FILE Ohio Public Utilities Commission

PUCO USE O	NLY-Version 1.08	1 27
Date Received	Renewal Certification Number	ORIGINAL AGG Case Number
·		17 - 2426 - GA-AGG

1

## **RENEWAL CERTIFICATION APPLICATION COMPETITIVE RETAIL NATURAL GAS BROKERS/AGGREGATORS**

Please type or print all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-15 - Company History*). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

This PDF form is designed so that you may directly input information onto the form. You may also download the form by saving it to your local disk.

### SECTION A - APPLICANT INFORMATION AND SERVICES

## A-1 Applicant intends to renew its certificate as: (check all that apply) Retail Natural Gas Aggregator Retail Natural Gas Broker

#### A-2 Applicant information:

A-3

A-4

A-5

	Applicant mit	imanon.								
	Legal Name	Global Energy, L	LC							
	Address	214 Saint Paul S	t., Ste. #1, Westfield	, NJ 070 <del>9</del> 0						
	Telephone No.	718-303-9630		Web site A	Address	www.globa	lenergyllo	.net		
	Current PUCO Cer	rtificate No.	17-631G(1)	Effective Dates	Decem	iber 30, 2017	- Decemt	per 30, 2	2019	
	Applicant info	rmation unde	r which applica	nt will do busin	ess in O	hio:				
	Name	Global Energy E	lectric & Gas LLC							
	Address	214 Saint Paul S	St., Ste #1, Westfield	, NJ 07090				20	12	
	Web site Address	www.globalenen	gyllc.net	Telephone	No. 71	8-303-9630	σ	2019 NOV 13	PER ELVER - DOCKE FING	
	List all names	under which t	the applicant do	es business in N	forth Ai	nerica:	PUC			
1	Global Energy, LLC			NYC Clean	Energy		$\cap$	ω 	N. S. K.	
	Global Energy Elect	ric & Gas LLC		Global Ener	gy E&G L	LC	$\bigcirc$	PW 12:		
								5	· · ·	
	Contact person	n for regulator	ry or emergency	matters:				-	· · ·	
	Name John Kim			Title	President					
	Business Address	214 Saint Paul	St., Ste #1, Westfield	d, NJ 07090						
	Telephone No. 71	118 18		nat the image a reproductio the regular S Broker/Aggregat	es appe en of a course roceas tor Renew	с . ве Ei e of bus: ed /al-Revised N	e an le ines		et Page 1 of	f 7
					0047	BUGO 1:				

180 East Broad Street • Columbus, OH 43215-3793 • (614) 466-3016 • www.PUCO.ohio.gov The Public Utilities Commission of Ohio is an Equal Opportunity Employer and Service Provider

A-6	Contact person for Commissio	on Staff use in inves	tigating custon	ner com	olaints:
	Name John Kim		Title Presid	dent	
	Business address 214 Saint Paul St	., Ste #1, Westfieid, NJ 0	07090		
	Telephone No. 718-303-9630	Fax No. 718-408-4923	Emai	il Address	jkim@globalenergyllc.net
<b>A-</b> 7	Applicant's address and toll-fr	ee number for cus	omer service a	nd comp	laints
	Customer service address 214 Sain	t Paul St., Ste #1, Westf	ield, NJ 07090		
	Toll-Free Telephone No. 800-385-789	93 Fax No. 718-4	08-4923	Email Add	ress
A-8	Provide "Proof of an Ohio Off Revised Code, by listing name designated Ohio Employee				
	Name InCorp Services, Inc		Title Agent		
	Business address 9435 Waterstone E	Blvd., Ste #140, Cincinna	ti, OH 45249		
	Telephone No. 702-866-2689	Fax No.	Email Add	dress	
A-9	Applicant's federal employer i	dentification numb	er 94-3484109	9	
A-10	Applicant's form of ownership	): (Check one)			
	Sole Proprietorship		🔲 Partnership	•	
	Limited Liability Partnership	o (LLP)	🚺 Limited Lia	bility Co	mpany (LLC)
	Corporation		Other		

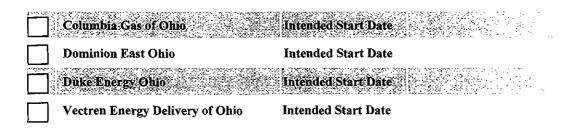
A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: residential, small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

Columbia Gasiof Ohio	Residential Small Commercial Large Commercial / Industrial
<b>Dominion East Ohio</b>	Residential Small Commercial 🖌 Large Commercial / Industrial
Duke Energy Ohio.	Residential Small Commercial Large Commercial / Industrial
Vectren Energy Delivery of Ohio	Residential 🗸 Small Commercial 🖌 Large Commercial / Industrial

