



**Public Utilities
Commission**

PUCO USE ONLY		
Date Received	Case Number	Version
	- -EL-CRS	May 2016

INITIAL CERTIFICATION APPLICATION FOR RETAIL GENERATION PROVIDERS AND POWER MARKETERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit A-13 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 input information directly onto the form. You may also download the form, by saving it to your local disk, for later use.

A. APPLICANT INFORMATION

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

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Retail Generation Provider | <input type="checkbox"/> Power Broker |
| <input type="checkbox"/> Power Marketer | <input type="checkbox"/> Aggregator |

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

Legal Name Bradley R Lewis
Address 13900 Nicklaus Drive, Overland Park, KS 66223
Telephone # (913) 498-8795 Web site address (if any) www.creativenergy.org

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

Legal Name Bradley R Lewis
Address 13900 Nicklaus Dr, Overland Park, KS 66223
Telephone # (913) 498-8795 Web site address (if any) www.creativenergy.org

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

Bradley R Lewis dba CreativEnergy Options

A-5 Contact person for regulatory or emergency matters

Name Bradley R Lewis
Title Sole Proprietor
Business address 13900 Nicklaus Dr, Overland Park, KS 66223
Telephone # (913) 498-8795 Fax # (866) 496-0230
E-mail address brad.lewis@creativenergy.org

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

Name Bradley R Lewis
Title Sole Proprietor
Business address 13900 Nicklaus Dr, Overland Park, KS 66223
Telephone # (913) 498-8795 Fax # (866) 496-0230
E-mail address brad.lewis@creativenergy.org

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

Customer Service address 13900 Nicklaus Dr, Overland Park, KS 66223
Toll-free Telephone # (877) 315-6858 Fax # (866) 496-0230
E-mail address brad.lewis@creativenergy.org

A-8 Applicant's federal employer identification number # 498563387

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

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

A-10 (Check all that apply) Identify each electric distribution utility certified territory in which the applicant intends to provide service, including identification of each customer class that the applicant intends to serve, for example, residential, small commercial, mercantile commercial, and industrial. (A mercantile customer, as defined in (A) (19) of Section 4928.01 of the Revised Code, is a commercial customer who consumes more than 700,000 kWh/year or is part of a national account in one or more states).

- | | | | | |
|--|--------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> First Energy | | | | |
| <input type="checkbox"/> Ohio Edison | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Toledo Edison | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Cleveland Electric Illuminating | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> Duke Energy | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |
| <input type="checkbox"/> American Electric Power | | | | |
| <input type="checkbox"/> Ohio Power | <input type="checkbox"/> Residential | <input type="checkbox"/> Commercial | <input type="checkbox"/> Mercantile | <input type="checkbox"/> Industrial |

<input type="checkbox"/> Columbus Southern Power	<input type="checkbox"/> Residential	<input type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input type="checkbox"/> Industrial
<input type="checkbox"/> Dayton Power and Light	<input type="checkbox"/> Residential	<input type="checkbox"/> Commercial	<input type="checkbox"/> Mercantile	<input type="checkbox"/> Industrial

A-11 Provide the approximate start date that the applicant proposes to begin delivering services

August 20, 2018

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- A-12** **Exhibit A-12 "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-13** **Exhibit A-13 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-14** **Exhibit A-14 "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.
- A-15** **Exhibit A-15 "Secretary of State,"** provide evidence that the applicant has registered with the Ohio Secretary of the State.

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.
- 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 "Summary of Experience,"** provide a concise summary of the applicant's experience in providing the service(s) it is seeking to be certified to provide (e.g. number and types of customers served, utility service areas, amount of load, etc.).

B-4 **Exhibit B-4 "Environmental Disclosure,"** provide a detailed description of how the applicant intends to determine its (a) generation resource mix, and (b) environmental characteristics, including air emissions and radioactive waste. This information shall include sufficient discussion so as to detail both the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. Additional details on this requirement may be obtained by referring to 4901:1-21-09.

