

FILE

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC



NORTH
AMERICAN
ENERGY
ADVISORY

1315 Cleveland Street
Clearwater, FL 33755

45

July 3, 2017

Public Utilities Commission of Ohio
Docketing Division
180 East Broad Street
Columbus, Ohio 43215-3793

RE: 15-1250-~~1~~-GA-AGG / Annual Renewal
Customer Acquisition Specialists of America, Inc., dba North American Energy Adviosory

Dear Clerk,

Please find the enclosed Natural Gas Aggrgator/Power Broker annual renewal application with supporting documents for Customer Acquisition Specialists of America, Inc., dba North American Energy Adviosor. In addition to the original application, I have included three (3) copies.

Should you have any questions or require additional information or documentation, please feel free to contact me.

Sincerely,

Jeannie Mastorides
Sr. Vice President of Administration
Legal & Regulatory/Compliance

Direct: (727) 278-9020
Office: (727) 865-4165
Jeanni@NAEA.Today

2017 JUL -6 PM 12:30
PUOD

This is to certify that the images appearing are an accurate and complete reproduction of a case file document delivered in the regular course of business.
Technician je Date Processed JUL - 6 2017

**RENEWAL CERTIFICATION FILING INSTRUCTIONS
COMPETITIVE RETAIL NATURAL GAS BROKER/AGGREGATORS**

I. *Where to File:* Applications should be sent to: Public Utilities Commission of Ohio (PUCO or Commission), Docketing Division, 180 East Broad Street, Columbus Ohio 43215-3793.

II. *What to File:* Applicant must submit one original notarized application signed by a principal officer and three copies, including all exhibits, affidavits, and other attachments. All attachments, affidavits, and exhibits should be clearly identified. *For example, Exhibit C-10 should be marked "Exhibit C-10 - Corporate Structure."* All pages should be numbered and attached in a sequential order.

IMPORTANT REQUIREMENT: *The renewal application must be docketed in the applicant's original GA-AGG case number. Therefore, applicant should enter that number on the renewal application form when filing a renewal application.*

III. *When to File:* Pursuant to Rule 4901:1-27-09 of the Ohio Administrative Code, renewal applications shall be filed between 30 and 60 days to the prior certificate's expiration date.

IV. *Renewal Application Form:* The renewal application form is available on the PUCO Web site, www.puco.ohio.gov or directly from the Commission located at: Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

V. *Confidentiality:* An applicant may file financial statements, financial arrangements, and forecasted financial statements under seal. If these exhibits are filed under seal, they will be afforded protective treatment for a period of six years from the date of the certificate for which the information is being provided.

An applicant may file a motion for a protective order for other information not filed under seal per the previous paragraph. If the motion is filed in conformance with rule 4901:1-27-07 of the Administrative Code, it shall be automatically approved on the thirty-first day after the date of filing and the information shall be afforded protective treatment for a period of six years from the date of the certificate for which the information is being provided, unless the commission or an attorney examiner appointed by the commission rules otherwise.

At the expiration of the six-year period provided for in the previous paragraphs, the information will be automatically released into the open record. An applicant wishing to extend a protective order beyond the six-year time period must comply with paragraph (F) of rule 4901-1-24 of the Administrative Code.

VI. *Commission Process for Certification Renewal:* An application for renewal shall be made on forms approved and supplied by the Commission. The applicant shall complete the

appropriate renewal form in its entirety and supply all required attachments, affidavits, and evidence of capability specified by the form at the time an application is filed. The Commission renewal process begins when the Commission's Docketing Division receives and time/date stamps the application. An incomplete application may be suspended or rejected. An application that has been suspended as incomplete will cause delay in renewal.

The Commission may approve, suspend, or deny an application within 30 days. If the Commission does not act within 30 days, the renewal application is deemed automatically approved on the 31st day after the official filing date. If the Commission suspends the renewal application, the Commission shall notify the applicant of the reasons for such suspension and may direct the applicant to furnish additional information. The Commission shall act to approve or deny a suspended application within 90 days of the date that the renewal application was suspended.