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

Columbia Gas o	f Ohio			
Resident	ial Beginning	Date of Service	End	Date
Small Co	ommercial Beginning	g Date of Service	End	Date
	ommercial: Beginning	Date of Service	End	Date
Industria	al Beginning	g Date of Service	End	Date
<b>Dominion East</b> (	Ohio			
Resident	iál Beginning	Date of Service	End	Date
Small Co	mmercial Beginning	g Date of Service	End	Date
	ommercial Beginning	Date of Service	End	Date
Industria	al Beginning	g Date of Service	End	Date
Duke Energy Ol	hio			
Resident	ial Beginning	Date of Service	End	Date
Small Co	ommercial Beginning	g Date of Service	End	Date
	ommercial Beginnin;	Date of Service	End	Date
Industria	al Beginning	g Date of Service	End	Date
Vectren Energy	y Delivery of Ohio			
Resident	ial Beginning	g Date of Service	End	Date
Small Co	ommercial Beginning	g Date of Service	End	Date
Large C	ommercial Beginning	Date of Service	End	Date
Industri:	al Beginning	g Date of Service	End	Date

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



**PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.** 

- A-14 <u>Exhibit A-14 "Principal Officers, Directors & Partners,</u>" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-15 Exhibit A-15 "Company History," provide a concise description of the applicant's company history and principal business interests.
- A-16 Exhibit A-16 "Articles of Incorporation and Bylaws," provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto, only if the contents of the originally filed documents changed since the initial application.
- A-17 Exhibit A-17 "Secretary of State," provide evidence that the applicant is still currently registered with the Ohio Secretary of the State.

## SECTION B - APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

**PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED** 

- **B-1** <u>Exhibit B-1 "Jurisdictions of Operation</u>," provide a current list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail natural gas service, or retail/wholesale electric services.
- B-2 <u>Exhibit B-2 "Experience & Plans</u>," provide a current description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- **B-3** <u>Exhibit B-3 "Summary of Experience</u>," provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking renewed certification (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- **B-4** <u>Exhibit B-4 "Disclosure of Liabilities and Investigations</u>," provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational

status or ability to provide the services for which it is seeking renewed certification since applicant last filed for certification.

B-5 <u>Exhibit B-5</u> "Disclosure of Consumer Protection Violations," disclose whether the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant has been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws since applicant last filed for certification.

$\checkmark$	No	Yes
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If Yes, provide a separate attachment labeled as <u>Exhibit B-5</u> "Disclosure of Consumer Protection <u>Violations</u>," detailing such violation(s) and providing all relevant documents.

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

✓	No	<b>Y</b>
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If Yes, provide a separate attachment, labeled as <u>Exhibit B-6</u> "Disclosure of Certification Denial, <u>Curtailment, Suspension, or Revocation</u>," detailing such action(s) and providing all relevant documents.

SECTION C - APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE

**PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED** 

- C-1 <u>Exhibit C-1 "Annual Reports,</u>" provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information, labeled as 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 <u>Exhibit C-2 "SEC Filings,</u>" provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 whether the applicant is not required to file with the SEC and why.
- C-3 <u>Exhibit C-3 "Financial Statements,</u>" provide copies of the applicant's two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business. 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 <u>Exhibit C-4 "Financial Arrangements,</u>" provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/gas business activity (e.g., parental or third party guarantees, contractual arrangements, credit agreements, etc.,).

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

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

1. The applicant itself stating that it is investment grade rated by Moody's, Standard & Poor's or Fitch and provide evidence of rating from the rating agencies.

2. Have a parent company or third party that is investment grade rated by Moody's, Standard & Poor's or Fitch guarantee the financial obligations of the applicant to the LDU(s).

3. Have a parent company or third party that is not investment grade rated by Moody's, Standard & Poor's or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The guarantor company's financials must be included in the application if the applicant is relying on this option.

4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

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

- C-5 <u>Exhibit C-5 "Forecasted Financial Statements</u>," provide two years of forecasted income statements for the applicant's NATURAL GAS related business activities in the state of Ohio Only, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.
- C-6 <u>Exhibit C-6 "Credit Rating</u>," provide a statement disclosing the applicant's current credit rating as reported by two of the following organizations: Duff & Phelps, Fitch IBCA, Moody's Investors Service, Standard & Poor's, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or an affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant. If an applicant or its parent does not have such a credit rating, enter "N/A" in Exhibit C-6.
- C-7 <u>Exhibit C-7 "Credit Report,</u>" provide a copy of the applicant's current credit report from Experion, Dun and Bradstreet, or a similar organization. An applicant that provides an investment grade credit rating for Exhibit C-6 may enter "N/A" for Exhibit C-7.

