



Public Utilities Commission

Original AGG Case Number	Version
15-0459-EL-AGG	May 2016

RENEWAL APPLICATION FOR ELECTRIC AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit C-10 Corporate Structure). 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. RENEWAL INFORMATION

A-1 Applicant intends to be certified as: (check all that apply)

☐ Power Broker ☒ Aggregator

A-2 Applicant's legal name, address, telephone number, PUCO certificate number, and web site address

Legal Name ReallyObjective LLC
Address 5455 Muirfield Court
PUCO Certificate # and Date Certified 15-959(1) April 4, 2015
Telephone # (614) 408-1020 Web site address (if any) www.reallyobjective.com

A-3 List name, address, telephone number and web site address under which Applicant will do business in Ohio

Legal Name Same as above
Address _____
Telephone # _____ Web site address (if any) _____

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

ReallyObjective

A-5 Contact person for regulatory or emergency matters

Name Lance Schneier
Title CEO
Business address 5455 Muirfield Court
Telephone # (614) 408-1020 Fax # (614) 408-1021
E-mail address lance@reallyobjective.com

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

Name Same as above
Title _____
Business address _____
Telephone # _____ Fax # _____
E-mail address _____

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

Customer Service address 5455 Muirfield Court
Toll-free Telephone # (855) 636-0340 Fax # (614) 408-1021
E-mail address support@reallyobjective.com

A-8 Applicant's federal employer identification number # 47-3251314

A-9 Applicant's form of ownership (check one)

Sole Proprietorship Partnership
Limited Liability Partnership (LLP) ☒ Limited Liability Company (LLC)
Corporation Other _____

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

A-10 Exhibit A -10 "Principal Officers, Directors & Partners" provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.

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 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.

B-2 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 4928.10 of the Revised Code.

B-3 **Exhibit B-3 "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.

B-4 Disclose whether the applicant, a predecessor of the applicant, or any principal officer of the applicant have ever been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

✓ No Yes

If yes, provide a separate attachment labeled as **Exhibit B-4 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-5 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service including aggregation service denied, curtailed, suspended, revoked, or cancelled within the past two years.

✓ No Yes

If yes, provide a separate attachment labeled as **Exhibit B-5 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

C. 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 in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why. (This is generally only applicable to publicly traded companies who publish annual reports.)

C-2 **Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If the applicant does not have such filings, it may submit those of its parent company. An applicant may submit a current link to the filings or provide them in paper form. 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.

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. 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 account numbers redacted).

C-4 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.).

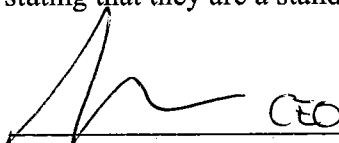
Renewal applicants can fulfill the requirements of Exhibit C-4 by providing a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU’s collateral requirements.

First time applicants or applicants whose certificate has expired as well as renewal applicants can meet the requirement by one of the following methods:

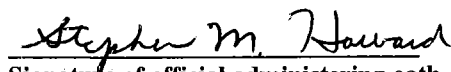
1. The applicant itself stating that it is investment grade rated by Moody’s, Standard & Poor’s or Fitch and provide evidence of rating from the rating agencies.
2. Have a parent company or third party that is investment grade rated by Moody’s, Standard & Poor’s or Fitch guarantee the financial obligations of the applicant to the LDU(s).
3. Have a parent company or third party that is not investment grade rated by Moody’s, Standard & Poor’s or Fitch but has substantial financial wherewithal in the opinion of the Staff reviewer to guarantee the financial obligations of the applicant to the LDU(s). The guarantor company’s financials must be included in the application if the applicant is relying on this option.
4. Posting a Letter of Credit with the LDU(s) as the beneficiary.

If the applicant is not taking title to the electricity or natural gas, enter "N/A" in Exhibit C-4. An N/A response is only applicable for applicants seeking to be certified as an aggregator or broker.

- C-5 **Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted income statements for the applicant's **ELECTRIC related business activities in the state of Ohio Only**, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.
- C-6 **Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's credit rating as reported by two of the following organizations: Duff & Phelps, Fitch IBCA, Moody's Investors Service, Standard & Poor's, 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 an 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. If an applicant or its parent does not have such a credit rating, enter "N/A" in Exhibit C-6.
- C-7 **Exhibit C-7 "Credit Report,"** provide a copy of the applicant's credit report from Experian, Dun and Bradstreet or a similar organization. An applicant that provides an investment grade credit rating for Exhibit C-6 may enter "N/A" for Exhibit C-7.
- 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 within the two most recent years preceding the application.
- C-9 **Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant within the two most recent years preceding the application.
- C-10 **Exhibit C - 10 "Corporate Structure,"** provide a description of the applicant's corporate structure, not an internal organizational chart, 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 in North America. If the applicant is a stand-alone entity, then no graphical depiction is required and applicant may respond by stating that they are a stand-alone entity with no affiliate or subsidiary companies.


Signature of Applicant & Title
Lance Schneier, CEO

Sworn and subscribed before me this 27th day of March, 2017
Month Year


Signature of official administering oath

Stephen M. Howard, Attorney
Print Name and Title

My commission expires on _____
STEPHEN M. HOWARD
NOTARY PUBLIC - STATE OF OHIO
MY COMMISSION HAS NO EXPIRATION DATE
SECTION 147.03 B, C.

