



DIS Case Number: 15-0092-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: Best Practice Energy, LLC

Phone: 401-594-2300 **Extension (if applicable):**

Website (if any):
www.bestpracticeenergy.com

Country: United States

Street: 24 Salt Pond Road Suite H3

City: Wakefield **Province/State:** RI

Postal Code: 02879

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
Best Practice Energy, LLC	Official Name	24 Salt Pond Road Suite H3 Wakefield, RI 02879	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
Best Practice Energy, LLC	Official Name	24 Salt Pond Road Suite H3 Wakefield, RI 02879	Yes	File



A-5. Contact person for regulatory matters

Victoria Bartlett
24 Salt Pond Rd, Unit H3
Wakefield, RI 02879
US
vbartlett@bestpracticeenergy.com
4012130261

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

Bryan Yagoobian
24 Salt Pond Rd, Unit H3
Wakefield, RI 02879
US
bpy@bestpracticeenergy.com
4015942301

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

Phone: 877-795-2250	Extension (if applicable):	Country: United States
Fax: 401-515-4739	Extension (if applicable):	Street: 24 SALT POND ROAD SUITE H3
Email: vbartlett@bestpracticeenergy.com	City: Wakefield	Province/State: RI
	Postal Code: 02879	

A-8. Applicant's federal employer identification number

27-3468695

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

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 01-13-2015

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
Bryan Yagoobian	bpy@bestpracticeenergy.com	President	24 Salt Pond Rd, Unit H3 Wakefield, RI 02879 US

A-13. Company history

Best Practice Energy LLC (Best Practice) opened its doors for business in 2010. From the beginning, Best Practice has consistently helped commercial and industrial customers understand the components of a contract price/product as well as utility procurement and competitive electric and natural gas supply options. Best Practice has continually grown and is now licensed in fifteen states.

A-14. Secretary of State

Secretary of State Link: <https://businesssearch.ohiosos.gov?=businessDetails/2358154>

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: Best Practice Energy LLC operates in the following jurisdictions:

- Rhode Island, Massachusetts, Connecticut, Maine, New Hampshire, District of Columbia, Pennsylvania, New York, New Jersey, Maryland, Virginia, Delaware, Ohio, Illinois, Texas

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: Best Practice is a very client centered business. Best Practice works with the client to identify the particular needs of the client. This process begins by analyzing the client's usage requirements, risk tolerance, and budgetary needs as well as any other relevant factors.

Next, Best Practice examines load factors, RMR costs and capacity costs to determine the most suitable product for the particular client. Best Practice also considers, in appropriate cases, factors such as the cost of switching from coal to natural gas, future capacity auctions, and outside influences that may affect the industry. Best Practice considers all the information available to craft the best option for the client's needs.

Best Practice continues to work with the client to periodically reevaluate their needs to ensure they are getting the individualized plan that is most suitable for their energy needs.

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: There are NO existing , pending or past rulings, judgements, findings, contingent liabilities, revocations, regulatory investigations, judicial



Public Utilities Commission

matters or other formal or informal notices of violations or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction.

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

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



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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



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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: Best Practice Energy is a client centered business. Each client receives a customized assessment and as such, Best Practice has not and has no plans to aggregate retail customers (other than for entities related to or subsidiaries of our clients) for the purposes of arranging and aggregated supply agreement.

Best Practice Energy works with clients to identify their particular needs. The process begins by analyzing the client's usage requirements, risk tolerance, budgetary needs, operational capabilities as well as a number of other relevant factors.

Next, Best Practice analyzes supplier bids and product offerings to determine the most suitable product(s) for the client. Best Practice also considers known or potential operational changes and/or flexibility, current market conditions, risk factors that could increase or decrease market prices, regulatory or legislative initiatives that could impact pricing at the state, federal or control-area level, a business review of the supply contract and the supplier's past practices as well as a review of other influences that may affect the clients energy costs. The results of these efforts are presented to the client along with a strategy recommendation and a detailed buying recommendations for product, term and supplier selection.



During the term of the consulting agreement between the client and Best Practice Energy we will work with the client to periodically reevaluate their needs to ensure they are getting the individualized plan that is most suitable for their energy needs.

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: Bryan Yagoobian, President and owner of Best Practice Energy, has over 16 years' experience working in the utility industry. Mr. Yagoobian is active in the daily operation of the company and indirectly supervises all representatives and sales personnel. He is actively involved in the development of procurement strategies for many of our largest clients and is involved daily with our clients to ensure they are receiving the optimal level of care and attention.

Michael Morin, VP of Sales & Client Strategy, has over 29 years of energy industry experience. During his career he has worked for utilities, third party suppliers and consultants. Mr. Morin has experience in managing electric and gas portfolios in New England and extensive experience in selling and/or consulting on retail electricity and natural gas transactions in the New England and PJM areas. In addition to overseeing the sales team, Mr. Morin also manages Best Practice's Client Strategy team and is involved daily with helping craft energy purchasing strategies for clients. The Client Strategy team is primarily responsible for evaluating and recommending energy procurement strategies to Best Practice clients. This team has an average of 10+ years of energy experience and only one analyst has less than five years of energy industry experience.

All client facing personnel receive regular education and training on energy industry topics so they are equipped to have in depth conversations with our clients. Topics typically market updates (focused on electricity and natural gas in PJM, ISO-NE, NY and TX), market outlooks, regulatory and legislative updates as well as education on state or region specific issues such as demand response, load curtailment strategies, behind-the-meter or virtual solar programs, etc.

The Best Practice team has successfully offered energy management services for natural gas and electricity throughout the country, delivering the intended benefits of energy deregulation to customers. Furthermore, the Best Practice team maintains close relationships with more than 20 competitive suppliers to continue to service their clients.

Bryan Yagoobian, President
bpy@bestpracticeenergy.com - 401-594-2301



Michael Morin, VP Sales & Client Strategy
mmorin@bestpracticeenergy.com – 207-806-0166



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Commission

Application Attachments

This foregoing document was electronically filed with the Public Utilities

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Case No(s). 15-0092-EL-AGG

Summary: In the Matter of the Application of Best Practice Energy, LLC