

## Section A: Application Information

### A-1. Provider type:

☒ Power Broker
 ☒ Aggregator
 ☐ Retail Generation Provider
 ☐ Power Marketer

### A-2. Applicant's legal name and contact information.

**Legal Name:** Eisenbach Consulting, LLC      **Country:** United States  
**Phone:** 8009774020      **Extension (if applicable):**      **Street:** 5759 Eagles Nest Blvd, Suite 1  
**Website (if any):** eisenbachconsulting.com      **City:** Tyler      **Province/State:** TX  
**Postal Code:** 75703

### A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
Eisenbach Consulting, LLC	Official Name	5759 Eagles Nest Blvd, Suite 1 Tyler, TX 75703	Yes	File

### A-4. Names under which the applicant does business in North America

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
Eisenbach Consulting, LLC	Official Name	5759 Eagles Nest Blvd, Suite 1 Tyler, TX 75703	Yes	File

### A-5. Contact person for regulatory matters

Angela Miles  
 5759 Eagles Nest Blvd, Suite 1



## Public Utilities Commission

Tyler, TX 75703

US

angela.miles@eisenbachconsulting.com

8179668603

### **A-6. Contact person for PUCO Staff use in investigating consumer complaints**

Sandy Eisenbach

5759 Eagles Nest Blvd, Ste 1

Tyler, TX 75703

US

accounting@eisenbachconsulting.com

8179668603

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

**Phone:** 8009774020

**Extension (if  
applicable):**

**Country:** United States

**Fax:** 8888494921

**Extension (if applicable):**

**Street:** 5759 Eagles Nest Blvd, Suite 1

**Email:** sandy@eisenbachconsulting.com

**City:** Tyler

**Province/State:** TX

**Postal Code:** 75703

### **A-8. Applicant's federal employer identification number**

200984239

### **A-9. Applicant's form of ownership**

**Form of ownership:** Limited Liability Company (LLC)

### **A-10. Identify current or proposed service areas**

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

#### **Service area selection**

AEP Ohio

DP&L

Duke Energy Ohio

FirstEnergy - Cleveland Electric Illuminating

FirstEnergy - Ohio Edison  
FirstEnergy - Toledo Edison

**Class of customer selection**

Commercial  
Industrial  
Mercantile  
Residential

**A-11. Start date**

Indicate the approximate start date the applicant began/will begin offering services: 04-01-2010

**A-12. Principal officers, directors, and partners**

Please provide all contacts that should be listed as an officer, director or partner.

Name	Email	Title	Address
Sandy Eisenbach	accounting@eisenbachconsulting.com	Managing Dir	5759 Eagles Nest Blvd, Ste 1 Tyler, TX 75703 US

**A-13. Company history**

Organized in 2002 and located in Tyler, Texas, Eisenbach Consulting, LLC began working to help the newly deregulated Texas electric market take advantage of energy savings made possible by deregulation. Being one of the first entities licensed by the Public Utility Commission as an Aggregator (License #80156), Eisenbach Consulting quickly built a reputation for helping organizations, associations and independently formed groups cooperatively procure power. Our expertise is proven in the savings we continue to achieve for our clients as deregulated markets mature and companies seek knowledgeable and effective sources for energy procurement.

**A-14. Secretary of State**

Secretary of State Link:

## Section B: Applicant Managerial Capability and Experience

### **B-1. Jurisdiction of operations**

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

Jurisdiction of Operation: CT, DE, IL, MD, MA, NH, NJ, OH, TX, RI, VA

### **B-2. Experience and plans**

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the 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 Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Eisenbach Consulting, LLC has over 70 years combined experience in the energy services industry, specializing in procurement of electricity and natural gas. Our company has represented over 40,000 residential, commercial and industrial customers procure electricity in the state of Texas alone. The combined load of the customers that have utilized our services totals well over 400 Mwh of demand and 720,000 Mwh of consumption in Texas. Our company represents electricity and natural gas customers as an advocate and consultant in the solicitation and purchase of electricity from suppliers approved to do business in Ohio. Eisenbach Consulting, LLC does not take title to power, and will therefore not be producing billing statements for customers. Eisenbach Consulting, LLC will make every effort to timely respond to any customer complaints in accordance with rules adopted pursuant to Section 4928.10 of the Revised Code.

### **B-3. Disclosure of liabilities and investigations**

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..

Liability and Investigations Disclosures: Eisenbach Consulting, LLC's Electricity Broker License was withdrawn in April 2018 by the Commonwealth of Massachusetts Department of Public Utilities. This withdrawal was due to an unintentional oversight as we transitioned responsibility for regulatory affairs internally. License has since been reinstated as of May 8, 2019.



