



PUCO USE ONLY – Version 1.07		
Date Received	Renewal Certification Number	ORIGINAL CRS Case Number
		09 - 0950 - GA-CRS

RENEWAL CERTIFICATION APPLICATION COMPETITIVE RETAIL NATURAL GAS SUPPLIERS

Please **type or print** all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-16 - Company History*). 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, 13th Floor, 180 East Broad Street, Columbus, Ohio 43215-3793.

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

SECTION A - APPLICANT INFORMATION AND SERVICES

A-1 Applicant intends to renew its certificate as: (check all that apply)

☒ Retail Natural Gas Aggregator ☒ Retail Natural Gas Broker ☐ Retail Natural Gas Marketer

A-2 Applicant information:

Legal Name Reflective Energy Solutions, LLC
Address One University Plaza, Suite 407 Hackensack, NJ 07601

Telephone No. 2018801997 Web site Address www.reflectivees.com
Current PUCO Certificate No. 09-166G(1) Effective Dates 11/14/09 - 11/14/11

A-3 Applicant information under which applicant will do business in Ohio:

Name Reflective Energy Solutions, LLC
Address One University Plaza, Suite 407 Hackensack, NJ 07601

Web site Address www.reflectivees.com Telephone No. 201-880-1997

A-4 List all names under which the applicant does business in North America:

Reflective Energy Solutions, LLC

A-5 Contact person for regulatory or emergency matters:

Name Sean P. Morrissey Title Regulatory Consultant
Business Address 199 New Road, Suite 61-187 Linwood, NJ 08221

Telephone No. 609-365-7072 Fax No. 609-365-2437 Email Address smorrissey@energychoiceconsulti

A-6 Contact person for Commission Staff use in investigating customer complaints:

Name Eric Zimmerman Title President
Business address One University Plaza, Suite 407 Hackensack, NJ 07601
Telephone No. 201-880-1997 Fax No. 201-540-2088 Email Address ericz@reflectivees.com

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

Customer service address One University Plaza, Suite 407 Hackensack, NJ 07601
Toll-Free Telephone No. 201-880-1997 Fax No. 201-540-2088 Email Address ericz@reflectivees.com

A-8 Provide "Proof of an Ohio Office and Employee," in accordance with Section 4929.22 of the Ohio Revised Code, by listing name, Ohio office address, telephone number, and Web site address of the designated Ohio Employee

Name Michele Katz Title Sales Representative
Business address 2425 Brian Drive, Cleveland, OH 44122
Telephone No. 216-292-7644 Fax No. 201-540-2088(corp) Email Address michelek@reflectivees.com

A-9 Applicant's federal employer identification number 27-0692602

A-10 Applicant's form of ownership: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> Limited Liability Partnership (LLP) | <input checked="" type="checkbox"/> Limited Liability Company (LLC) |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Other |

A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: *residential, small commercial, and/or large commercial/industrial (mercantile) customers*. (A mercantile customer, as defined in Section 4929.01(L)(1) of the Ohio Revised Code, means a customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within the state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside of this state. In accordance with Section 4929.01(L)(2) of the Ohio Revised Code, "Mercantile customer" excludes a not-for-profit customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within this state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)

<input checked="" type="checkbox"/> Columbia Gas of Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Dominion East Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Duke Energy Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Vectren Energy Delivery of Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial

A-12 If applicant or an affiliated interest previously participated in any of Ohio's Natural Gas Choice Programs, for each service area and customer class, provide approximate start date(s) and/or end date(s) that the applicant began delivering and/or ended services.

☒ **Columbia Gas of Ohio**

<input type="checkbox"/> Residential	Beginning Date of Service		End Date	
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	11/14/09	End Date	ongoing
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	11/14/09	End Date	ongoing
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	11/14/09	End Date	ongoing

☒ **Dominion East Ohio**

<input type="checkbox"/> Residential	Beginning Date of Service		End Date	
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	11/14/09	End Date	ongoing
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	11/14/09	End Date	ongoing
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	11/14/09	End Date	ongoing

☒ **Duke Energy Ohio**

<input type="checkbox"/> Residential	Beginning Date of Service		End Date	
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	11/14/09	End Date	ongoing
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	11/14/09	End Date	ongoing
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	11/14/09	End Date	ongoing

☒ **Vectren Energy Delivery of Ohio**

<input type="checkbox"/> Residential	Beginning Date of Service		End Date	
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	11/14/09	End Date	ongoing
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	11/14/09	End Date	ongoing
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	11/14/09	End Date	ongoing

A-13 If not currently participating in any of Ohio's four Natural Gas Choice Programs, provide the approximate start date that the applicant proposes to begin delivering services:

<input type="checkbox"/>	Columbia Gas of Ohio	Intended Start Date		
<input type="checkbox"/>	Dominion East Ohio	Intended Start Date		
<input type="checkbox"/>	Duke Energy Ohio	Intended Start Date		
<input type="checkbox"/>	Vectren Energy Delivery of Ohio	Intended Start Date		

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 Exhibit A-14 "Principal Officers, Directors & Partners,"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-15 Exhibit A-15 "Corporate Structure,"** provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale natural gas or electricity to customers in North America.
- A-16 Exhibit A-16 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-17 Exhibit A-17 "Articles of Incorporation and Bylaws,"** provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto, *only if the contents of the originally filed documents changed since the initial application.*
- A-18 Exhibit A-18 "Secretary of State,"** provide evidence that the applicant is still currently registered with the Ohio Secretary of the State.