- C-8 Exhibit C-8 "Bankruptcy Information," provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.
- Exhibit C-9 "Merger Information," provide a statement describing any dissolution or merger or C-9 acquisition of the applicant within the two most recent years preceding the application.
- C-10 Exhibit C-10 "Corporate Structure," provide a description of the applicant's corporate structure, not an internal organizational chart, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.

# SECTION D - APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

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

**Applicant Signature and Title** 

Toll President 7<sup>th</sup> day of November Month 2019

Sworn and subscribed before me this

Signature of official administering oath

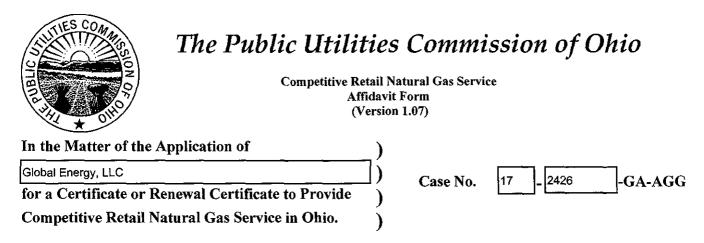
PATRICK A REITEMEYER Notary Public - State of New Jersey My Commission Expires Jul 20, 2023

Year

Patrick Reiterneyer / Actary Public

**Print Name and Title** 

My commission expires on 07/20/2073



County of	Union		
State of	NJ		
	John	Kim	

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

- (1) The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant.
- (2) The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
- (3) The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
- (4) Applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
- (5) Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
- (6) Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
- (7) Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
  - President Affiant Signature & Title 6+ Sworn and subscribed before me this Month 2019 Year day of Novembe ride **Print Name and Title** Signature of Official Administering Oath PATRICK A REITEMEYER My commission expires on 07 201 2023 Notary Public - State of New Jersey My Commission:Expires Jul 20, 2023 (CRNGS Broker/Aggregator Renewal - Version 1.08, Revised May 2016) Page 7 of 7
- (8) Affiant further sayeth naught.

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

John Kim, Managing Partner 214 Saint Paul St., Ste #1 Westfield, NJ 07090

Alex Weiss, Partner 97-77 Queens Blvd., Ste 620 Rego Park, NY 11374

#### Exhibit A-15 "Company History"

Global Energy, LLC was formed in 2004 and has been actively marketing natural gas and electricity in NY since 2009. Global Energy's goal is to craft long-term cost-reducing energy strategies for its customers. These products are designed to give the customer more control over their operating expenses. Although Global Energy's principal target area has been New York, New Jersey, and other Northeastern markets, we are slowly expanding in other markets. Many of Global Energy's customers have been gained through independent contractors who have been working with the company for almost 10 years, as well as by world of mouth and inbound sales. Global currently has 15 agents and brokers actively selling on its behalf.

Global Energy, LLC is known in the industry for its honest business practices, commitment to transparency, and desire to aid its customers in any way they need. The company was founded on the belief that electric and gas supply contracts should be simple and constructed to protect the customer in both the short and long term. With over 3,000 electric and gas customers, Global Energy has never had a compliance issue or complaint issued again it.

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

Remains unchanged from previous filing

Exhibit A-17 "Secretary of State"



Tue Nov 05 2019

Entity#:	4068312
Filing Type:	FOREIGN LIMITED LIABILITY COMPANY
Original Filing Date:	09/01/2017
Location:	
Business Name:	GLOBAL ENERGY ELECTRIC & GAS LLC (GLOBAL ENERGY, LLC)
Status:	Active
Exp. Date:	-

# **Agent/Registrant Information**

INCORP SERVICES, INC. 9435 WATERSTONE BOULEVARD SUITE 140 CINCINNATI OH 45249 09/01/2017 Active

# Filings

Filing Type

REG. OF FOR. PROFIT LIM. LIAB. CO.

Date of Filing

Document ID

09/01/2017

201724400588



#### **Exhibit B-1 "Jurisdictions of Operation"**

Global Energy maintains broker licenses in the following states:

DC, Gas and Electric IL, Electric MA, Gas and Electric MD, Gas and Electric ME, Gas and Electric NH, Gas and Electric NJ, Gas and Electric OH, Gas and Electric OR, Electric PA, Gas and Electric RI, Gas and Electric TX, Gas and Electric

Global Energy, LLC currently serves residential, commercial, and industrial customers in other jurisdictions that do not have licensing requirements as well.

