

**DIS Case Number: 12-2416-EL-AGG**

## 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:** Achieve Energy Solutions, LLC      **Country:** United States  
 dba EnergyPricing.com  
**Phone:** 1-800-225-3813      **Extension (if applicable):**      **Street:** 4550 Lena Drive, Suite 201  
**Website (if any):** <https://energypricing.com/>      **City:** Mechanicsburg      **Province/State:** PA  
**Postal Code:** 17055

### 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
EnergyPricing.com	DBA	4550 Lena Drive, Suite 201 Mechanicsburg, PA 17055	No	File
Achieve Energy Solutions, LLC	Official Name	4550 Lena Drive, Suite 201 Mechanicsburg, PA 17055	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
EnergyPricing.com	DBA	4550 Lena Drive, Suite 201 Mechanicsburg, PA 17055	No	File



## Public Utilities Commission

Achieve Energy Solutions, LLC	Official Name	4550 Lena Drive, Suite 201 Mechanicsburg, PA 17055	Yes	File
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### A-5. Contact person for regulatory matters

Paul Rhoads  
4550 Lena Drive, Suite 201  
Mechanicsburg, PA 17055  
US  
legal@aesllc.com  
7177909005

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

Paul Rhoads  
4550 Lena Drive, Suite 201  
Mechanicsburg, PA 17055  
US  
legal@aesllc.com  
7177909005

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

**Phone:** 1-800-225-3813      **Extension (if applicable):**      **Country:** United States  
**Fax:** 1-888-871-1554      **Extension (if applicable):**      **Street:** 4550 Lena Drive, Suite 201  
**Email:** info@energypricing.com      **City:** Mechanicsburg      **Province/State:** PA  
**Postal Code:** 17055

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

45-5378161

### 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: 10-02-2012

### 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
Douglas Berry	dberry@aesllc.com	President	4550 Lena Drive, Suite 201 Mechanicsburg, PA 17055 US
Paul Rhoads	prhoads@aesllc.com	Vice President	4550 Lena Drive, Suite 201 Mechanicsburg, PA 17055 US
Linda Berry	lberry@aesllc.com	CFO	4550 Lena Drive, Suite 201 Mechanicsburg, PA 17055 US

### A-13. Company history



## Public Utilities Commission

We are a national recognized energy consulting firm that has been in business since 2012. We have been licensed in Ohio as a power broker and electric aggregator since October 2, 2012. Our primary business interests include energy procurement, solar development, energy efficiency projects, Utility Bill Audits, and demand response services..This application is our renewal application with Ohio.

### **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..

File Attached

### **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: We are a nationally recognized energy consulting firm that has been in business since 2012. We also have been licensed in Ohio as a power broker/ electric aggregator since October 2012. This application is our renewal application with Ohio. Since our beginnings, we have grown to a firm that operates in almost 80 utility services areas across the country, and manages over 20,000 customer meters on a monthly basis. Our total customer load is almost 1 billion KWH annually. Our plan for contracting customers includes but not limited to mass marketing via mailers, digital marketing (SEO, social media), and email blasts. We also plan to grow organically by developing relationships with new customers. All our billings statements will be provided by the suppliers that we contract the customers with. We will also assist the suppliers in handling any customer inquiries that may arise.

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



## Public Utilities Commission

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: We have nothing to report for this section.

### **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-



## Public Utilities Commission

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.

File(s) attached

### 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:** We have a team of energy advisors that sell and manage residential, commercial, and industrial clients. Our back office includes a pricing analyst and accountant that is responsible for the day to day needs of running our business. In regards to our energy procurement service, we will be strictly acting as a broker for electricity procurement contracts and we not be taking title to the power. From time to time we do aggregate the purchasing power of customers and send 1 RFQ to suppliers to bid on. In the end, the suppliers will be contracting with each legal entity name separately. In all cases, the suppliers will be responsible for arranging for the delivery of the electricity supply to our customers.

**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:** We are a nationally recognized energy consulting firm that has been in business since 2012. We also have been licensed in Ohio as a power broker/ electric aggregator since October 2012. This application is our renewal application with Ohio. Since our beginnings, we have grown to a firm that operates in almost 80 utility services areas across the country, and manages over 20,000 customer meters on a monthly basis. Our total customer load is almost 1 billion KWH annually.