SECTION B - APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED

- B-1 Exhibit B-1 "Jurisdictions of Operation,"** provide a current list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail natural gas service, or retail/wholesale electric services.
- B-2 Exhibit B-2 "Experience & Plans,"** provide a current description of the applicant's experience and 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 Section 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- B-3 Exhibit B-3 "Summary of Experience,"** provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking renewed certification (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational

status or ability to provide the services for which it is seeking renewed certification since applicant last filed for certification.

- B-5 Exhibit B-5 "Disclosure of Consumer Protection Violations,"** disclose whether the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant has been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws since applicant last filed for certification.

☒ No ☐ Yes

If Yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Consumer Protection Violations,"** detailing such violation(s) and providing all relevant documents.

- B-6 Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, or revoked, or whether the applicant or predecessor has been terminated from any of Ohio's Natural Gas Choice programs, or been in default for failure to deliver natural gas since applicant last filed for certification.

☒ No ☐ Yes

If Yes, provide a separate attachment, labeled as **Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** detailing such action(s) and providing all relevant documents.

SECTION C - APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED

- C-1 Exhibit C-1 "Annual Reports,"** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information, labeled as Exhibit C-1, or indicate that Exhibit C-1 is not applicable and why.
- C-2 Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 whether the applicant is not required to file with the SEC and why.
- C-3 Exhibit C-3 "Financial Statements,"** provide copies of the applicant's two most recent years of audited financial statements (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, it shall file audited or officer-certified financial statements covering the life of the business.
- C-4 Exhibit C-4 "Financial Arrangements,"** provide copies of the applicant's current financial arrangements to conduct competitive retail natural gas service (CRNGS) as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.)
- C-5 Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant's CRNGS operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.

- C-6 Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's current credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant.
- C-7 Exhibit C-7 "Credit Report,"** provide a copy of the applicant's current credit report from Experian, Dun and Bradstreet, or a similar organization.
- C-8 Exhibit C-8 "Bankruptcy Information,"** provide a list and description of any reorganizations, protection from creditors, or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or since applicant last filed for certification.
- C-9 Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant since applicant last filed for certification.

SECTION D – APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- D-1 Exhibit D-1 "Operations,"** provide a current written description of the operational nature of the applicant's business. Please include whether the applicant's operations will include the contracting of natural gas purchases for retail sales, the nomination and scheduling of retail natural gas for delivery, and the provision of retail ancillary services, as well as other services used to supply natural gas to the natural gas company city gate for retail customers.
- D-2 Exhibit D-2 "Operations Expertise,"** given the operational nature of the applicant's business, provide evidence of the applicant's current experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel,"** provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant's current business.

Applicant Signature and Title

Sworn and subscribed before me this

28

day of

October

Month

2011

Year

Signature of official administering oath

Print Name and Title

Saul Kaszovitz
Notary Public, State of New Jersey
No. 2410306
Qualified in Bergen County
Commission Expires July 7, 2016

My commission expires on



The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service Affidavit Form (Version 1.07)

In the Matter of the Application of)

Reflective Energy Solutions, LLC)

for a Certificate or Renewal Certificate to Provide)
Competitive Retail Natural Gas Service in Ohio.)

Case No. 09 - 0950 -GA-CRS

County of Bergen
State of New Jersey

Eric Zimmerman

[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.
- (2) The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
- (3) The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
- (4) 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) Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
- (6) Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
- (7) Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
- (8) Affiant further sayeth naught.

Affiant Signature & Title

Sworn and subscribed before me this

President

28 day of October

Month

2011

Year

Signature of Official Administering Oath

Print Name and Title

Saul Kaszovitz
Notary Public, State of New Jersey
No. 2410306
Qualified in Bergen County
Commission Expires July 7, 2016

My commission expires on

(CRNGS Supplier Renewal)

Page 7 of 7

Exhibit A-14 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

Eric Zimmerman
President
One University Plaza
Suite 407
Hackensack, NJ 07601
201.880.1997

Steven Margulies
CEO
One University Plaza
Suite 407
Hackensack, NJ 07601
201.880.1997

Exhibit A-15 "Corporate Structure," provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale electricity or natural gas to customers and companies that aggregate customers in North America.

Applicant has no affiliate or subsidiary companies that supply retail or wholesale electricity or natural gas to customers in North America

INTERNAL CORPORATE STRUCTURE

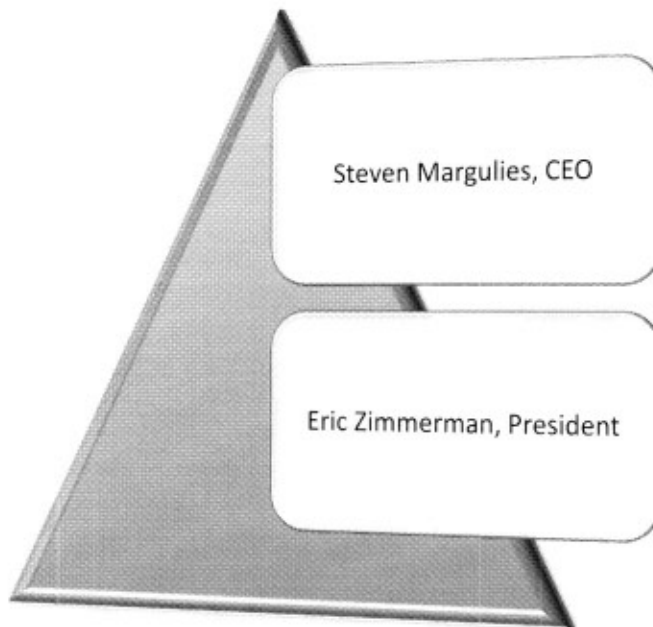


Exhibit A-16 "Company History." Provide a concise description of the applicant's company history and principal business interests.

