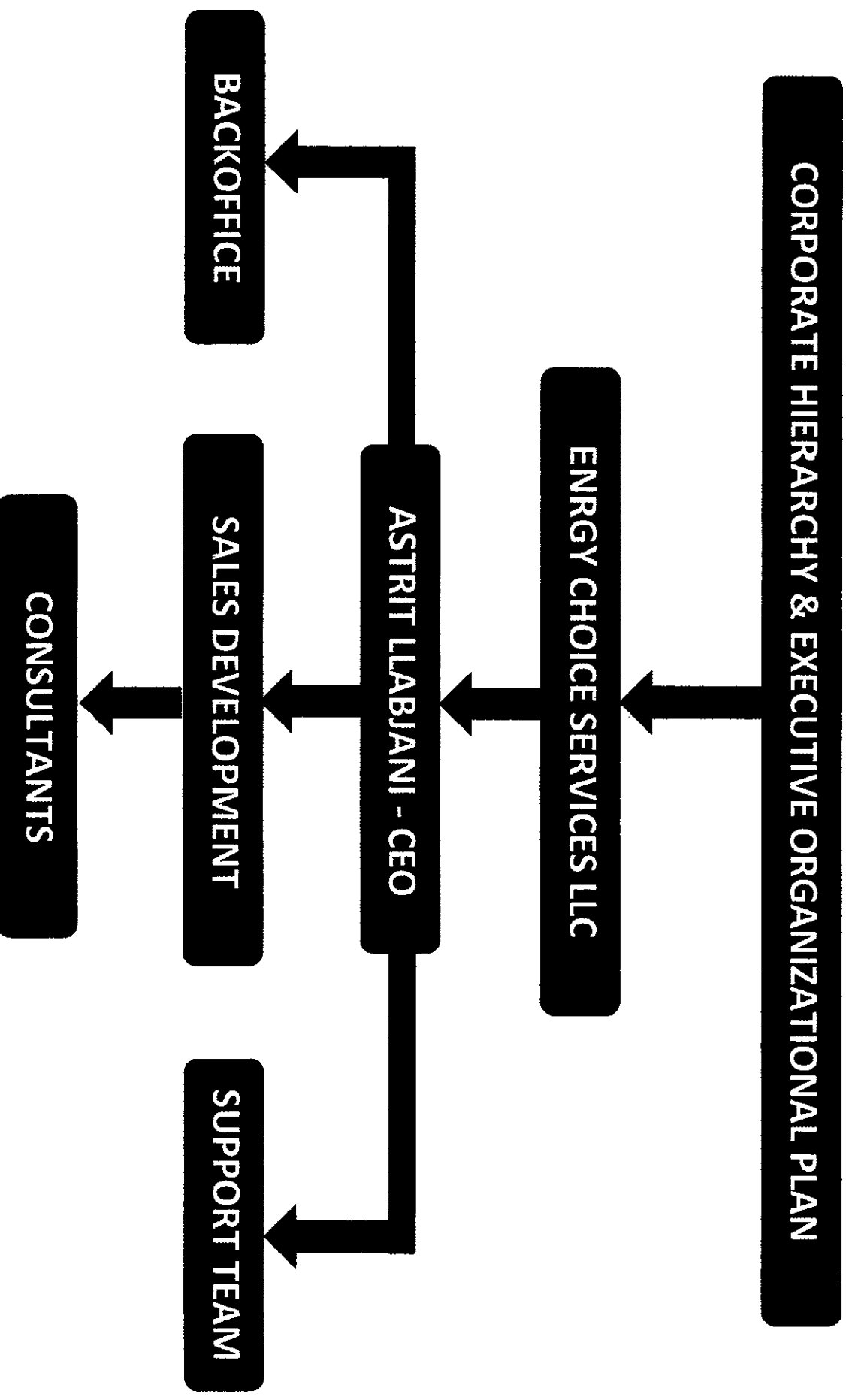
Energy Choice Services LLC has not had any dissolution or merger or acquisitions of the applicant or by the applicant within the two most recent years preceding this application.

PURSUANT TO #C-10 OF THE APPLICATION

Exhibit C-10 "Corporate Structure,"

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

ATTACHMENT C



AFFIDAVIT

State of Florida :

Oldsmar ss.
(Town)

County of Pinellas:

Astrit Llabjani, Affiant, being duly sworn/affirmed according to law, deposes and says that: He is the

Chief Executive Officer (Office of Affiant) of Energy Choice Services LLC (Name of Applicant); That he 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 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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. 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.
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 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.

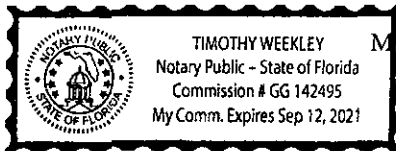
That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief and that he/she expects said Applicant to be able to prove the same at any hearing hereof.

[Signature] Ceo
Signature of Affiant & Title

Sworn and subscribed before me this 20 day of June, 2018
Month Year

[Signature]
Signature of official administering oath

Tim Weekley Personal Banker II
Print Name and Title



My commission expires on 09/12/2021