

FILE

NEMLC, LLC

Professional Legal Consulting Services

Our File No. E11-021

May 9, 2011

The Public Utilities Commission of Ohio
Docketing Division
180 E. Broad St.
Columbus, OH 43215

PUCO

2011 MAY 12 PM 1:00

RECEIVED-DOCKETING DIV

**RE: Application to Amend Certification, Letter of Notification
Reflective Energy Solutions, LLC
Case No. 09-0949-EL-AGG, 09-0950-GA-AGG
Certificate No. 09-176E(1), 09-166G(1)**

To Whom It May Concern,

This office has been retained by Reflective Energy Solutions, LLC, a certified Electric and Natural Gas broker in the State of Ohio, to assist them with regulatory compliance in various jurisdictions. Per your request, attached please find the first several pages of Reflective Energy Solutions' respective Electric and Natural Gas applications, filed with the Ohio Public Utilities Commission on 14 October 2009.

Pursuant to Chapter 4928 of the Ohio Revised Code, please accept this letter as application for Reflective Energy Solutions to amend its certifications in Case Numbers **09-0949-EL-AGG, and 09-0950-GA-AGG**, respectively, to include energy brokering services to residential customers. Reflective Energy Solutions, LLC is currently certified under the aforementioned case numbers to broker and/or aggregate for commercial and industrial customers and, due to the ever-changing competitive marketplace, requests to add residential customers to its approved customer base. Reflective Energy Solutions is seeking to serve residential customers throughout the entire State of Ohio and in each applicable service territory.

Should you require any additional documentation or information, please do not hesitate to contact this office at your convenience.

Thank you in advance for your time and attention to this matter.

Very Truly Yours,

Sen Morrissey

/s/ SPM

Phone 609.365.7072

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Fax 609.365.2437

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FILE

BMDC, LLC
134 Highwood Avenue
Leonia, New Jersey 07605

October 13, 2009

D9-949-EL-AGG

Public Utility Commission of Ohio
Docketing Division - 13th Floor
180 East Broad Street
Columbus, Ohio 43215-3793

To Whom It May Concern:

Please accept this original and 10 copies of Reflective Energy Solution's Certification Application for Aggregators/Power Brokers form to perform electric broker services.

Should you have any questions please do not hesitate to contact me at BMDC, LLC's, headquarters. To be clear, Reflective Energy Solutions LLC, is the Applicant and BMDC, LLC, is merely helping them with the application process. If there is anything further that is required please let me know and I will be happy to provide the information as soon as possible.

Sincerely,



Michael D'Angelo
President/CEO - BMDC, LLC
201-736-6247

Michael@BMDCLLC.com
www.BMDCLLC.com

Energy Consulting is just one of our many specialties

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The Public Utilities Commission of Ohio



D9-949-EL-AGG

CERTIFICATION APPLICATION FOR AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-5 Experience). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

**This PDF form is designed so that you may input information directly onto the form.
You may also download the form, by saving it to your local disk, for later use.**

A. APPLICANT INFORMATION

A-1 Applicant's legal name, address, telephone number and web site address

Legal Name Reflective Energy Solutions LLC
Address 120 State Street, First Floor, Hackensack, New Jersey 07601
Telephone # 201-880-1997 Web site address (if any) www.reflectiveES.com

A-2 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Reflective Energy Solutions LLC
Address 120 State Street, Hackensack, NJ 07601
Telephone # 201-880-1997 Web site address (if any) www.reflectiveES.com

A-3 List all names under which the applicant does business in North America

Reflective Energy Solutions LLC

A-4 Contact person for regulatory or emergency matters

Name Eric Zimmerman
Title President

Business address 120 State Street, Hackensack, NJ 07601

Telephone # 201-342-1997

Fax # 201-342-0208

E-mail address (if any) ericz@reflectiveES.com

A-5 Contact person for Commission Staff use in investigating customer complaints

Name Eric Zimmerman

Title President

Business address 120 State Street, Hackensack, NJ 07601

Telephone # 201-342-1997

Fax # 201-342-0208

E-mail address (if any) ericz@reflectiveES.com

A-6 Applicant's address and toll-free number for customer service and complaints

Customer Service address 120 State Street, Hackensack, NJ 07601

Toll-free Telephone # 201-342-1997

Fax # 201-342-0208

E-mail address (if any) ericz@reflectiveES.com

A-7 Applicant's federal employer identification number # 27-0892602

A-8 Applicant's form of ownership (check one)

☐ Sole Proprietorship

☐ Partnership

☐ Limited Liability Partnership (LLP)

☐ Limited Liability Company (LLC)

☐ Corporation

☐ Other _____

A-9 (Check all that apply) Identify each electric distribution utility certified territory in which the applicant intends to provide service, including identification of each customer class that the applicant intends to serve, for example, residential, small commercial, mercantile commercial, and industrial. (A mercantile customer, as defined in (A) (19) of Section 4928.01 of the Revised Code, is a commercial customer who consumes more than 700,000 kWh/year or is part of a national account in one or more states).

■ First Energy

☐ Ohio Edison

☐ Toledo Edison

☐ Cleveland Electric Illuminating

☐ Cincinnati Gas & Electric

☐ Monongahela Power

☐ American Electric Power

☐ Ohio Power

☐ Columbus Southern Power

☐ Dayton Power and Light

☐ Residential

☐ Residential

☐ Residential

☐ Residential

☐ Residential

☐ Residential

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