Please visit us at: www.reflectivees.com

Our Mission

Our mission is to be the most effective Brokering agent available to the energy marketing industry and to help the businesses manage their energy costs through effective energy purchasing strategies.

Overview

Reflective Energy Solutions maintains very strong relationships with the country's most reputable energy suppliers. We have developed working relationships with over 50 suppliers across the country. The strength of these relationships, combined with our industry knowledge and reputation for integrity, enable us to negotiate superior energy contract terms on consumers' behalf and act as an advocate.

Reflective Energy Solutions, LLC currently serves customers and is fully licensed in the deregulated jurisdictions of Maryland, New Jersey, Ohio and Illinois.

Exhibit A-17 "Articles of Incorporation and Bylaws," if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the Applicant is incorporated and any amendments thereto.

NEW JERSEY DEPARTMENT OF TREASURY
DIVISION OF REVENUE

CERTIFICATE OF FORMATION

REFLECTIVE ENERGY SOLUTIONS LLC

0400300825

The above-named DOMESTIC LIMITED LIABILITY COMPANY was duly filed in accordance with New Jersey state law on 08/07/2009 and was assigned identification number 0400300825. Following are the articles that constitute its original certificate.

- 1. Name:**
REFLECTIVE ENERGY SOLUTIONS LLC
- 2. Registered Agent:**
STEVEN MARGULIES
- 3. Registered Office:**
C/O GOLDEN MTN. MANAGEMENT
120 STATE STREET, 1ST FLOOR
HACKENSACK, NJ 07601
- 4. Business Purpose:**
ANY LAWFUL PURPOSE

Signatures:

STEVEN MARGULIES
AUTHORIZED REPRESENTATIVE



Certification# 115029927

Verify this certificate at
https://www1.state.nj.us/TYTR_StandingCert/JSP/Verify_Cert.jsp

*IN TESTIMONY WHEREOF, I have
hereunto set my hand and affixed my
Official Seal at Trenton, this
7th day of August, 2009*

A handwritten signature in black ink, appearing to read "R. David Rousseau".

R. David Rousseau
State Treasurer

**STATE OF NEW JERSEY
DEPARTMENT OF TREASURY
SHORT FORM STANDING**

REFLECTIVE ENERGY SOLUTIONS LLC

0400300825

I, the Treasurer of the State of New Jersey, do hereby certify that the above-named New Jersey Domestic Limited Liability Company was registered by this office on August 7, 2009.

As of the date of this certificate, said business continues as an active business in good standing in the State of New Jersey, and its Annual Reports are current.

I further certify that the registered agent and registered office are:

*Steven Margulies
C/O Golden Mtn. Management
120 State Street, 1st Floor
Hackensack, NJ 07601*



Certification# 115209435

*IN TESTIMONY WHEREOF, I have
hereunto set my hand and affixed my
Official Seal at Trenton, this
1st day of September, 2009*

*R. David Rousseau
State Treasurer*

Verify this certificate at
https://www1.state.nj.us/TYTR_StandingCert/JSP/Verify_Cert.jsp

Exhibit A-18 "Secretary of State," provide evidence that the applicant has registered with the Ohio Secretary of the State.

200927801056

DATE:
10/06/2009

DOCUMENT ID
200927801056

DESCRIPTION
REG. OF FOR. PROFIT LIM. LIAB. CO.
(LFP)

FILING
125.00

EXPED
100.00

PENALTY
.00

CERT
.00

COPY
.00

Receipt

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

VCORP SERVICES LLC
20 ROBERT PITT DR STE 214
ATTN A MCSHARRY
MONSEY, NY 10952

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jennifer Brunner

1887122

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

REFLECTIVE ENERGY SOLUTIONS LLC

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

Document(s):

REG. OF FOR. PROFIT LIM. LIAB. CO.

Document No(s):

200927801056



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 October, A.D. 2009.

A handwritten signature in cursive script, reading "Jennifer Brunner".

Ohio Secretary of State

B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

Exhibit B-1 “Jurisdictions of Operation,” provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.

As of the date of this filing, Reflective Energy Solutions is licensed, certified, registered or otherwise authorized to provide retail or wholesale electric services in Maryland, Illinois, Ohio and New Jersey.

Exhibit B-2 "Experience & Plans," provide a description of the applicant's experience and 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 Section 4928.22 of the Revised Code.

Reflective Energy Solutions, LLC ("RES") has a proven track record in the electric and natural gas industry as broker/marketer licensed in and serving the Energy Supplier Markets in Illinois, Maryland, New Jersey, and Ohio.

RES will at no time be taking title to any natural gas, nor will it be contracting directly with Retail Customers in Ohio. RES will serve only in the capacity of a Retail Natural Gas Broker/Aggregator and will not be providing any billing statements to customers. Customer inquiries and/or complaints can be handled directly by RES as outlined herein or through the customers Local Delivery Company.

Exhibit B-3 “Summary of Experience.” Provide a concise and current summary of the applicant’s experience in providing the service for which it is seeking renewed certification.

Since Reflective Energy Solution’s inception in 2009, it has gone on to become an innovative leader in the deregulated energy market. Working primarily with commercial customers in various jurisdictions, RES has gone on to become certified and remains in good standing in New Jersey, Maryland, Illinois and Ohio; assisting thousands of small and large business customers navigate the complex world of the deregulated energy market acting as an advocate on their behalf.

With our executives and staff having combined industry experience of over 75 years, working with Reflective Energy allows consumers to have one partner to meet all their energy planning, procurement and management needs. We apply our expertise to assessing each customers unique business needs and current energy situation, and leverage our extensive supplier and provider relationships to help create and negotiate the right solutions and strategies for each unique situation. Our independence and years of experience result in significant time and cost savings and better contract terms. It also allows us to evaluate the impact of one initiative on an entire energy expenditure allowing consumers to avoid costly errors and more effectively manage their energy needs.