Paul I. Rhoads will be the key personnel involved in the operational aspects of the business. His title is Vice President, and can be contacted at 717-790-9005 or at PRhoads@AESLLC.com. He has been with the business since 2012 and has vast experience running a nationally recognized energy consulting firm. Furthermore, he recently passed the Association of Energy Engineers CEP exam 'Certified Energy Procurement Professional' and will be given the actually certificate some time in the fall of 2020, once the association's board officially approves the certificate.



Public Utilities  
Commission

# Application Attachments

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

*I, Frank LaRose, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign business entities; that said records show ACHIEVE ENERGY SOLUTIONS, LLC, a Pennsylvania For Profit Limited Liability Company, Registration Number 2130235, filed on August 20, 2012, is currently in FULL FORCE AND EFFECT upon the records of this office.*

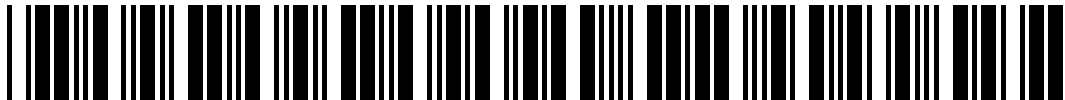


*Witness my hand and the seal of the  
Secretary of State at Columbus, Ohio  
this 3rd day of September, A.D. 2020.*

A handwritten signature in blue ink, appearing to read "Frank LaRose".

**Ohio Secretary of State**

**Validation Number: 202024700782**



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
08/13/2020	202022603584	FICTITIOUS NAME REGISTRATION (NFO)	39.00	100.00	0.00	0.00

Receipt

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

PAUL I RHOADS  
4550 LENA DRIVE  
SUITE 201  
MECHANICSBURG, PA 17055

# STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Frank LaRose  
4523990

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

ENERGYPRICING.COM

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

Document(s)

FICTITIOUS NAME REGISTRATION

Effective Date: 08/13/2020

Document No(s):

202022603584

Expiration Date: 08/13/2025

ACHIEVE ENERGY SOLUTIONS, LLC  
4550 LENA DRIVE  
SUITE 201, PA 17055



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  
13th day of August, A.D. 2020.

Ohio Secretary of State



## B-1 Jurisdictions 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.

Answer: Below are the current markets and Achieve Energy Solutions, LLC dba EnergyPricing.com participates in.

	Electricity Procurement				Natural Gas Procurement			
State	AES Licensed?	License Number	License Type	Customer Rate Classes	AES Licensed?	License Number	License Type	Customer Rate Classes
CT	Yes	12-11-08	Aggregator	Residential, Commercial, Industrial, Government				
DC	Yes	EA 2015-17-6	Aggregator/Broker	Residential, Commercial, Industrial, Government				
FL					No License Required			
IL	Yes	16-0546	Broker	Residential, Commercial, Industrial, Government				
MA	Yes	EB-393	Broker	Commercial, Industrial, Government				
MD	Yes	IR-2812	Broker	Residential, Commercial,				



Achieve Energy Solutions, LLC

				Industrial, Government				
NH	Yes	DM 19-058	Broker	Residential, Commercial, Industrial, Government				
NJ	Yes	EA-0197 & PA-0117	Broker and Aggregator	Residential, Commercial, Industrial, Government	Yes	EA-0197 & PA-0117	Broker and Aggregation	Residential, Commercial, Industrial, Government
NY	No License Required	N/A	N/A	N/A	No License Required	N/A	N/A	N/A
OH	Yes	12-568E (4)	Broker and Aggregator	Residential, Commercial, Industrial, Government				
PA	Yes	A-2012- 2308026	Broker	Residential, Commercial, Industrial, Government	Yes	A-2014- 2450025	broker	Residential, Commercial, Industrial, Government
RI	No License Required	N/A	N/A	N/A	No License Required	N/A	N/A	N/A
TX	Yes	BR190067	Broker	Residential, Commercial, Industrial, Government				
VA	Yes	A-91	Aggregator	Residential, Commercial, Industrial, Government	Yes	A-91	Aggregator	Residential, Commercial, Industrial, Government
WV					No License Required			

Credit Evaluator Plus

ACHIEVE ENERGY SOLUTIONS, LLC

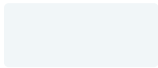
D-U-N-S: 08-038-9433  
ADDRESS: 4550 Lena Dr, Mechanicsburg, PA, 17055, United States  
Date: 09/03/2020