Upon Commission approval, the applicant shall receive notification of approval and a numbered, renewed certificate that specifies the service(s) for which the applicant is certified and the dates for which the certificate is valid. Unless otherwise warranted, the renewed certification designation will remain consistent with the previously granted certification. For example, a certified marketer will renew as a certified marketer.

Unless otherwise specified by the Commission, the competitive retail natural gas service (CRNGS) supplier's renewed certificate is valid for an additional period of two years, beginning and ending on the dates specified on the certificate. The applicant may renew its certificate in accordance with Rule 4901:1-27-09 of the Ohio Administrative Code. CRNGS suppliers, which include marketers, shall inform the Commission of any material change to the information supplied in a renewal application within thirty (30) days of such material change in accordance with Rule 4901:1-27-11 of the Ohio Administrative Code.

VII. Contractual Arrangements for Capability Standards: If the applicant is relying upon contractual arrangements with a third-party, to meet any of the certification requirements, the applicant must provide with its application all of the following:

- The legal name of any contracted entity;
- A statement that a valid contract exists between the applicant and the third-party;
- A detailed summary of the contract(s), including all services provided thereunder; and
- The documentation and evidence to demonstrate the contracting entity's capability to meet the requirements as if the contracting entity was the applicant.

VIII. Questions: Questions regarding filing procedures should be directed to

CRNGS@puc.state.oh.us

IX. Governing Law: The certification/renewal of CRNGS suppliers is governed by Chapters 4901:1-27 and 4901:1-29 of the Ohio Administrative Code, and Section 4929.20 of the Ohio Revised Code.



Public Utilities Commission

PUCO USE ONLY - Version 1408		
Date Received	Renewal Certification Number	ORIGINAL AGG Case Number
		15 - 1250 - GA-AGG

RENEWAL CERTIFICATION APPLICATION COMPETITIVE RETAIL NATURAL GAS BROKERS/AGGREGATORS

Please **type or print** all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-15 - 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, 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

A-2 Applicant information:

Legal Name Customer Acquisition Specialists of America, Inc.
Address 1315 Cleveland Street, Clearwater Florida
Telephone No. 844-674-5465 Web site Address www.NorthAmericanEnergyAdvisory.com
Current PUCO Certificate No. 15-997E(1) Effective Dates August 6, 2015 - August 6, 2017

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

Name North American Energy Advisory
Address 1315 Cleveland Street, Clearwater, Florida 33755
Web site Address www.NorthAmericanEnergyAdvisory.com Telephone No. 844-674-5465

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

Customer Acquisition Specialists of America, Inc.
North American Energy Advisory

A-5 Contact person for regulatory or emergency matters:

Name Jeannie Kouvas Mastorides Title Sr. Vice President of Admin. / Legal-Regulatory
Business Address 1315 Cleveland Street, Clearwater Florida 33755
Telephone No. 727-278-9020 Fax No. 727 Email Address Jeannie@NAEA.Today

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

Name Matthew Helland Title Sr. Vice President Customer & Client Relations
Business address 1315 Cleveland Street, Clearwater Florida 33755
Telephone No. (855) 396-8870 Fax No. Email Address Matt@NAEA.Today

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

Customer service address 1315 Cleveland Street, Clearwater Florida 33755 - CustomerService@NAEA.Today
Toll-Free Telephone No. (844) 674-5465 Fax No. Email Address CustomerService@NAEA.Today

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 URS Agents, Inc Title Registered Agent
Business address 4568 Mayfield Road Suite #204 , Cleveland, Ohio 44121
Telephone No. 800-567-4397 Fax No. Email Address Info@URSAgents.com

