



DIS Case Number: 19-2224-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: Entel-Audits Inc **Country:** United States
Phone: 7066640796 **Extension (if applicable):** **Street:** 4115 Columbia Rd., Ste 5-251
Website (if any): **City:** MARTINEZ **Province/State:**
Postal Code: 30907

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
Entel-Audits, Inc.	Official Name	4115 COLUMBIA RD STE 5-251 MARTINEZ, GA 30907	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
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A-5. Contact person for regulatory matters

Leonard Pulley
4115 COLUMBIA RD STE 5-251



Public Utilities Commission

MARTINEZ, GA 30907

US

info@entel-audits.com

7068559877

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

Leonard Pulley

4115 COLUMBIA RD STE 5-251

MARTINEZ, GA 30907

US

info@entel-audits.com

7068559877

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

Phone: 7066640796

**Extension (if
applicable):**

Country: United States

Fax:

Extension (if applicable):

Street: 4115 Columbia Rd., Ste 5-251

Email: info@entel-audits.com

City: Martinez

Province/State: GA

Postal Code: 30907

A-8. Applicant's federal employer identification number

582232436

A-9. Applicant's form of ownership

Form of ownership: Corporation

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

Duke Energy Ohio

FirstEnergy - Cleveland Electric Illuminating

FirstEnergy - Ohio Edison

FirstEnergy - Toledo Edison

AES Ohio
American Electric Power (AEP)

Class of customer selection

Commercial
Industrial
Mercantile

A-11. Start date

Indicate the approximate start date the applicant began/will begin offering services: 12-30-2019

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
Leonard Pulley	info@entel-audits.com	President	4115 COLUMBIA RD STE 5-251 MARTINEZ, GA 30907 US
Suzanne Newell	spnewell@entel-audits.com	Secretary & CFO	4115 Columbia Rd., Ste 5-251 Martinez, GA 30907 US

A-13. Company history

ENTEL-AUDITS INC. (EA) , was founded in 1992 as an energy management firm that specializes in increasing operating margins by reducing energy expenditures through advanced engineering methodologies and software technologies. Our strength in numbers makes us an effective energy broker that can negotiate competitive energy buying opportunities and proactively provide advocacy services that impact the financial interest of our clients. EA provides our clients with sound information on U.S. and global energy issues and correlates that information into strategic insights that respond to ever evolving energy markets. We are a leading energy firm, trusted by many of the world's top tier Fortune 500 companies, in providing this unique and specialized service. EA provides its services throughout the U.S. and Canada. EA is headquartered in Augusta, Georgia and is registered with the U.S. government as a Service Disabled, Veteran-Owned Small Business



(SDVOSB).

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: Entel-Audits, Inc., since 2007, has been licensed as an aggregator in the state of Virginia.

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: Entel-Audits, Inc.(EA) has operated as a broker of power in Texas and Virginia since 1998. In this capacity EA coordinated with suppliers to provide pricing and support services. Contracts, services, and billing statements have been provided by the contracted energy supplier. EA provided a customer service representative to each client/customer along with contact information (ie. telephone number and email address). In addition, EA required that the supplier, chosen through a competitive bid process, to provide customer service to EA's clients/customers. EA intends to operate in the same manner (as depicted above) – in Ohio – as it has done in Texas and Virginia.

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



Public Utilities Commission

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: Entel-Audits, Inc. has never had any rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matters that could adversely impact its financial or operational status or ability to provide the services it is seeking to be certified to provide.

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

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



Public Utilities Commission

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.

File(s) attached

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.

File(s) attached

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.

File(s) attached

Application Attachments

C-5 Exhibit C-5

"Credit Report"

Note: In 26 years, Entel-Audits, Inc. has never had a need to borrow money or purchase items on credit.



Report

[Home](#) [My reports](#) [My account](#) [Products](#) [Help](#) [Business services](#) [Logout](#)

For help reading this report, please review our [sample report](#).

Search inquiry: (My company)

CreditScoreSM Report

Entel-Audits, Inc

Address:	4115 Columbia Rd Ste 5-251 Martinez, GA 30907-0405 United States
Phone:	706-855-9877
Website:	www.entel-audits.com
Experian BIN:	729483162
Agent:	Lever, Kimberly
Agent Address:	4097 Spencer Street Martinez Ga 30907 Martinez, GA
Family Linkage:	
Ultimate Parent	Entel-Audits, Inc 4115 Columbia Rd Ste 5-251 Martinez, GA
Branches / Alternative Locations	Entel-Audits, Inc 803 Lake Royal Dr Grovetown, GA United States

Key Personnel:	Chief Executive Officer: Leonard Pulley Secretary: Suzanne P Newell
SIC Code:	8748-Business Consulting Services, Nec 8742-Management Consulting Services
NAICS Code:	541618-Other Management Consulting Services 541612-Human Resources Consulting Services 541611-Administrative Management And General Management Consulting Services
Business Type:	Corporation
Experian File Established:	May 1999
Experian Years on File:	20 Years
Years in Business:	27 Years
Total Employees:	4
Filing Data Provided by:	Georgia
Date of Incorporation:	04/15/1996
Economic Diversity:	This is a small business administration (SBA) enterprise. This is a veteran owned business. This is a service-disabled veteran owned business.

47**Business Credit Score****Medium Risk**

The objective of the Experian Business Credit Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Balance of aged commercial accounts that are current.
- Risk associated with the company's industry.
- Low nbr of commercial accts rptd within the last 12 mos.