Exhibit B-4 "Disclosure of Liabilities and Investigations," provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.

Reflective Energy Solutions has never had any existing, pending or past ruling, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be re-certified to provide.

C. APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE

Exhibit C-1 “Annual Reports,” provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why.

As Reflective Energy Solutions was formed in August of 2009, it therefore has a very limited financial history and does not issue annual reports to shareholders. Please see exhibit C-3 for the most recent and available officer certified financial statements.

Exhibit C-2 “SEC Filings,” provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 that the applicant is not required to file with the SEC and why.

As a privately held company, Applicant is not required to file with the Securities and Exchange Commission.

Exhibit C-3 “Financial Statements,” provide copies of the applicant’s two most recent years of audited financial statements (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, it shall file audited or officer certified financial statements covering the life of the business.

As RES was formed in August of 2009, attached please find officer certified financial statements covering the life of the business.

STATE OF OHIO

OHIO PUBLIC SERVICE COMMISSION

Reflective Energy Solutions, LLC :
 :
Verification of Financial Condition :
Certificate No. 09-166G(1) :


CERTIFICATION OF FINANCIAL CONDITION

Reflective Energy Solutions, LLC ("Applicant"), by and through their President, Eric Zimmerman, respectfully request that the Ohio Public Service Commission ("Commission") accept this verification of the attached financial documentation in the above captioned matter.

I, Eric Zimmerman, am duly authorized to give this affidavit and have personal knowledge of the facts and matters herein stated.


1. I am President of Reflective Energy Solutions, LLC, an energy brokering company operating and fully certified as a Competitive Natural Gas Provider in Ohio.
2. I hereby affirm that the financial condition and financial statements are accurate and true to the best of my knowledge and belief.

Affiant hereby certifies that he is duly authorized to submit the above information on behalf of Reflective Energy Solutions, that Affiant is associated with Reflective Energy Solutions in the capacity noted above, and has personal knowledge of the accuracy of the information provided herein, and that the information provided herein is true and correct to the best of Affiant's knowledge and belief.

By: 
Eric Zimmerman
President
Reflective Energy Solutions, LLC

SWORN TO AND SUBSCRIBED before me this 28 day of October 2019.

(Seal)



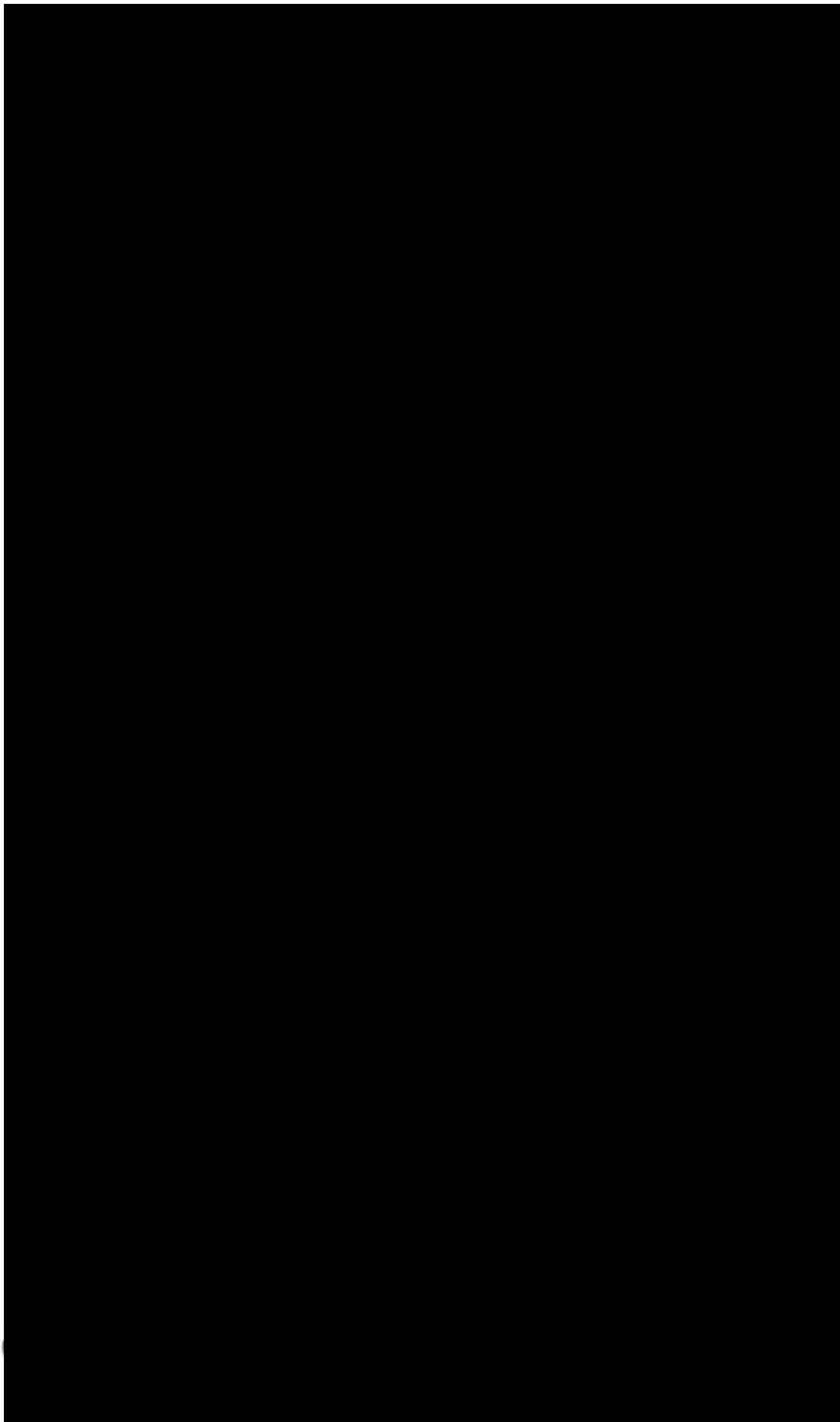
Notary Public

Saul Kaszowitz Commission Expires
Notary Public, State of New Jersey
No. 2410306
Qualified in Bergen County
Commission Expires July 7, 2016