A-9 Applicant's federal employer identification number 59-000

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

☐ Sole Proprietorship ☐ Partnership
☐ Limited Liability Partnership (LLP) ☐ Limited Liability Company (LLC)
☐ Corporation ☒ Other S-CORP

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 type="checkbox"/> Columbia Gas of Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input type="checkbox"/> Dominion East Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input type="checkbox"/> Duke Energy Ohio	<input type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input 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	08/06/2015	End Date	to date
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	08/06/2015	End Date	to date
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	08/06/2015	End Date	to date

☒ Dominion East Ohio

<input type="checkbox"/> Residential	Beginning Date of Service		End Date	
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	08/06/2015	End Date	to date
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	08/06/2015	End Date	to date
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	08/06/2015	End Date	to date

☒ Duke Energy Ohio

<input type="checkbox"/> Residential	Beginning Date of Service		End Date	
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	08/06/2015	End Date	to date
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	08/06/2015	End Date	to date
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	08/06/2015	End Date	to date

☒ Vectren Energy Delivery of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service		End Date	to date
<input checked="" type="checkbox"/> Small Commercial	Beginning Date of Service	08/06/2015	End Date	to date
<input checked="" type="checkbox"/> Large Commercial	Beginning Date of Service	08/06/2015	End Date	to date
<input checked="" type="checkbox"/> Industrial	Beginning Date of Service	08/06/2015	End Date	to date

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 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-16 Exhibit A-16 "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-17 Exhibit A-17 "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.
(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 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. 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).

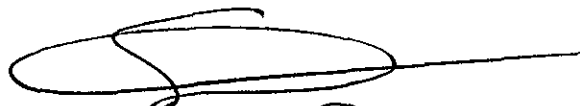
- C-8 Exhibit C-8 "Bankruptcy Information,"** provide a list and description of any reorganizations, protection from creditors or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant 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.

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 functions.
- 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



CEO/President

Sworn and subscribed before me this

3rd

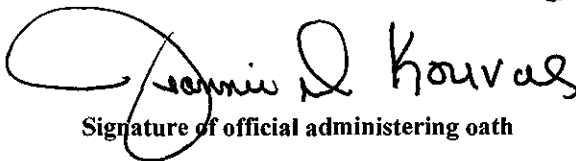
day of

July

Month

2017

Year

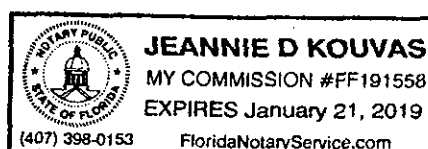


Jeannie D Kouvas / Notary Public - State of Florida

Signature of official administering oath

Print Name and Title

My commission expires on January 21, 2019





The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service
Affidavit Form
(Version 1.07)

In the Matter of the Application of)

Customer Acquisition Specialists of America, Inc)

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

Case No. 15 - 1250 -GA-AGG

County of PINELLAS

State of FLORIDA

Albert James Mathers

[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

CEO / President

Sworn and subscribed before me this

day of

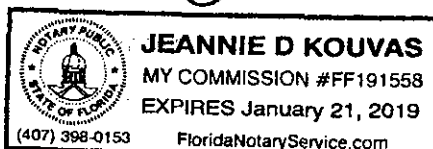
Month

2017

Year

Signature of Official Administering Oath

Print Name and Title



My commission expires on January 21, 2019

(CRNGS Broker/Aggregator Renewal - Version 1.08, Revised May 2016)

Page 7 of 7

C-4 Exhibit C-4 “Financial Arrangements,” provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/gas business activity (e.g., parental or third party guarantees, 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 **NATURAL GAS 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 current 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 current 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.

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.