B-5 **Exhibit B-5 "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-6 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-6 "Disclosure of Consumer Protection Violations"** detailing such violation(s) and providing all relevant documents.

B-7 Disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail or wholesale electric service denied, curtailed, suspended, revoked, or cancelled within the past two years.

☒ No ☐ Yes

If yes, provide a separate attachment labeled as **Exhibit B-7 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation"** detailing such action(s) and providing all relevant documents.

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 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 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 statements (balance sheet, income statement, and cash flow statement) 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 forecast 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, 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. 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 Experion, 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.

D. APPLICANT TECHNICAL CAPABILITY

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- D-1 Exhibit D-1 "Operations" provide a written description of the operational nature of the applicant's business. Please include whether the applicant's operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services as well as other services used to arrange for the purchase and delivery of electricity to retail customers.
- D-2 Exhibit D-2 "Operations Expertise," given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel," provide the names, titles, e-mail addresses, telephone numbers, and the background of key personnel involved in the operational aspects of the applicant's business.
- D-4 Exhibit D-4 "FERC Power Marketer License Number," provide a statement disclosing the applicant's FERC Power Marketer License number. (Power Marketers only)

Bradley R Lewis, Sole Proprietor
Signature of Applicant and Title

Sworn and subscribed before me this 27th day of August, 2018
Month Year

Susan R Brown
Signature of official administering oath

Susan R Brown
Print Name and Title notary public



My commission expires on 03/25/2022

AFFIDAVIT

State of Kansas

Overland Park
(Town)

County of Johnson

Bradley R Lewis

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

He/She is the Sole Proprietor (Office of Affiant) of Great Energy Options (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 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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. 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.
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 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.

Bruce L. Davis, Solo Proprietor
Signature of Affiant & Title

Sworn and subscribed before me this 27th day of August, 2018
Month Year

Susan R. Brown
Signature of official administering oath

Susan R. Brown
Print Name and Title notary public



My commission expires on 03/25/2022

Exhibit A-12

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

Response:

Sole Proprietor –

Bradley R. Lewis
13900 Nicklaus Drive
Overland Park, KS 66223

Phone: 913-498-8795
Fax: 866-496-0230

Company History

Exhibit A-13

"Company History," provide a concise description of the applicant's company history and principal business interests.

Response:

CreativEnergy Options was created in 1999 to assist multi-site commercial customers in managing their utility expenses. CreativEnergy Options was formed in direct response to the increasingly deregulated energy markets. Our goal is to provide essential utility cost management services to customers who operate in many different utility territories and state jurisdictions. Independent of all utilities and energy suppliers, CreativEnergy Options provides an objective and unbiased outsource service for commercial customers.

We serve as an outsourced utility cost manager for several national account customers including Applebee's Restaurants, Extended Stay Hotels, AMC Theatres, and Denny's. We are not primarily responsible for how or how much energy they consume, just how much they pay for it. Services include energy procurement, energy auditing, rate analysis, benchmarking, budgeting, and regulatory updates.

Customers typically have a wide range of responsibility, have limited corporate resources, and are trying to serve as a 1-person energy department in their spare time. Outsourcing the utility cost management function makes sense for many of these individuals because it frees up valuable resources to focus on higher value internal utility management opportunities.

CreativEnergy Options runs a little differently than the typical "Consulting Firm". First, we make every attempt to operate more as a part time low-overhead employee than as consultants. Nothing involving utility expenses is "out of scope" and we are available to immediately respond to customer needs at any time.

CreativEnergy Options fixed fee pricing structure is designed to be more cost-effective than managing the function internally and funded by direct energy savings. This pricing structure allows our customers to share the costs of the learning curve associated with entering new and evolving local markets. Operating as a virtual employee prohibits us from accepting fees or commissions from marketers when negotiating contracts.

Articles of Incorporation and Bylaws

Exhibit A-14

"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.