Profit & Loss
January through December 2010

CONFIDENTIAL

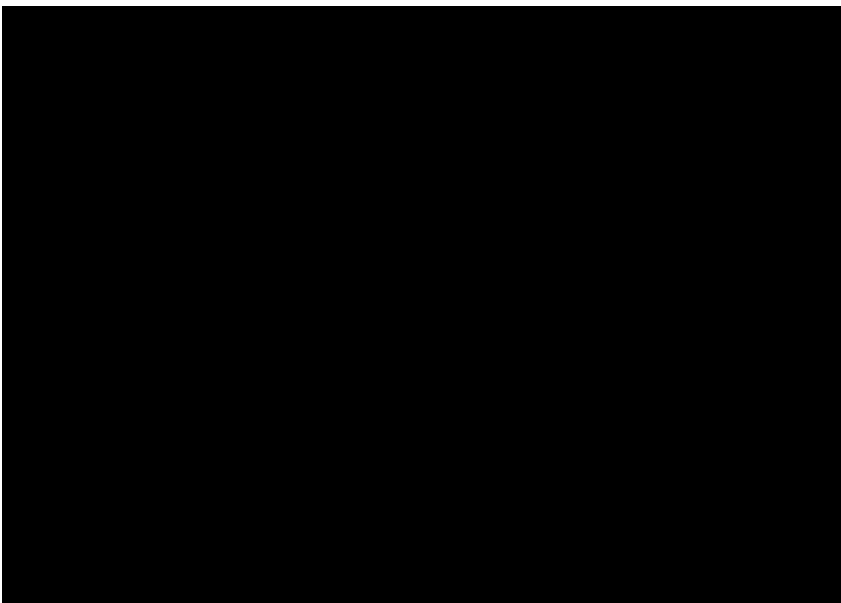
Jan - Dec 10



Summary Balance Sheet

As of December 31, 2010

CONFIDENTIAL



Reflective Energy Solutions, LLC
Balance Sheet
All Transactions



CONFIDENTIAL

Sep 22, 09

11:33 AM

09/22/09

Accrual Basis

Reflective Energy Solutions, LLC

Profit & Loss

All Transactions



CONFIDENTIAL



7.4

10.3

12.1

Exhibit C-4 “Financial Arrangements,” provide copies of the applicant's financial arrangements to conduct CRES as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.).

Reflective Energy Solutions only acts as a Power/Retail Natural Gas Broker/Aggregator in Ohio helping business more effectively manage their energy costs. At no time will Reflective Energy Solutions be taking title to or delivering electricity or natural gas and therefore does not need to rely upon any bank commitments and/or contractual arrangements.