Business Credit Scores range from a low of 1 to high of 100 with this company receiving a score of 47. Higher scores indicate lower risk. This score predicts the likelihood of serious credit delinquencies within the next 12 months. This score uses tradeline and collections information, public filings as well as other variables to predict future risk.

4

Financial Stability Risk Rating



Medium-High Risk

A Financial Stability Risk Rating of 4 indicates a 10% potential risk of severe financial distress within the next 12 months.

Key Rating Factors:

- Number of active commercial accounts.
- Risk associated with the company's industry sector.
- Risk associated with the business type.
- Employee size of business.

Financial Stability Risk Ratings range from a low of 1 to high of 5 with this company receiving a rating of 4. Lower ratings indicate lower risk. Experian categorizes all businesses to fit within one of the five risk segments. This rating predicts the likelihood of payment default and/or bankruptcy within the next 12 months. This rating uses tradeline and collections information, public filings as well as other variables to predict future risk.

This location does not yet have an estimated Days Beyond Terms (DBT), or a Payment Trend Indicator. This is often the result of too few active Payment Tradelines.

Please refer to Experian's www.BusinessCreditFacts.com website for more information on establishing Payment Tradelines.

Lowest 6 Month Balance:

\$0

Highest 6 Month Balance:

\$0

Current Total Account Balance:

\$0

Highest Credit Amount Extended:

\$0

Payment Tradelines:	1
UCC Filings:	0
<div>✖ Businesses Scoring Worse:</div>	46%
<div>✔ Bankruptcies:</div>	0
<div>✔ Liens:</div>	0
<div>✔ Judgments Filed:</div>	0
<div>✔ Collections:</div>	0

THE FOLLOWING INFORMATION IS PROVIDED BY THE FEDERAL GOVERNMENT AND OTHER SOURCES

Congressional District: 12

Central Contractor Registration: YES

Excluded from Federal Program(s): N/A

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A-15 Exhibit A-15

"Secretary of State"



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
12/05/2019	201933800270	FOREIGN FOR PROFIT CORPORATION - LICENSE (FLF)	99.00	0.00	0.00	0.00

Receipt

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

ENTEL-AUDITS, INC.
4115 COLUMBIA RD STE 5-251
MARTINEZ, GA 30907

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Frank LaRose
4410165

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

ENTEL-AUDITS, INC.

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

Document(s)

FOREIGN FOR PROFIT CORPORATION - LICENSE

Effective Date: 12/04/2019

Document No(s):

201933800270

Authorization to transact business in Ohio is hereby given, until surrender, expiration or cancellation of this license.



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
5th day of December, A.D. 2019.

Ohio Secretary of State

C-3 Exhibit C-3

"Forecasted Financial Statements"

	2022 \$	2023 \$
Sales Revenue	24,000	36,000
Cost of Sales	(5,000)	(7,000)
Gross Profit	19,000	29,000
Operating Expenses		
Advertising	1,000	3,000
Total Operating Expenses	(1,000)	(3,000)
Operating Income	1,000	3,000
Net Income	18,000	26,000

Prepared by:

Leonard Pulley

4115 Columbia Rd., Ste 5-251, Augusta, GA 30907

info@entel-audits.com

706-855-9877 ext. 2501

D-1 Exhibit D-1

"Operations"

Entel-Audits, Inc.(EA) has operated as a broker of power and natural gas in Texas and Virginia, since 1998 and has operated as a broker of power in Ohio since 2020. In this capacity EA coordinated with suppliers to provide pricing and support services. Contracts, services, and billing statements have been provided by the contracted energy supplier. EA provided a customer service representative to each client/customer along with contact information (ie. telephone number and email address). In addition, EA required that the supplier, chosen through a competitive bid process, provide additional customer service to EA's clients/customers.

EA intends to operate in the same manner (as depicted above) – in the Ohio natural gas market – as it has done in Texas, Ohio, and Virginia.

D-2 Exhibit D-2

"Operations Expertise and Key Technical Personnel"

OFFICER INFORMATION

<u>Name</u>	<u>Title</u>	<u>Email Address</u>	<u>Telephone #</u>
LENNY PULLEY	President	lkpulley@entel-audits.com	706-855-9877 ext 2501

Lenny Pulley has nearly 20 years experience in this field operating as the President of the company. He is highly respected among the major suppliers of power and gas in the U.S. and has been instrumental in facilitating competition in states like Virginia. A search in Google (under his name: Lenny Pulley) will depict more detailed information regarding his expertise.



Toll Free: 877.767.3453 | Central Ohio: 614.466.3910

OhioSoS.gov | business@OhioSoS.gov

File online or for more information: OhioBusinessCentral.gov

Verified Oath to Submit Foreign Corporation Application for License

Form Must Be Typed

Leonard K Pulley

Name of Officer

, being first duly sworn, deposes and says that he/she is the

President

Officer Title

of

Entel-Audits, Inc.

Corporation

the corporation described in the foregoing application, and that the statements contained in said application are and correct to the best of my knowledge and belief.

Name

Leonard K Pulley

Signature

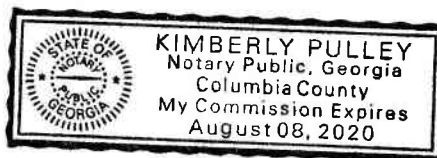
A handwritten signature in black ink, appearing to read 'Leonard K Pulley', is written over a horizontal line.

Sworn before me and subscribed on this date (MM/DD/YYYY)

12/4/2019

NOTARY SEAL

Notary Public



**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on**

4/29/2022 2:00:43 PM

in

Case No(s). 19-2224-EL-AGG

Summary: In the Matter of the Application of Entel-Audits Inc