Albert James Mathers, CEO/President (Director)

1315 Cleveland Street
Clearwater, Florida 33755
(727) 692-8871

FuMei Mathers, CFO -Chief Financial Officer (Director)

1315 Cleveland Street
Clearwater, Florida 33755
(727) 643-5398

EXECUTIVE STAFF

Mark Hoover – Sr. Vice President of Operations

Matt Helland- Sr. Vice President of Customer & Client Relations

Jeannie Mastorides – Sr. Vice President of Administration / Legal & Regulatory

TJ Leesley – Chief Marketing Officer

Colin Murphy – Chief Technology Officer

Ray Franklin – Sr. Commodity Analyst

Chris Griffin – Sr. Energy Analyst

Ollie Baldwin – VP of Quality Control

**1315 Cleveland Street
Clearwater, Florida 33755
800-920-4631**

Exhibit A-15

“Company History”

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

OUR MISSION

Our mission is to be the most effective Brokering agent available to the energy marketing industry and to help the consumer manage their energy costs through effective energy purchasing strategies in small retail, commercial into and including industrial, large commercial and renewable energy resources as they become available.

OVERVIEW

Since 1999, CASA has acquired more than 2 million residential and commercial energy customers in Ohio, Pennsylvania, New York, New Jersey, Illinois, Michigan, Kentucky, Texas, California, Connecticut, Florida, Maine, New Hampshire, Massachusetts, Ontario and Georgia.

CASA has operated in more than 30 major utilities, representing over 125 million customers

Exhibit A-16

“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.

The contents of the originally filed, Articles of Incorporation and Bylaws have not changed since the initial application.

Exhibit A-17

“Secretary of State”

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

- State of Ohio Certificate-2321981-
 - Customer Acquisition Specialists of America, Inc.
Foreign Corporation License Doc#201423901182 / Effective Date 08/25/2014

Certificate of Good Standing

UNITED STATES OF AMERICA
STATE OF OHIO
OFFICE OF THE SECRETARY OF STATE

I, Jon Husted, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign business entities; that said records show CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC., a Florida corporation, having qualified to do business within the State of Ohio on August 25, 2014 under License No. 2321981 is currently in GOOD STANDING upon the records of this office.



*Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 5th day of July, A.D. 2017.*

Jon Husted

Ohio Secretary of State

Validation Number: 201718601294

SECTION B

**APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE
PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS
INDICATED**

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.

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC. (CASA, INC) - DBA / NORTH AMERICAN ENERGY ADVISORY (NAEA)