#### Exhibit B-2 "Experience & Plans"

Global Energy, LLC plans to operate in full compliance with the Commission rules adopted pursuant to Section 4 29.22 of the Revised Code and contained in Chapter 4901:1.29 of the Ohio Administrative Code. Global Energy, LLC will take the time to understand the business plans, billing requirements, energy cost history and pain points for prospective customers and then match them with corresponding energy suppliers that can meet their needs. Global Energy will collect bids on the customer's behalf, and present pricing strategies to customers along with advice on expected market changes and operating expense impacts over time.

Global Energy, LLC will maintain a toll-free phone number, as well as email and fax support for customer inquiries and complaints. Global will assign specific account representatives for each customer who are personally responsible for the maintenance of those accounts and for dealing with any and all issues customers may have.

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

Global Energy, LLC was formed in 2004 and has been actively marketing natural gas and electricity in NY since 2009. Global Energy's goal is to craft long-term cost-reducing energy strategies for its customers. These products are designed to give the customer more control over their operating expenses. Although Global Energy's principal target area has been New York, New Jersey, and other Northeastern markets, we are slowly expanding in other markets. Many of Global Energy's customers have been gained through independent contractors who have been working with the company for almost 10 years, as well as by world of mouth and inbound sales. Global currently has 15 agents and brokers actively selling on its behalf.

Global Energy, LLC is known in the industry for its honest business practices, commitment to transparency, and desire to aid its customers in any way they need. The company was founded on the belief that electric and gas supply contracts should be simple and constructed to protect the customer in both the short and long term. With over 3,000 electric and gas customers, Global Energy has never had a compliance issue or complaint issued again it.

Global Energy's customer base consists mostly of commercial customers (95%) and some residential accounts (5%). Global Energy's goal is to expand the commercial and industrial customer base that it serves to include areas outside of the Northeast.

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

Global Energy, LLC does not have any existing, pending or past findings, judgements, contingent liabilities or revocation of authorities, regulatory investigations, or any other matter that could adversely impact the financial or operational status or ability to provide the services it is seeking to be certified to provide.

# Exhibit C-1 "Annual Reports"

Global Energy, LLC is not a publicly traded company who publishes annual reports.

## Exhibit C-2 "SEC Filings"

The SEC does not requirement Global Energy, LLC to file 10-K/8-K reports because we do not meet the criteria necessary for such filings.

## Exhibit C-4 "Financial Arrangements"

Not applicable as broker

## Exhibit C-6 "Credit Rating"

N/A

# Exhibit C-8 "Bankruptcy Information"

N/A

## Exhibit C-9 "Merger Information"

N/A

# Exhibit C-10 "Corporate Structure"

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

#### **Exhibit D-1 "Operations"**

Global Energy, LLC's operations are simple and straightforward. Global Energy, LLC uses networking, referrals, and passive marketing in order to obtain new commercial electric and gas broker customers. Global Energy takes the time to understand the business plans, billing requirements, energy suppliers that can meet their needs. We collect bids from energy suppliers on the customer's behalf, and present pricing strategies to customers along with advice on expected market changes.

Global Energy, LLC tracks its customers on a robust CRM designed for maximum customer retention and personalized attention. All customers have personal account representatives to handle any and all issues, complaints, or renewal requests.

#### **Exhibit D-2 "Operations Expertise"**

Global Energy, LLC has close to 3,000 customers situated with over 15 supplier partners throughout the US. The personnel representing Global Energy have extensive experience in both retail energy supply and energy brokering activities. They understand the various cost components and pricing structures that are unique to each utility region in each deregulated market. Global's goal is to craft long-term energy strategies that lower operating expenses. Global Energy has completed over 10,000 customer contract since 2010 and enjoys a retention rate of over 90%.

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

John Kim President (718) 303-9630 jkim@globalenergyllc.net

Since taking over as President of Global Energy in 2010, John has grown Global's customer base from 17 to the 3,000 it proudly represents today. John's uncompromising commitment to the principles of honesty, transparency, and customer value form the foundation of Global Energy's business model. The outstanding reputation that Global Energy enjoys can largely be derived from this ethical foundation John has mandated.

As President, John oversees all aspects of Global Energy's growth, team, and customer experience. John makes sure that all initiatives are being orchestrated in harmony and with the proper commitment to the overarching principles to ensure long term satisfaction for customers and employees alike.

Previously, John operated his own family business in the laundromat industry. His experience with energy suppliers as a customer allowed him to recognize the gaps in customer service and lack of sound business ethics that are too often the norm in the energy industry. Together with his partner, Alex Weiss, John set out to improve the energy purchasing experience of hard working business owners of all shapes and sizes.