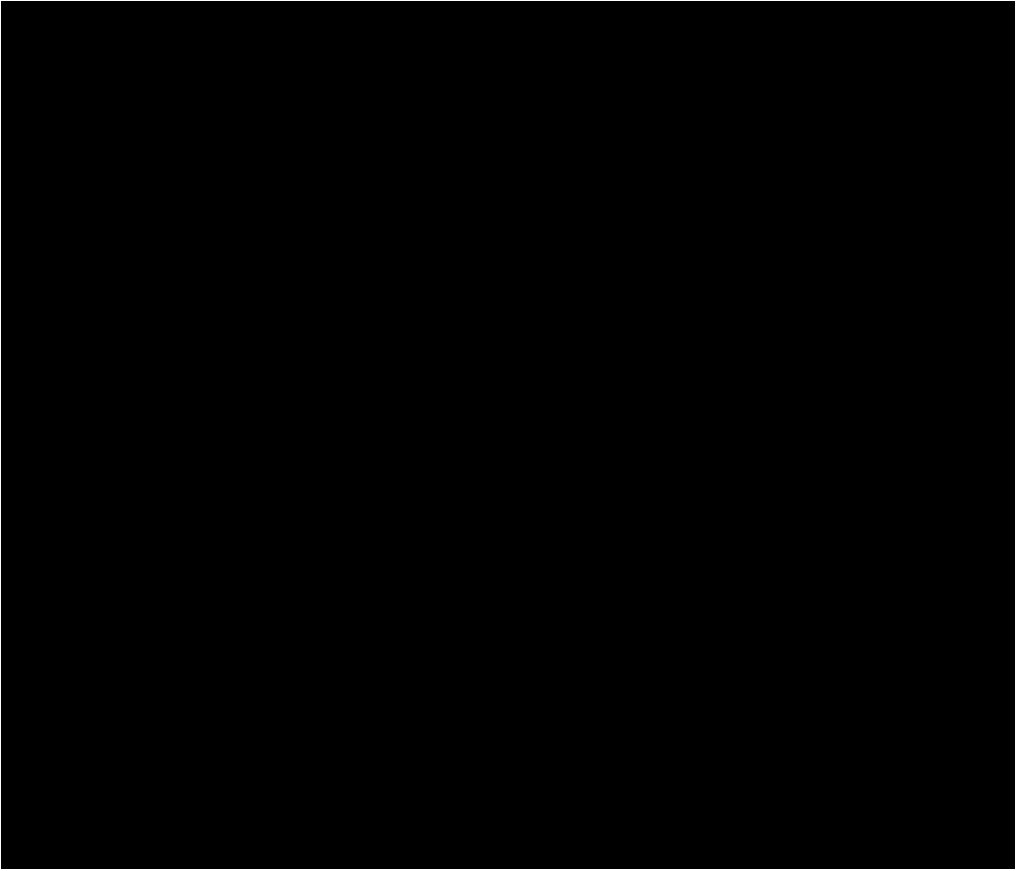


CONFIDENTIAL

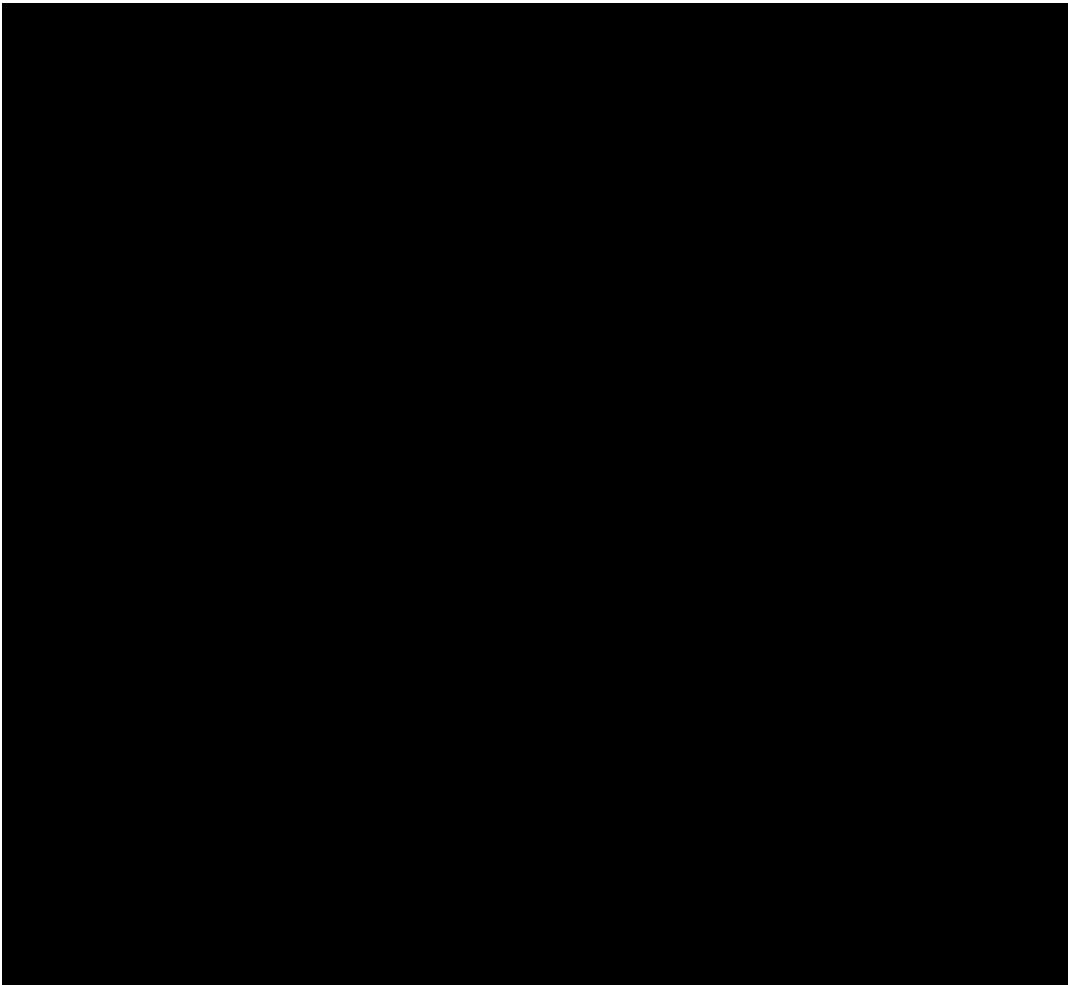
Exhibit C-5 “Forecasted Financials.” Provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant’s CRES operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.

Please see attached verified forecasted financials completed by following company officer:

Eric Zimmerman, President
Reflective Energy Solutions, LLC
One University Plaza, Suite 407
Hackensack, NJ
201.880.1997
ericz@reflectivees.com



CONFIDENTIAL



CONFIDENTIAL

Exhibit C-6 “Credit Rating,” provide a statement disclosing the applicant’s credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody’s Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant’s parent or affiliate organization that guarantees the obligations of the applicant.

As a privately held company, applicant does not subscribe to the above mentioned organizations.

Exhibit C-7 “Credit Report,” provide a copy of the applicant’s credit report from Experian, Dun and Bradstreet or a similar organization.

Due to Applicant’s limited corporate history, there is no corporate credit report available.

Exhibit C-8 “Bankruptcy Information,” provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or within the two most recent years preceding the application.

Reflective Energy Solutions, LLC has not had any bankruptcy filings, reorganizations within the most recent two preceding years.

Exhibit C-9 “Merger Information,” provide a statement describing any dissolution or merger or acquisition of the applicant within the five most recent years preceding the application.

Reflective Energy Solutions, LLC has not had any dissolution or merger or acquisition within the five most recent years preceding the application.

Exhibit D-1 “Operations.” Provide a current written description of the operational nature of the applicants business. Please include whether the applicant’s operations will include the contracting of natural gas purchases for retail sales, the nomination and scheduling of retail natural gas for delivery, and the provision of retail ancillary services, as well as other services used to supply natural gas to the natural gas company city gate for retail customers.

