

DIS Case Number: 14-1991-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: Prudential Energy Services Corporation
Country: United States
Phone: 8322037139 **Extension (if applicable):**
Street: 9225 Katy Freeway Suite 204
Website (if any): www.prudentialenergy.com **City:** Houston **Province/State:** TX
Postal Code: 77024

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
Prudential Energy Services Corporation	Official Name	9225 Katy Freeway, Suite 204 Houston, TX 77024	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
Prudential Energy Services Corporation	Official Name	9225 Katy Freeway, Suite 204 Houston, TX 77024	Yes	File



A-5. Contact person for regulatory matters

Kyle Bray
9225 Katy Freeway, Suite 204
Houston, TX 77024
US
kyleb@prudentialenergy.com
4695869943

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

Kyle Bray
9225 Katy Freeway, Suite 204
Houston, TX 77024
US
kyleb@prudentialenergy.com
4695869943

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

Phone: 844-813-2917	Extension (if applicable):	Country: United States
Fax: 281-560-4584	Extension (if applicable):	Street: 9225 Katy Freeway Suite 204
Email: kyleb@prudentialenergy.com	City: Houston	Province/State: TX
	Postal Code: 77024	

A-8. Applicant's federal employer identification number

47-1774675

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: 01-11-2021

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
Kyle Bray	kyleb@prudentialenergy.com	President	9225 Katy Freeway, Suite 204 Houston, TX 77024 US

A-13. Company history

Prudential Energy Services Corporation was founded in 2014, and has been an active participant in various energy markets since that time. PES provides a range of energy supply brokerage/consulting and energy management services to clients in the commercial and industrial space in markets across the country.

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: Illinois - 14-0721

Massachusetts - EB-325

New Jersey - EA-0431

Pennsylvania - A-2018-3006083

Texas - BR190147

Ohio - 14-1991-EL-AGG

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: Individuals involved with Prudential Energy Services have extensive experience in deregulated markets. This experience includes: utility tariffs, supplier pricing structures, master sales agreements & NAESB contracts, standard terms and conditions, and contracting processes. PES only acts as the intermediary between the supplier and customer. The customer contracts directly with the supplier. Prudential does not get involved with billing the customer. PES strictly follows the rules and requirements set forth by Section 4928.10 of the Revised Code. Prudential is an aggressive advocate for our clients, and addresses all customer inquiries and complaints with the highest priority.

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: Prudential Energy Services Corporation has no existing, pending or past rulings, judgements, contingent liabilities, revocation of authority, regulatory



investigations, or any other matter that could adversely impact our financial or operational status or ability to provide the services we are seeking 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



Public Utilities Commission

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



Public Utilities Commission

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: Prudential Energy Services operates as a broker, providing energy market expertise to our clients. PES utilizes historical, current and futures market data to provide clients with the highest level of insight and support when making energy supply decisions.

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: Prudential Energy Services team members average 10 years of experience in the energy sector, with a wide range of experience in multiple roles and positions within the energy markets including: supplier procurement, demand side management, energy efficiency project management, supply operations and end



Public Utilities Commission

user risk management and operations/accounting experience. Our team members have broad experience utilizing market data to assist our customers in making decisions based upon well informed technical analysis. Prudential Energy's portfolio includes roughly 500 clients with thousands of accounts across a variety of utilities. PES electric portfolio includes clients from a wide range of industries, with accounts ranging from small commercial accounts to large industrial clients.



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 PRUDENTIAL ENERGY SERVICES CORPORATION, a Texas corporation, having qualified to do business within the State of Ohio on December 1, 2014 under License No. 2347104 is currently in GOOD STANDING upon the records of this office.



*Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 18th day of October, A.D. 2022.*

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

Ohio Secretary of State

Validation Number: 202229101766

Search inquiry: 994448717 / (My company)

CreditScoreSM Report

as of: 10/18/22 10:53 ET

Prudential Energy Services Corp

Address: 9225 Katy Fwy Ste 204
Houston, TX 77024-1509
United States

Phone: 832-203-7139

Website: energyprudential.com

Experian BIN: 994448717

Agent: Kyle Bray

Agent Address: 9225 Katy Freeway
Houston, TX

Family Linkage:

Ultimate Parent Prudential Energy Services Corp
9225 Katy Fwy Ste 204
Houston, TX

Branches / Alternative Locations Prudential Energy Services Corp
5373 W Alabama St Ste 202c
Houston, TX United States

Prudential Energy Services Corp
5373 W Alabama St Ste 202
Houston, TX United States

Key Personnel: President: Kyle Bray

SIC Code: 1711-Plumbing, Heating & A/C Contractors
4911-Electric Services
5211-Lumber & Building Materials Dealers

NAICS Code: 238220-Plumbing, Heating, And Air-Conditioning Contractors
221122-Electric Power Distribution
444190-Other Building Material Dealers

Business Type: Corporation

Experian File Established: October 2014

Experian Years on File: 8 Years

Years in Business: 52 Years

Total Employees: 12

Sales: \$1,836,000

Filing Data Provided by: Texas

Date of Incorporation: 09/05/2014

Experian Business Credit Score

62
Business Credit
Score



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:


- Number of commercial accounts with net 1-30 days term.
- Nbr of active commercial accts within the last 12 mos.
- Number of recently active commercial accounts.
- Balance of commercial accounts recently reported.

Business Credit Scores range from a low of 1 to high of 100 with this company receiving a score of 62. 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.

Experian Financial Stability Risk Rating

1

Financial
Stability Risk
Rating



?

A Financial Stability Risk Rating of 1 indicates a 0.55% 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 1. 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.

Credit Summary

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 Payment [Tradelines](#).

Please refer to Experian's '[www.BusinessCreditFacts.com](#)' website for more information on establishing Payment Tradelines.

Lowest 6 Month Balance: \$334
Highest 6 Month Balance: \$29,895
Current Total Account Balance: \$0
Highest Credit Amount Extended: \$0

Payment [Tradelines](#) (see [charts](#)): 5
[UCC Filings](#): 1

■ **Businesses Scoring Worse:** 61%
✓ **Bankruptcies:** 0
✓ **Liens:** 0
✓ **Judgments Filed:** 0
✓ **Collections:** 0

Payment Trend Summary

Insufficient information to produce
Monthly Payment Trends
chart.

Insufficient information to produce
Quarterly Payment Trends
chart.

Insufficient information to produce
Continuous Payment Trends
chart.

Insufficient information to produce
Newly Reported Payment Trends
chart.

Insufficient information to produce
Combined Payment Trends
chart.

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Competitive Retail Electric Service Affidavit

County of Harris:

State of Texas :

Kyle Bray, 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.

[Signature] PRESIDENT
Signature of Affiant & Title



Sworn and subscribed before me this 18th day of October, 2022

[Signature]
Signature of official administering oath

JEAN M. STARK
Print Name and Title

My commission expires on 11/2/24

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

10/28/2022 10:25:51 AM

in

Case No(s). 14-1991-EL-AGG

Summary: In the Matter of the Application of Prudential Energy Services
Corporation