AFFIDAVIT

State of Ohio :

____ ss.
(Town)

County of Franklin :

Lance Schneier, Affiant, being duly sworn/affirmed according to law, deposes and says that:

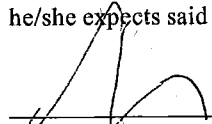
He/She is the CEO (Office of Affiant) of ReallyObjective LLC (Name of Applicant);

That he/she is authorized to and does make this affidavit for said Applicant,

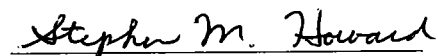
1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification renewal are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it 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 herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The Applicant herein, attests that it 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.
8. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
9. The Applicant herein, attests that it 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, the Applicant herein, attests that 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. (Only applicable if pertains to the services the Applicant is offering)

11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the renewal 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 customer complaints.

That the facts above set forth are true and correct 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.

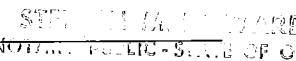

Signature of Affiant & Title
Lance Schneier, CEO

Sworn and subscribed before me this 27th day of March, 2017
Month Year


Signature of official administering oath

Stephen M. Howard
Print Name and Title

My commission expires on _____


MY COMMISSION HAS NO EXPIRATION DATE
SECTION 147.03 R. C.

ReallyObjective LLC

Exhibit A-10

“Principal Officers, Directors & Partners”

Lance Schneier
CEO
5455 Muirfield Court
Dublin, OH 43017
614.408.1020

ReallyObjective LLC

Exhibit B-1

"Jurisdictions of Operation"

Ohio

Exhibit B-2

“Experience & Plans”

Lance Schneier has over 40 years of experience in energy deregulation, marketing and technology as an attorney, entrepreneur, senior executive and venture capitalist. In 1975, he began practicing energy and communications regulatory law and corporate law at Vorys, Sater, Seymour and Pease in Columbus, Ohio. In 1979, Schneier authored a law journal article positing open access for the interstate natural gas pipeline network. That article is cited as an early contributor to the creation of today's energy marketing and trading industry.

In 1982, he became a partner in the law firm and left a few months later to start Yankee Resources, Inc., generally regarded as the first independent retail energy marketing company.

Yankee Resources was renamed Access Energy following his management-led buyout with support from investment bank Donaldson, Lufkin & Jenrette in 1988. Lance and DLJ sold Access Energy to Enron Corp. in 1992. At the time Access had grown to \$300 million in annual revenues, 125 employees and over 30,000 customers in 30 states. He led Enron Access Energy until 1996, at which time he began assisting others in the development of energy technology companies.

In 2002, Schneier created his second retail energy marketing company, Accent Energy, by purchasing certain retail energy contracts from the Enron bankruptcy, with the financial participation of a private equity firm. After growing Accent to over 125,000 customers, he sold the company to IGS Energy, Inc. in 2010.

ReallyObjective charges a fee for its services which is paid by its customers via the credit card they enter when they enroll in the service. Statements are automatically generated utilizing Salesforce. Customers with questions or complaints can email at Support@ReallyObjective.com or call our toll-free number, (855) 636-0340. It should be noted that in the last year ReallyObjective received no calls and less than 20 customer emails.

ReallyObjective LLC

Exhibit B-3

“Summary of Experience”

Applicant supplies no gas but has provided its services to about 50 residential and small commercial customers of all the Ohio gas utilities.

ReallyObjective LLC

Exhibit C-1

"Annual Reports"

ReallyObjective does not prepare annual reports as it is a sole member limited liability company.

ReallyObjective LLC

Exhibit C-2

“SEC Filings”

ReallyObjective is not required to make SEC filings as it is a sole member limited liability company.

ReallyObjective LLC

Exhibit C-3

"Financial Statements"

This Exhibit contains confidential and proprietary information and is being submitted under seal.

ReallyObjective LLC

Exhibit C-4

"Financial Arrangements"

This Exhibit is not applicable as ReallyObjective does not take title to the commodity.

ReallyObjective LLC

Exhibit C-5

"Financial Forecasts"

This Exhibit contains confidential and proprietary information and is being submitted under seal.

ReallyObjective LLC

Exhibit C-6

“Credit Rating”

The Applicant does not have a credit rating and therefore this Exhibit is not applicable.

ReallyObjective, LLC

Exhibit C-7

(Credit Report)

ReallyObjective has neither a credit rating nor a credit report. To date, it has relied on Mr. Lance Schneier for any credit needs or to pay expenses.

ReallyObjective LLC

Exhibit C-8

"Bankruptcy Information"

This Exhibit is not applicable.

ReallyObjective LLC

Exhibit C-9

“Merger Information”

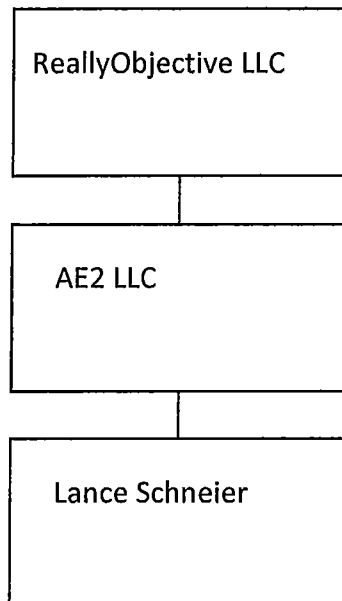
This Exhibit is not applicable.

ReallyObjective LLC

Exhibit C-10

“Corporate Structure”

See attached.



Owns 100%

Owns 100%

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

3/27/2017 2:32:51 PM

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Case No(s). 15-0459-EL-AGG

Summary: Application Renewal Application for Electric Aggregators/Power Brokers
electronically filed by Mr. Stephen M Howard on behalf of ReallyObjective LLC