As indicated, Reflective Energy Solutions only seeks re-certification as a Natural Gas Broker/Aggregator and at no time will RES take title or physically deliver natural gas to any customer class within Ohio.

Reflective Energy Solutions LLC is an energy brokerage company that will organize and present complex energy information in an objective, easy to understand format, enabling businesses to make energy procurement decisions that best meet their needs. In return for this service, if/when a customer enters into a contract with an energy supplier, Reflective will be compensated based upon a fixed fee, or commission previously agreed to with the client. Reflective Energy Solutions is not an energy supplier and will not be purchasing the commodity, but will be advising clients concerning their energy needs.

Exhibit D-2 “Operations Expertise.” Given the operational nature of the applicant’s business provide evidence of the applicant’s current experience and technical expertise in performing such operations.

Eric Zimmerman, President of Reflective Energy Solutions LLC, has fourteen years of progressive and responsible utilities management experience. Eric will be responsible for soliciting clients, hiring/firing, marketing, promotion, and all daily aspects of running the business. He graduated from Yeshiva University in New York with a Bachelor of Science degree.

Following graduation in 1994, Eric worked for a business and technology consulting firm in New Jersey as both a project manager and later as the Director of Project Management.

In 2000, that business was acquired by a wireless communications company, and Eric moved into an internal consulting role finding opportunities to increase operational efficiencies. Eric applied his business acumen to improve the order processing, fulfillment, and inventory tracking processes.

Beginning in 2002, Eric joined Econnergy Energy Company, tasked with growing the company’s share of the residential and small commercial marketplace in the company’s geographic territories. Over the next five years, Eric grew the customer base by over 40% and expanded the business into new territories. It was at Econnergy that Eric learned the intricacies of the natural gas and electricity markets.

Eric was recruited by Constellation New Energy in 2006 to build a presence in the middle market business segment, a segment where Constellation’s presence was minimal. In that time, Eric hired, trained, and mentored a sales force of industry beginners and turned them into a high performing sales organization.

Since his co-founding of RES in 2009, Mr. Zimmerman has successfully expanded their operations throughout the competitive energy market and continues in that position today.

Exhibit D-3 “Key Technical Personnel.” Provide the names, titles, email address, telephone numbers, and background of key personnel involved in the operation aspects of the applicant’s current business.

Please see attached resumes of Eric Zimmerman, President, and Steven Margulies, CEO.

Exhibit D-3
Key Technical Personnel

ERIC J. ZIMMERMAN
120 State Street
Hackensack, New Jersey 07601
Bberry 201-655-3471
E-mail, ericz@reflectiveES.com

PROFILE

A results-oriented professional with over 14 years experience in the energy, telecommunications, and IT industries. Successful track record for building operations from infancy to profitable entities that exceeded sales targets. Established reputation for building cohesive "winning" teams designed to leverage the skills of the individuals to maximize the profitability of the organization. Readily adapts strategies in response to market dynamics. Specific strengths include strategic planning, business development, sales management, product development, contract negotiation, building strategic relationships and partnerships, execution of brand-building campaigns, and development of sales materials and targeted marketing campaigns.

PROFESSIONAL EXPERIENCE

2009 - Present: Reflective Energy Solutions, Hackensack, New Jersey

A company specializing in energy procurement and risk management consulting across North America. We help companies manage and predict their energy costs through custom-fit energy risk management strategies.

President

- Founder and head of a firm focused on delivering energy procurement and risk management consulting services to commercial, industrial and governmental customers across North America.
- Responsible for directing all aspects of the company's operations, strategy, and growth

2006 to 2009: Constellation NewEnergy, New York, New York

North America's largest competitive energy supplier, with tens of thousands of commercial and industrial customers.

Director of Business Development

- Developed and executed business plans to launch direct sales team with a focus on commercial, industrial and municipal accounts across New York and New Jersey.
- Hired, trained, coached, managed, and motivated team of 12 direct and indirect business development professionals who exceeded aggressive sales targets
- Team delivered over 1,000,000 mWh's of contracts in the first year
- Developed and managed sales support infrastructure
- Maintained approximately 90% renewal rate across customer base
- Directly negotiated complex supply contracts with large commercial and industrial customers

2002 to 2006: Econnergy Energy Company, Spring Valley, New York

One of the largest energy marketers in North America with hundreds of thousands of customers, both residential and commercial, in six states and the District of Columbia.

Director of Sales and Marketing

- Developed and implemented marketing communication strategies targeting both prospects along with existing customers.
- Doubled revenues to \$500 million dollars a year while achieving new customer growth of 50%
- Channel mix includes: direct mail, telemarketing, direct sales force (both salary and 1099), trade show, Internet, multi-cultural, print, television and radio.
- Managed a team of 13 direct employees.
- Created programs designed to improve customer retention. Reduced cost of acquisition by 14% while reducing customer churn by 40%.
- Spearheaded introduction of new products used for both customer retention along with new customer acquisition.
- Responsible for consistent corporate communication throughout all sales channels and collateral materials.
- Developed strategic alliances with key companies and organizations.

2002: Chofetz Chaim Heritage Foundation Monsey, NY

A not for profit organization that encourages personal development and increased awareness of the power of positive speech.

Director of Operations

- Managing both internal and external telemarketing teams. Directed campaigns that raised 95% of previous year's donations in 65% of the time.
- Implemented solutions that reduced long-term account receivables by over 50%.
- Increased the frequency and effectiveness of direct mail as a fundraising medium
- Conceived, planned, and implemented multiple fundraising events
- Streamlined donations processing, procurement, customer service, quality assurance, billing, and staff resource planning.

2000 to 2001: GoAmerica Communications Hackensack, NJ (acquired Flash Creative Management)

A leading provider of innovative wireless data solutions for corporate customers.