STATE	SECRETARY OF STATE	EFFECTIVE	NORTH AMERICAN ENERGY ADVISORY	dba- EFFECTIVE	PUC - BROKER LICENSE	BROKER LICENSE #	EFFECTIVE	RENEWAL/ANNUAL RPT DATES
FL/CASA INC	P99000081385	8-Sep-1999	x	x	TELEMARKETER LICENSE	TC 2957	22-Sep-2014	22-Sep-2017
NAEA	DBA	x	G-1400127446	18-Dec-2014	x	x	x	31-Dec-2019
CT	BUS ID# 1154937 CERTIF AUTH #2014-204138-001	12-Sep-2014	City of Hartford 00-000-313	12-Aug-15	BROKER LICENSE not required	N/A	N/A	N/A
DELAWARE	FILE #SS70634 -AUTH #169447	8-Aug-2014	New Castle, Kent & Sussex County -	26-Aug-2015	ELECTRIC SUPPLIER CERTIFICATE	PSG Doc# 14-0241 - Order #8674	4-Dec-2014	Perpetual/ w Annl Rpt
D.C.	FILE # C00004984163	27-Jun-2014	FILE #C00004984163	8-Sep-2015	ELECTRIC BROKER LICENSE	Case# EA2016-02-5	2-Aug-2016	2-Aug-2017
ILLINOIS	FILE # 6974-858-9	17-Sep-2014	NAEA Auth # 02352D	2-Jun-2015	ELECTRIC BROKER LICENSE	Case# GA2016-02-4	2-Aug-2016	2-Aug-2017
INDIANA	BUS ID #201607251151789 / FILE #7366275	28-Jul-2016	File #7366295	28-Jul-2016	ENERGY BROKER CONSULTANT LICENSE	14-0462	7-Oct-2014	31-Mar-2017
MAINE	FILE# 20150076 F / DCN 2142122300031	31-Jul-2014	DCN 2152243600114	08.10.2015	ELECTRIC BROKER LICENSE	2014-00226	14-Aug-2014	1-Jul-2017
MARYLAND	R 9171975 F16034951	18-Aug-2014	Dept ID T00399031 PUC APVD 08/09/15	10-Jul-2015	ELECTRIC BROKER LICENSE	IR-33-65	3-Dec-2014	Annual Rpt - MAR 2017
MASS	BUS ID 001148452 CERT # 14109704410	2-Oct-2014	City Clerk- Boston	10-Aug-2014	ELECTRIC BROKER LICENSE	IR-33-66	3-Dec-2014	Annual Rpt -MAR 2017
MICHIGAN	60741-J (19861498-1)	26-Sep-2014	NAEA #20373760-1	4.17.2015 Exp DEC31-2020	ELECTRIC BROKER LICENSE	IR-33-68	19-Feb-2015	3/1/2017 -
NEW HAMPSHIRE	Business ID 715044	19-Sep-2014	NAEA - Business ID 729246	17-Jul-2020	ELECTRIC BROKER LICENSE	IR-33-69	13-Nov-2014	11-Oct-2017
NEW JERSEY	100982853	2-Aug-2007	NAEA FILED	10-Aug-2015	ELECTRIC BROKER LICENSE	IR-33-70	N/A	N/A
NEW YORK	DOS ID# 4616830	5-Aug-2014	2015-08180-77	18-Aug-2015	ELECTRIC BROKER LICENSE	IR-33-71	DM 16-810 (10/06/2016)	5-Oct-2021
OHIO	CASA Certf Lic ID 2321981 /DOC # 201423901182	25-Aug-2014	NAEA ID# 2398858 Doc#201514801049	28-MAY-2015 thru 2020	ELECTRIC BROKER LICENSE	IR-33-72	DM 16-810 (10/06/2016)	5-Oct-2021
PA	BUSINESS ENTITY # 3896886 - TSC150902110482-1	30-Jul-2009	Entity# 6276962	10-Aug-2015	ELECTRIC BROKER LICENSE	IR-33-73	DM 16-810 (10/06/2016)	5-Oct-2021
RHODE ISLAND	CORP ID# 000960382 CERT # 14100081360	17-Jul-2014	Filing # 2015 631 09500 ID# 960382	15-Jun-2015	ELECTRIC BROKER LICENSE	IR-33-74	DM 16-810 (10/06/2016)	5-Oct-2021
TEXAS	FILE # 802081632 / Asmtd Name_CASA Energy Inc.	8-Oct-2014	NAEA- File# 201500183573	14-Jul-2015	BROKER LICENSE not required	IR-33-75	DM 16-810 (10/06/2016)	5-Oct-2021

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.

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC., (“CASA”) established in 2001 and in conjunction with its then sister company Consumer Energy Solutions, Inc., has a successful 14 year track record in the industry as an agent for Supplies and as a Broker/Marketer licensed in and serving the Energy Supplier Markets in Pennsylvania, Maryland, Maine, New Hampshire, Rhode Island, new Jersey, Massachusetts, Connecticut, Ohio Illinois and Texas.

Neither CASA, nor any of its affiliated interests have been denied approval by a Stat Commission to sell electricity to Retail Electric Consumers or has had its authority revoked in the Gas and Electric markets it serves.