Eisenbach Consulting, LLC's Registration as an Energy Agent, Private Aggregator and Energy Consultant for State of New Jersey Board of Public Utilities expired on October 14, 2016. This expiration was due to an unintentional oversight as we transitioned the responsibility for regulatory affairs internally. All issues have been resolved, a settlement was paid, and Registration has since been reinstated as of May 5, 2020.

Eisenbach Consulting, LLC's Electric Generation Supplier License was cancelled on December 17, 2018 by the Pennsylvania Public Utility Commission. This cancellation was due to an unintentional oversight as we transitioned the responsibility for regulatory affairs internally. License is pending reinstatement.

**B-4. Disclosure of consumer protection violations**

Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years?

**No**

**B-5. Disclosure of certification, denial, curtailment, suspension or revocation**

Has the applicant, affiliate, or a predecessor of the applicant had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, revoked, or cancelled or been terminated or suspended from any of Ohio's Natural Gas or Electric Utility's Choice programs within the past two years?

**No**

**B-6. Environmental disclosures**

Provide a detailed description of how the applicant intends to determine its generation resource mix and environmental characteristics, including air emissions and radioactive waste. Include the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. See 4901:1-21-09 of the Ohio Administrative Code for additional details of this requirement.



PJM disclosure option chosen

## Section C: Applicant Financial Capability and Experience

### C-1. Financial reporting

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or upload the form. If the applicant does not have a Form 10-K, submit the parent company's Form 10-K. If neither the applicant nor its parent is required to file Form 10-K, state that the applicant is not required to make such filings with the SEC and provide an explanation as to why it is not required.

Does not apply

### C-2. Financial statements

Provide copies of the applicant's two most recent years of audited financial statements, including a 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, provide 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 bank account numbers redacted**.

If the applicant is unable to meet the requirement for two years of financial statements, the Staff reviewer may request additional financial information.

Preferred to file this information confidentially

### C-3. Forecasted financial statements

Provide two years of forecasted income statements **based solely on the applicant's anticipated business activities in the state of Ohio**.

Include the following information with the forecast: a list of assumptions used to generate the forecast; a statement indicating that the forecast is based solely on Ohio business activities only; and the name, address, email address, and telephone number of the preparer of the forecast.



The forecast may be in one of two acceptable formats: 1) an annual format that includes the current year and the two years succeeding the current year; or 2) a monthly format showing 24 consecutive months following the month of filing this application broken down into two 12-month periods with totals for revenues, expenses, and projected net incomes for both periods. Please show revenues, expenses, and net income (revenues minus total expenses) that is expected to be earned and incurred in **business activities only in the state of Ohio** for those periods.

If the applicant is filing for both an electric certificate and a natural gas certificate, please provide a separate and distinct forecast for revenues and expenses representing Ohio electric business activities in the application for the electric certificate and another forecast representing Ohio natural gas business activities in the application for the natural gas certificate.

Preferred to file confidentially

#### **C-4. Credit rating**

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit 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 'Not Rated'.

This does not apply

#### **C-5. Credit report**

Provide a copy of the applicant's credit report from Experian, Equifax, TransUnion, Dun and Bradstreet or a similar credit reporting organization. If the applicant is a newly formed entity with no credit report, then provide a personal credit report for the principal owner of the entity seeking certification. At a minimum, the credit report must show summary information and an overall credit score. **Bank/credit account numbers and highly sensitive identification information must be redacted.** If the applicant provides an acceptable credit rating(s) in response to C-4, then the applicant may select 'This does not apply' and provide a response in the box below stating that a credit rating(s) was provided in response to C-4.

Preferred to file this information confidentially



#### **C-6. Bankruptcy information**

Within the previous 24 months, have any of the following filed for reorganization, protection from creditors or any other form of bankruptcy?

- Applicant
- Parent company of the applicant
- Affiliate company that guarantees the financial obligations of the applicant
- Any owner or officer of the applicant

No

#### **C-7. Merger information**

Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months?

No

#### **C-8. Corporate structure**

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as 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 the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Stand-alone entity with no affiliate or subsidiary companies

## **Section D: Applicant Technical Capacity**

#### **D-1. Operations**

Power brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of electricity to retail customers.





Operations Description: Eisenbach Consulting, LLC is an energy management and procurement company based out of Tyler, TX. Since 2002, we have assisted homes and businesses across deregulated markets in the US in procuring affordable energy. Eisenbach Consulting, LLC offers the following services: Electricity and Natural Gas Procurement, Bill Auditing, Demand Response Consulting, Power Factor Correction Consulting, and Co-Generation Procurement and Brokerage.

As an energy consultant, broker and marketer, Eisenbach Consulting has no standard contract for any clients, as we do not take title to electricity, we also do not contract with customers for the delivery of the same. We do facilitate contracts with third-party energy suppliers, but their contracts are their own, and therefore Eisenbach Consulting, LLC has no authority with regard to the contract verbiage.