Business Process Analyst

- Designed new processes which improved the efficiency of the order fulfillment department from having 80% of orders being processed within three to five business days to 95% within 24 hours, while saving over \$600,000.
- Worked with the VP of Operations to design new customer service processes, enabling management to better organize the service department. The work resulted in reducing the average wait time from more than 90 minutes to less than 30 seconds, calls volume remained flat against a 30% increase in customers
- Designed new inventory processes as well as bar code scanning, allowing tighter security, scalability, easier information exchange and greater overall efficiency for inventory management.

- Created efficient processes and procedures for working with the corporate billing and order fulfillment systems, enabling a reduction in account receivables by over \$2,500,000.

1994 to 2000: Flash Creative Management Hackensack, NJ

A business technology consulting firm dedicated to applying technology to solve business problems.

Director of Project Management

- Developed a framework for processes and tools to reengineer IT project management key processes.
- Directed Project Managers in the areas of project management, project estimation, risk identification and mitigation strategies, and solution delivery. Responsible for resolving escalated project issues.
- Responsible for full Project Life Cycle of a transportation company management system in a Visual Studio/SQL Server environment
- Managed implementation of commercial healthcare software projects for 3M. Our architecture reduced the length of product development from eighteen to six months. Responsible for managing projects teams of up to ten people for system development projects using a variety of software development tools. Team success led to six years of continuous projects.
- Worked with developers and users to produce complete technical and user documentation including User Requirement and Software Design Specifications and design of Software Test Protocols and Procedures.

EDUCATION

B S, Finance

Yeshiva University, New York, New York

Exhibit D-3
Key Technical Personnel

STEVEN I. MARGULIES
120 State Street
Hackensack, NJ 07601
(201) 742-5161
sm@goldenmt.com

EMPLOYMENT: **GOLDEN MOUNTAIN MANAGEMENT, Hackensack, NJ**
Founder, Managing Member and CIO, 2008 - present

SHOPKORN MANAGEMENT, New York, NY
Portfolio Manager, 2005-2007
Co-managed long-short equity fund, using a macro-driven approach.

VALENZUELA CAPITAL PARTNERS, New York, NY
Director of Equities, 2004-2005
Managing Director-Portfolio Manager, 2001-2003
Portfolio Manager of small-cap value, mid-cap value and SMID value funds. AUM of \$600 million. Supervised 4 analysts.
Manager of small-cap product with a value style, using a bottoms-up, fundamental research driven approach. Grew assets from \$20 million to \$150 million in three years.

BMI CAPITAL, New York, NY
Senior Vice President-Portfolio Manager, 1999-2001
Member of two-person team, managed \$200 million of separately managed equity accounts with value equity style, using a research driven, bottoms-up approach.

BREAN MURRAY & CO., New York, NY
Sell-side Equity Research Analyst, 1992-1998.
Provided research coverage on small-capitalization special situations. Conducted primary company and industry research on financials, industrials and health care stocks.

DEBEVOISE & PLIMPTON, New York, NY
Associate Attorney - Corporate Finance/Securities, 1988-1992
Structured, negotiated and drafted corporate finance transactions, including mergers and acquisitions, and public and private offerings (of debt, equity and convertibles). Drafted and filed SEC filings.

EDUCATION: **NEW YORK UNIVERSITY, New York, NY**
Graduate School of Business - M. B. A. (Finance), 1988
School of Law - J. D., 1988

NEW YORK UNIVERSITY, New York, NY
College of Business and Public Administration
B. S. Economics and Management, Cum Laude, June 1985

AFFILIATIONS: Former Series 7 and 63 (Retired), Former New York State Bar (Retired).
Treasurer, Yavneh Academy, Paramus, NJ 2002-2004
Board Member, Torah Academy of Bergen County 2007-present
Board Member, Yavneh Academy, 1998-present
Board Member, Congregation Bnai Yeshurun, Teaneck, NJ 1996-2000

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FILE The Public Utilities Commission of Ohio
Ohio Competitive Retail Natural Gas Aggregator/Broker Certificate

Issued pursuant to Case Number(s):
09-0950-GA-AGG

Is

Ohio Competitive Retail Natural Gas Aggregator/Broker Certificate Number:
09-166G(1)

Granted to:
Reflective Energy Solutions LLC

Whose office or principal place of business is located at:
120 State Street, 1st Floor, Hackensack, New Jersey 07601

And is hereby certified to provide:
Retail Natural Gas Aggregator/Broker Services
within the state of Ohio, for a two-year period.

Certification Effective:
November 14, 2009 Through November 14, 2011

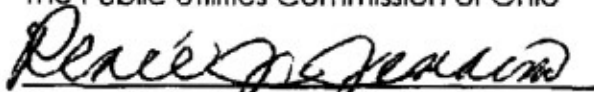
The certification of Ohio competitive retail natural gas aggregators/brokers is governed by Chapter 4901:1-27 of the Ohio Administrative Code and section 4929.20 of the Ohio Revised Code.

This Certificate is revocable if all of the conditions set forth in the aforementioned case(s) as well as those under law, are not met.

Certified entity is subject to all rules and regulations of the commission, now existing or hereafter promulgated.

Witness the seal of the Commission affixed at Columbus, Ohio
Dated: November 13, 2009

By Order of
The Public Utilities Commission of Ohio



Renee J. Jenkins, Secretary
Betty McCauley, Acting Secretary
Mairuth C Wright, Acting Secretary

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

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in

Case No(s). 09-0950-GA-AGG

Summary: Application Competitive Natural Gas Renewal Application electronically filed by Mr. Sean P Morrissey on behalf of REFLECTIVE ENERGY SOLUTIONS LLC PRESIDENT