Customer Acquisition Specialists of America, Inc. has established the successful patterns necessary in the industry to monitor and control the entire business life cycle and the quality of its outreach to fulfill its duties in servicing the Suppliers and in keeping with the industry’s Stat Regulatory Rules and important issues in the following ways:

1. CASA maintains a Customer Service Department dedicated to quickly resolve any customer questions or complaints that may occur with its own dedicated call lines and customer service representatives.
2. Company disciplinary procedures and implementation of those procedures are also keyed to the industry and designed from the view of complete professionalism on the part of every company employee.
3. CASA’s operating procedures comply to regulations through recorded calls, and through routine and daily call monitoring from its Quality Control Department, in maintaining an assurance of Supplier related and industry standards in its marketing activities.
4. In addition to the above, CASA has used a third party verification company to verify all its offers and acceptances of offers from the customer who wish to take advantage of the energy programs they are informed of. The verification service employs recorded verification procedures which are then proved to CASA for its obligations in record keeping management of all marketing calls.
5. CASA maintains an advanced IT Department to enable it to effectively reach, monitor and maintain its internal record keeping obligations, as well as customer designed programs to monitor and track all aspects of the business life cycle involved.
6. Lastly CASA retains a dedicated Corporate Regulatory Assistant, who in liaison with the company Attorney, monitors, tracks and keeps its licensing and other obligations as an industry supplier current in each of the states it operates in, as well as assists and coordinated with company Executives and Managers regarding the internal procedures to track and ensure correct handling of marketing related regulations and rules applicable to such items as Do Not Call lists, Slamming prohibitions and any other items related to regulations and offers, as the various individual programs offers from suppliers are implemented and presented to the consumer.

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 to be certified to provide (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).

Customer Acquisition Specialists of America Inc., dba North American Energy Advisory is an Energy Broker/Marketer, therefore does not provide aggregation services.

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 it is seeking to be certified to provide.

There are no existing, pending or past rulings, judgments, contingent liabilities, revocations, of authority, regulatory investigations or any other matter that could adversely impact the applicant, Customer Acquisition Specialists of America, Inc., financial or operational status or ability to provide the services it is seeking to be certified to provide.

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 within the past five years.

X No ☐ Yes

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.

X No ☐ Yes

SECTION C

**APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE
PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND
LABEL AS INDICATED**

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.

Not applicable – the company is privately held

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.

10-K/8- filing

Not applicable – the company is privately held

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.

**CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC.
d.b.a., NORTH AMERICAN ENERGY ADVISORY**

Exhibit C-3

FINANCIAL STATEMENTS

And

ACCOUNTANT'S COMPILATION REPORT

Years ended October 31, 2016 and 2015

Henson & Company, CPA's, Inc.
2045 Huntington Drive, Suite B
South Pasadena, CA 91030

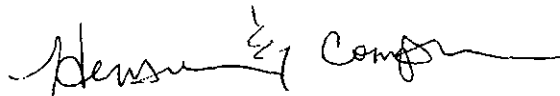
Accountant's Compilation Report

To the Board of Directors
Consumer Energy Solutions, Inc.

We have compiled the accompanying financial statements of Customer Acquisition Specialists of America, Inc (a Florida corporation), as of October 31, 2016 and 2015 and the years then ended in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants.

A compilation is limited to presenting in the form of financial statements, information that is the representation of the Company's management. We have not audited the accompanying financial statements and accordingly do not express an opinion or any other form of assurance on them.

Management has elected to omit substantially all of the disclosures and the statement of cash flows required by generally accepted accounting principles in the United States. If the omitted disclosures were included in the financial statement they might influence the user's conclusions about the companies' financial position, changes in member's equity and cash flows. Accordingly, these financial statements are not designed for those who are not informed about such matters.

A handwritten signature in dark ink, appearing to read "Henson & Company", with a long horizontal flourish extending to the right.