RISK ASSESSMENT

SCORES AND RATINGS	
Max. Credit Recommendation	PAYDEX® SCORE
US\$ 60,000	60 LOW-MODERATE RISK

MAXIMUM CREDIT RECOMMENDATION	
Overall Business Risk	Maximum Credit Recommendation
<div><div>LOW</div><div>LOW-MODERATE</div><div>MODERATE</div><div>MODERATE-HIGH</div><div>HIGH</div></div>	<div>US\$ 60,000</div> <div>The recommended limit is based on a low probability of severe delinquency.</div>
Dun & Bradstreet Thinks...	
<ul style="list-style-type: none"><li>Overall assessment of this organization over the next 12 months: STABILITY CONCERNS</li><li>Based on the predicted risk of business discontinuation: MODERATELY HIGHER THAN AVERAGE RISK OF DISCONTINUED OPERATIONS OR BUSINESS INACTIVITY</li><li>Based on the predicted risk of severely delinquent payments: LOW POTENTIAL FOR SEVERELY DELINQUENT PAYMENTS</li></ul>	

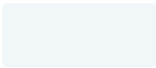
PAYDEX® SUMMARY	
3 Months	24 Months
<div><div>Low Risk (100)</div><div>High Risk (1)</div></div>	<div><div>Low Risk (100)</div><div>60</div><div>High Risk (1)</div></div> <div>When weighted by dollar amount, payments to suppliers average 22 days beyond terms. Value is based on payments collected over the last <b>24 months</b>.</div>



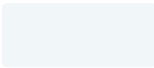
Low Risk (100)



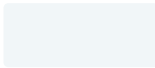
60



High Risk (1)



High Risk (1)



High Risk (1)