Eisenbach Consulting, LLC intends to continue to focus our marketing to our expertise and where we have had success in other states in which we operate, namely unobtrusive web marketing, including and especially Search Engine Marketing, the process of targeting potential customers through relevant customer initiated search engine results, e.g. Google, 'Electricity Rates' and you may find 'ElectricChoice.com' featured in the results.

#### **D-2. Operations Expertise & Key Technical Personnel**

Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.

Operations Expertise & Personnel Description: Sandy Eisenbach, Managing Director, e-mail address: sandy@eisenbachconsulting.com, Direct: 817-231-0048. Sandy Eisenbach began Eisenbach Consulting in 2002 after Texas deregulated its power market. As the founder of one of the first aggregators licensed in the State of Texas (Aggregator #80156), the largest deregulated power market in the U.S., Sandy Eisenbach has established a reputation for excellence in the field of energy consulting among his peers. Sandy Eisenbach led Eisenbach Consulting as one of the founding and voting members of TEPA (Texas Electricity Professionals Association) and has been personally certified by TEPA.

Nathan Woodfin, Managing Consultant, e-mail address: Nathan@eisenbachconsulting.com, Direct: 866-528-9781. Nathan Woodfin manages the day to day operations of Eisenbach Consulting, LLC's commercial and industrial energy procurement business. After graduating from Stephen F. Austin University with a Marketing degree, Nathan began his energy career at Spark Energy, a national Electric and Gas Supplier based in Houston Texas as a Business



## Public Utilities Commission

Development Manager, responsible for managing relationships with dozens of Aggregators, Brokers and Consultants. Nathan joined Eisenbach Consulting, LLC in 2008 and soon after became a Certified Energy Professional through TEPA.

Eisenbach Consulting, LLC employs a staff of 15 in its offices in Tyler, Texas. Our energy consultants are among the best in the industry, with extensive experience ranging from 30 year careers with local distribution companies to experience in sales at various Retail Electric Providers. The sales team continually undergoes training in order to keep up with commodity trends and sales protocol. We take great pride in the level of expertise and professionalism that we believe is uniquely extensive at Eisenbach Consulting.



Public Utilities  
Commission

# Application Attachments

**Entity#:** 1920838  
**Filing Type:** FOREIGN LIMITED LIABILITY COMPANY  
**Original Filing Date:** 03/08/2010  
**Location:** --  
**Business Name:** EISENBACH CONSULTING, LLC  
  
**Status:** Active  
**Exp. Date:** -

## Agent/Registrant Information

CORPORATION SERVICE COMPANY  
50 WEST BROAD STREET, SUITE 1800  
COLUMBUS OH 43215  
03/28/2019  
Active

## Filings

Filing Type	Date of Filing	Document ID
REG. OF FOR. PROFIT LIM. LIAB. CO.	03/08/2010	201007000770
AGENT ADDRESS CHANGE/LIMITED/LIABILITY/PARTNERS	02/06/2013	201303700038
FOREIGN/DESIGNATED APPOINTMENT OF AGENT	03/11/2016	201607101188
FOREIGN/DESIGNATED APPOINTMENT OF AGENT	03/28/2019	201908702616

**UNITED STATES OF AMERICA  
STATE OF OHIO  
OFFICE OF SECRETARY OF STATE**

*I, Frank LaRose, Secretary of State of the State of Ohio, do hereby certify that this is a list of all records approved on this business entity and in the custody of the Secretary of State.*



*Witness my hand and the seal of the  
Secretary of State at Columbus,  
Ohio this 19th of August, A.D. 2020*

**Ohio Secretary of State**

A handwritten signature in blue ink, reading "Frank LaRose".

# **Competitive Retail Electric Service Affidavit**

County of Hillsborough :

State of New Hampshire :

Sandy Eisenbach, 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, and that it will amend its application while it is pending if any substantial changes occur regarding the information provided.
2. The applicant will timely file an annual report of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Sections 4905.10(A), 4911.18(A), and 4928.06(F), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10, 4911.18, and 4928.06(F), Ohio Revised Code.
4. The 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. The applicant 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 will fully comply with Section 4928.09, Ohio Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The applicant 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 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, 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.
11. The Applicant will inform the Public Utilities Commission of Ohio 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 consumer complaints.

12. The facts set forth above are true and accurate 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.

13. Affiant further sayeth naught.

 Managing Director  
Signature of Affiant & Title

Sworn and subscribed before me this 21 day of Aug, 2020  
Month Year

Carl Traczynski  
Signature of official administering oath

Carl Traczynski Notary  
Print Name and Title

CARL D. TRACZYNSKI, Notary Public  
State of New Hampshire  
My Commission Expires August 23, 2022

My commission expires on 8-23-2022

---

**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**9/1/2020 12:39:12 PM**

**in**

**Case No(s). 12-2224-EL-AGG**

Summary: In the Matter of the Application of Eisenbach Consulting LLC