South Pasadena, California
June 24, 2017

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC.
BALANCE SHEETS
October 31, 2016 and 2015

	<u>2016</u>	<u>2015</u>
Assets		
Cash	\$ 1,133	\$ 70,193
Accounts receivable	2,049,622	1,748,631
Prepays and other current assets	<u>6,870</u>	<u>131,420</u>
Total current assets	2,057,625	1,950,244
Due from officer	1,542,631	1,542,631
Long term accounts receivable	2,049,622	1,748,631
Property and equipment net of accumulated depreciation and amortization of \$14,732 and \$8,840 in 2016 and 2015	<u>85,610</u>	<u>91,504</u>
Total assets	<u><u>\$ 5,735,488</u></u>	<u><u>\$ 5,333,010</u></u>
Liabilities and Shareholders' Equity		
Accrued payroll liabilities	\$ -	\$ 33,263
Due to officers	<u>20,560</u>	<u>-</u>
Total current liabilities	20,560	33,263
Deferred Revenue	1,098,927	1,156,765
Notes payable - SBA loan	582,008	614,790
Shareholders' equity		
Common stock \$1 par value; 1,000 shares authorized; issued and outstanding	1,000	1,000
Additional paid-in capital	189,314	189,314
Retained earnings	<u>3,843,679</u>	<u>3,337,878</u>
Total shareholders' equity	<u>4,033,993</u>	<u>3,528,192</u>
Total liabilities and shareholders' equity	<u><u>\$ 5,735,488</u></u>	<u><u>\$ 5,333,010</u></u>

See accountant's compilation report

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC.
STATEMENTS OF INCOME AND RETAINED EARNINGS
Years ended October 31, 2016 and 2015

	<u>2016</u>	<u>2015</u>
Revenues:	\$ 3,122,044	\$ 3,186,265
Cost of sales	<u>1,638,942</u>	<u>1,506,029</u>
Gross profit	1,483,102	1,680,236
Operating expenses:		
Advertising and promotion	76,553	60,268
Computer and internet	38,935	27,074
Travel and automobile	34,477	20,553
Rent	117,600	80,832
Office expenses	52,956	32,352
Interest expense	137,214	42,244
Legal, professional & consulting fees	234,791	175,133
Telephone and utilities	49,479	28,161
Taxes and licenses	13,570	15,440
Depreciation and amortization	5,893	8,840
Repairs and maintenance	12,532	9,822
Insurance	<u>25,817</u>	<u>15,275</u>
Total operating expenses	<u>799,817</u>	<u>515,994</u>
Income before officer compensation	683,285	1,164,242
Officer compensation	<u>177,484</u>	<u>295,558</u>
Net income	505,801	868,684
Retained earnings - beginning of period	3,337,878	2,738,288
Shareholder distributions	<u>-</u>	<u>(269,094)</u>
Retained earnings - end of period	<u><u>\$ 3,843,679</u></u>	<u><u>\$ 3,337,878</u></u>

See accountant's compilation report

CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC.
STATEMENTS OF CASH FLOWS
Years ended October 31, 2016 and 2015

	Eight months ended June 30, <u>2016</u>	Year ended October 31, <u>2015</u>
Cash flows from operating activities:		
Net income before officer salaries & benefits	\$ 683,285	\$ 1,164,242
Adjustments to reconcile net income to net cash used by operating activities:		
Depreciation and amortization	5,893	8,840
(Increase) decrease in:		
Accrued payroll liabilities	(33,263)	33,263
Accounts receivable	(601,982)	(777,915)
Prepaid and other current assets	124,550	(130,220)
Increase (decrease) in:		
Due to officers	20,560	
Deferred revenue	<u>(160,000)</u>	<u>(235,957)</u>
Net cash provided by operating activities before officer salaries & benefits	39,043	62,254
Officer salaries & benefits	(177,484)	(295,558)
Cash flows from investing activities:		
Repayment of officer loan receivable	-	175,698
Purchases of property and equipment	<u>-</u>	<u>(100,342)</u>
Net cash used by investing activities	-	75,356
Cash flows from financing activities:		
Net (repayments) proceeds on notes payable	(32,782)	480,916
Shareholder distributions	-	(269,094)
Proceeds of shareholder notes payable	<u>-</u>	<u>-</u>
Net cash provided (used) by financing activities	<u>(32,782)</u>	<u>211,822</u>
Net increase in cash	(171,223)	53,874
Cash - beginning of period	<u>70,193</u>	<u>16,319</u>
Cash - end of period	<u><u>\$ (101,031)</u></u>	<u><u>\$ 70,193</u></u>

See accountant's compilation report

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.)

