



## Section A: Application Information

### A-1. Provider type:

Select the competitive retail electric service (CRES) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

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

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

Provide the name and contact information of the business entity.

**Legal name :** Aurora Energy Advisors  
LLC **Country :** United States  
**Phone :** 2127420414 **Ext. (if appl.) :** **Street :** 3848 Nostrand Avenue  
**Website (if any) :** www.aeadvisorsllc.com **City :** Brooklyn **Prov. / State :** NY  
**Postal code :** 11235

### 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

<b>Legal Name</b>	<b>Type</b>	<b>Address</b>	<b>Telephone</b>	<b>Active Proof</b>
Aurora Energy Advisors, LLC	Official Name	3848 Nostrand Avenue Brooklyn, NY 11235 United States	212-742-0414	Yes Aurora Energy Advisors, LLC

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

Provide all business names the applicant uses in North America, except for those previously provided in A-2 or A-3.

<b>Legal Name</b>	<b>Type</b>	<b>Address</b>	<b>Telephone</b>	<b>Active Proof</b>
Aurora Energy Advisors, LLC	Official Name	3848 Nostrand Avenue Brooklyn, NY 11235 United States	212-742-0414	Yes Aurora Energy Advisors, LLC

Mitchell Ingerman  
3848 Nostrand Avenue  
Brooklyn, NY 11235  
US  
mingerman@eadvisorsllc.com  
2127420414

Mitchell Ingerman  
3848 Nostrand Avenue  
Brooklyn, NY 11235  
US  
mingerman@eadvisorsllc.com  
2127420414

**Phone :** (877) 695-1062 **Ext (if appl.):** **Country :** United States

**Fax :** **Ext (if appl.)** **Street :** 3848 Nostrand Avenue

**Email :** mingerman@eadvisorsllc.com **City :** Brooklyn, **Prov. / State :** NY

**Postal code :** 11235

Please select all contacts that should be listed as an officer, director or partner. If the contacts are not listed below, add them using the button to the right.

<b>Name</b>	<b>Title</b>	<b>Address</b>	<b>Email</b>	<b>Telephone</b>
Mitchell Ingerman	Pres & Partner	3848 Nostrand Avenue Brooklyn, NY 11235 US	<a href="mailto:mingerman@aeadvisorsllc.com">mingerman@aeadvisorsllc.com</a>	2127420414

### **A-13. Company history:**

Provide a concise description of the applicant's company history and principal business interests.

Aurora Energy Advisors, LLC is a limited liability formed in New York on May 11, 2007. Aurora Energy Advisors, LLC is a full-service energy management and consulting firm specializing in sophisticated strategies designed to manage energy costs for real estate owners and property managers.

### **A-14. Secretary of State :**

**Provide evidence that the applicant is currently registered with the Ohio Secretary of State.**

Files submitted

## B. Applicant Managerial Capability and Experience

### 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.

Aurora Energy Advisors, LLC is currently licensed and providing brokerage services in New Jersey, Massachusetts, Pennsylvania, Maine, Maryland, Illinois, Ohio, Washington D.C. and Delaware.

### 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.

Aurora Energy Advisors, LLC is a full service energy management and consulting firm specializing in sophisticated strategies to manage energy costs for real estate owners and property managers. Aurora offers unique services that work in tandem to craft long-term, strategic energy plans suited to each client's unique portfolio, including budgeting & reporting, renewable energy programs, portfolio analysis, energy supply procurement, and energy auditing. Aurora's approach to electricity, oil, and natural gas procurement employs innovative strategies, allowing maximum flexibility to adapt to ever-changing market conditions while still ensuring stability of cost and budgeting. Aurora plans to serve as a certified retail natural gas broker in Ohio.

### 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.

Aurora Energy Advisors, LLC does not have any existing, pending, or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter 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

## 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.

Auroroa Energy Advisors is a private company with no SEC reporting requirements.

### 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**.

I prefer to file 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.

I prefer 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".

Not Rated

**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.

I prefer to file 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

## 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.

Aurora Energy Advisors, LLC is in the business of providing energy management and consulting services designed to manage energy costs for real estate owners and property managers, including electricity and natural gas brokerage services.

### **D-2. Operations expertise and key technical personnel :**

Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business.

Aurora Energy Advisors, LLC has provided energy management and consulting services, including brokering electricity and natural gas services, for over five years. Aurora's staff has a depth of experience in the industry, offering unique services that work in tandem to craft long-term, strategic energy plans suited to each client's unique portfolio. Aurora's approach to electricity, oil, and natural gas procurement employs innovative strategies, allowing maximum flexibility to adapt to ever-changing market conditions while ensuring stability of cost and budgeting. Aurora's role does not end when contracts are put into place. Most critically, Aurora continues to closely track energy markets for opportunities to improve clients' positions, providing ongoing monitoring of utility invoices for errors, rate class adjustments, meter reads and latent problems within portfolio patterns. Aurora is also committed to aiding clients in their pursuit of energy efficiency measures.



## Competitive Retail Electric Service Affidavit

County of King :

State of NY :

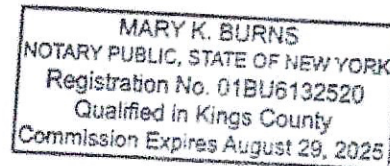
Mitchell Tugelman Affiant, being duly sworn/affirmed, hereby states that

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 13 day of December 2022  
Month Year

Mary K Burns  
Signature of official administering oath

Mary K. Burns  
Print Name and Title

My commission expires on 8-29-2025

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

**Case No(s). 16-2331-EL-AGG**

Summary: Application 2022 - OH - PUCO - CRES Renewal - Aurora - EXECUTED  
- 2022.12.21 electronically filed by Miss Jennifer G. Young on behalf of Aurora  
Energy Advisors LLC