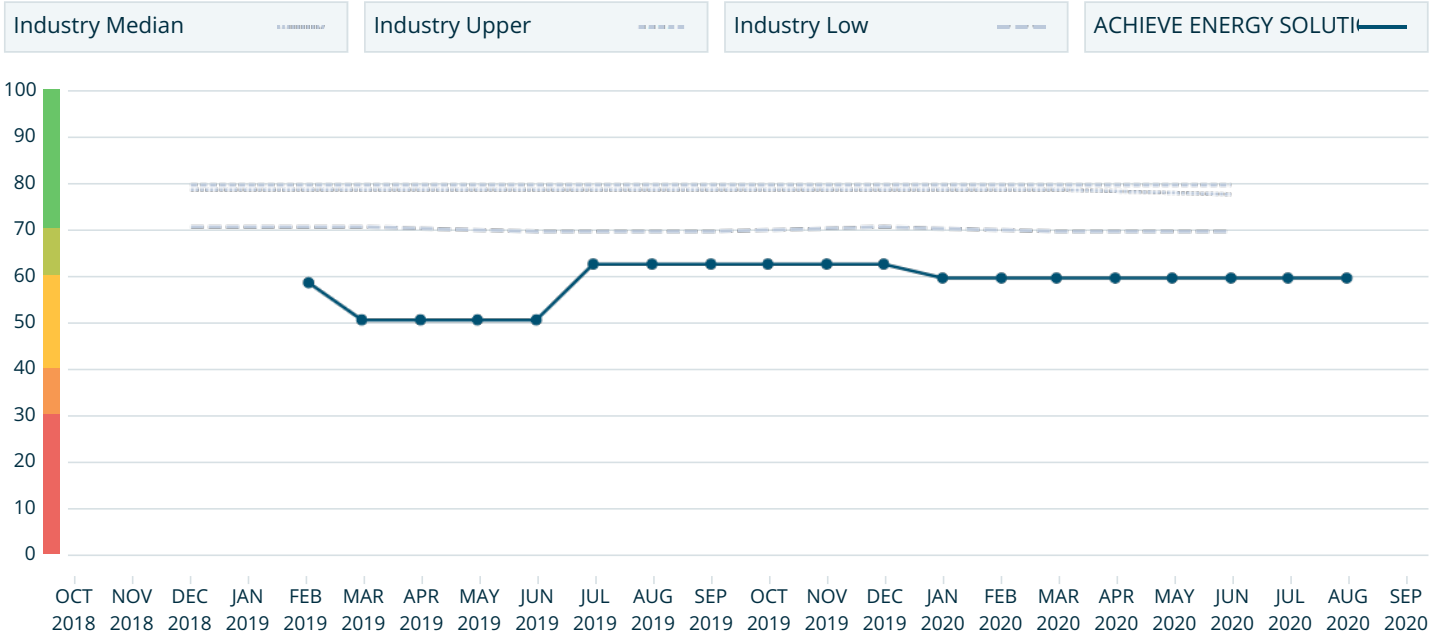
Risk of Slow Pay  
**LOW-MODERATE**

Payment Behavior  
**22 Days Beyond Terms**

Based on a D&B PAYDEX® of 60

Business and Industry Trends

4911 - Electric services





TRADE PAYMENTS

TRADE PAYMENTS SUMMARY			Based on 24 months of data
<div>Overall Payment Behavior</div> <div>22</div> <div>Days Beyond Terms</div> <div>Highest Now Owing: US\$ 100</div>	<div>% of Trade Within Terms</div> <div>45%</div> <div>Total Trade Experiences: 3</div> <div>Largest High Credit: US\$ 500</div> <div>Average High Credit: US\$ 500</div>	<div>Highest Past Due</div> <div>US\$ 0</div> <div>Total Unfavorable Comments : 0</div> <div>Largest High Credit: US\$ 0</div> <div>Total Placed in Collections: 0</div> <div>Largest High Credit: US\$ 0</div>	

TRADE PAYMENTS BY CREDIT EXTENDED			
\$ CREDIT EXTENDED	% OF PAYMENTS WITHIN TERMS	# PAYMENT EXPERIENCES	TOTAL & DOLLAR AMOUNT
OVER 100,000	<div><div></div>0%</div>	0	\$0
50,000 - 100,000	<div><div></div>0%</div>	0	\$0
15,000 - 49,999	<div><div></div>0%</div>	0	\$0
5,000 - 14,999	<div><div></div>0%</div>	0	\$0
1,000 - 4,999	<div><div></div>0%</div>	0	\$0
UNDER 1,000	<div><div></div>50%</div>	1	\$500

EVENTS

LEGAL EVENTS			
The following Public Filing data is for information purposes only and is not the official record. Certified copies can only be obtained from the official source.			
SUITS	JUDGEMENTS	LIENS	UCC FILINGS
TOTAL0	TOTAL0	TOTAL0	TOTAL0
LAST FILING DATE-	LAST FILING DATE-	LAST FILING DATE-	LAST FILING DATE-

General: The public record items contained in this report may have been paid, terminated, vacated or released prior to the date this was reported. This information may not be reproduced in whole or in part by any means of reproduction.

UCC Filings: There may be additional UCC Filings in the D&B file on this company which are available by contacting 1-800-234-3867.

Suits, Liens, Judgements: There may be additional suits, liens, or judgements in D&B's file on this company available in the U.S. Public Records Database that are also covered under your contract. If you would like more information on this database, please contact the Customer Resource Center at 1-800-234-3867.

Lien: A lien holder can file the same lien in more than one filing location. The appearance of multiple liens filed by the same lien holder against a debtor may be indicative of such an occurrence.

COMPANY PROFILE

COMPANY OVERVIEW		
Named Principal LINDA BERRY, MBR	Age (Year Started) 10 years (2010)	Employees 10
Business Form Corporation (US)	Annual Sales -	Line of Business Electric services
SIC 4911		

# **Competitive Retail Electric Service Affidavit**

County of Cumberland :

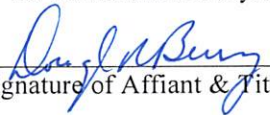
State of Pennsylvania :

Douglas R. Berry, 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.

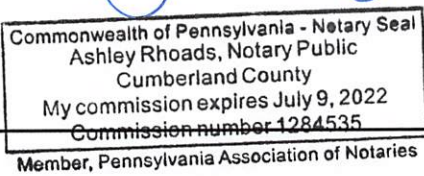
13. Affiant further sayeth naught.

 President of Achieve Energy Solutions, LLC DBA EnergyPricing.com  
Signature of Affiant & Title

Sworn and subscribed before me this 4<sup>th</sup> day of September, 2020  
Month Year

  
Signature of official administering oath

Ashley Rhoads, Notary Public  
Print Name and Title



My commission expires on July 9, 2022

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

**Commission of Ohio Docketing Information System on**

**9/4/2020 5:09:12 PM**

**in**

**Case No(s). 12-2416-EL-AGG**

Summary: In the Matter of the Application of Achieve Energy Solutions LLC