Not applicable – the company does not take title to any electricity

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. (CRNGS Broker/Aggregator -Version 1.07) Page 5 of 7 (CRNGS Broker/Aggregator -Version 1.07) Page 6 of 7

**Customer Acquisition Specialists of America, Inc. dba North American
Energy Advisory
C-5 Forecasted Financial Statements**

Ohio Electric Sales

	2017	2018
Total Revenues	\$ 280,000	\$ 290,000
Operating Expenses	\$ 150,000	\$ 156,000
Net Income	\$ 130,000	\$ 134,000

Should you have any questions or comments, please contact me at the number below.

Prepared by:
Stephen Henson, CPA
Henson & Company, CPA's

2045 Huntington Drive, Suite B
South Pasadena, CA 91030
(626) 403.4410

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.

Not applicable - the company is privately held that provides Brokerage Services without taking title to the natural gas and/or electricity

Exhibit C-7

“Credit Report”

Provide a copy of the applicant's current credit report from Experian, Dun and Bradstreet, or a similar organization.

Not applicable - the company is privately held that provides Brokerage Services without taking title to the natural gas and/or electricity

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.

Not applicable - the company has never gone bankrupt

Exhibit C-9

“Merger Information”

Provide a statement describing any dissolution or merger or acquisition of the applicant since applicant last filed for certification.

There has been no dissolution or merger or acquisition of the applicant, Customer Acquisition Specialists of America, Inc., /North American Energy Advisory, since the applicant last filed for certification.

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.

Customer Acquisition Specialists of American, Inc is a stand-alone entity and has no affiliate or subsidiary companies.

SECTION D

APPLICANT TECHNICAL CAPABILITY PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

Exhibit D-1

“Operations”

Provide a current written description of the operational nature of the applicant's business functions.

We market to prospective energy supply customers by telephone. We contact the prospect, acquire account information, and gather pricing from multiple energy providers to present to customers.

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.

We have a collective experience of over 100 years providing energy procurement services for prospective clients. We have been channel partners to many of the major energy providers for more than 10 years. We are well versed in supplier contract language, state regulatory statutes and PUC/ ISO switching rules.

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.

Albert James Mathers, CEO/President (Director)

1315 Cleveland Street
Clearwater, Florida 33755
(727) 692-8871

FuMei Mathers, CFO -Chief Financial Officer (Director)

1315 Cleveland Street
Clearwater, Florida 33755
(727) 643-5398

EXECUTIVE STAFF

**1315 Cleveland Street
Clearwater, Florida 33755
800-920-4631**

Mark Hoover -Sr. Vice President of Operations

Mark@NAEA.TODAY
800-608-4043 / 727-278-6955

**Matt Helland - Sr. Vice President of Customer &
Client Relations**

Matt@NAEA.TODAY
855-396-8870
727-219-0988

**Jeannie Mastorides - Sr. Vice President of
Administration**

Legal & Regulatory Director
Jeannie@NAEA.TODAY
727-865-4165
727-278-9020

TJ Leesley - Chief Marketing Officer

TJ@NAEA.TODAY
727-369-9860

Colin Murphy - Chief Technology Officer

Colin@NAEA.TODAY
727-369-9859

Ray Franklin – Sr. Commodity Analyst

Ray@NAEA.TODAY
727-400-3170

Chris Griffin – Sr. Energy Analyst

Chris@NAEA.TODAY
844-211-6745

Ollie Baldwin – VP of Quality Control

Ollie@NAEA.TODAY
727-369-9861