Response:
Not applicable



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	PENALTY	CERT	COPY
07/06/2016	201618702812	TRADE NAME RENEWAL (RNR)	25.00	0.00	0.00	0.00	0.00

Receipt

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

BRADLEY R. LEWIS
13900 NICKLAUS DRIVE
OVERLAND PARK, KS 66223

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jon Husted

2027234

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

BRADLEY R. LEWIS

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

Document(s)

TRADE NAME RENEWAL

Document No(s):

201618702812

Effective Date: 06/27/2016



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
6th day of July, A.D. 2016.

Jon Husted

Ohio Secretary of State

Secretary of State

Exhibit A-15

"Secretary of State," provide evidence that the applicant has registered with the Ohio Secretary of the State.

Response:

See attached Certificate

Jurisdictions of Operations

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.

Response:

Approved Broker License in:

Illinois

Maine

Maryland

Massachusetts

New Hampshire

New Jersey

Pennsylvania

District Of Columbia

Experience & Plans

Exhibit B-2

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.

Response:

Currently assisting several national account customers manage their utility expenses. Customers which are assisted nationwide include Applebee's Restaurants, Burger King, Denny's, Subway, and AMC Theatres. Annual utility spend for current customers exceeds \$600 million.

Key deregulated electric markets where assistance is provided include California, Texas, Illinois, New York, New Jersey, Pennsylvania, Maryland, Ohio and Massachusetts. Current role up till now has been as a contract employee. Now am looking to acquire a broker's license and work as an agent in these competitive markets.

Thirteen years of experience as a rate and public policy consultant to the electric and gas utility industry. An additional ten years of hands-on executive level operating and financial experience working for a major investor owned utility.

All billing will be through the marketers as no customers will be billed through CreativEnergy directly. Any customer questions or inquiries will be managed through e-mail and phone including a toll free number 877-315-6858.

Summary of Experience

Exhibit B-3

"Summary of Experience," provide a concise summary of the applicant's experience in providing aggregation service(s) including contracting with customers to combine electric load and representing customers in the purchase of retail electric services. (e.g. number and types of customers served, utility service areas, amount of load, etc.).

Response:

Currently assisting several national account customers manage their utility expenses. Customers which are assisted nationwide include Applebee's Restaurants, Burger King, Denny's, Subway, and AMC Theatres. Annual utility spend for current customers exceeds \$600 million.

Key deregulated electric markets where assistance is provided include California, Texas, Illinois, New York, Pennsylvania, Maryland, and Massachusetts. Current role up till now has been as a contract employee. Now am looking to acquire a brokers license and work as an agent in these competitive markets.

Thirteen years of experience as a rate and public policy consultant to the electric and gas utility industry. An additional ten years of hands-on executive level operating and financial experience working for a major investor owned utility.

Areas of responsibilities and listing of key projects include the following:

- Utility Vice President of Rates, Finance, Sales, and Marketing
- Utility CFO responsible for financial management, billing, and accounts payable
- National Commercial Rate Expert
- Executive Level Utility Negotiator
- Launch of EnergyOne Competitive Retail Energy Strategy
- Energy restructuring presentations at numerous conferences and legislative reviews
- Launch of competitive retail energy competition in Pennsylvania
- Consulting engagements for over 100 electric and gas utilities
- Managed 30,000 customer commercial account base

Summary of Work History

UtiliCorp (1989-1998) - Accountable for marketing, sales, IT, community affairs, economic development, and regulatory affairs. At EnergyOne, responsible for development of competitive retail energy strategy, franchise sales, sizing of competitive energy markets, and implementation in emerging deregulated markets.

Summary of Experience

Exhibit B-3 (continued)

Hagler Bailly (1988) - Senior consultant responsible for developing and managing regulatory and energy efficiency engagements for utility clients. Recruited from consulting firm by UtiliCorp to manage corporate regulatory affairs.

LMSL, Senior Utility Partner (1978-1987) - Senior Utility Partner in a regulatory and management consulting firm. Presented expert rate testimony in over 20 state and federal jurisdictions on behalf of 100 electric and gas utilities. Responsible for business development, sales, regulatory projects, general rate cases, management audits, construction audits, merger applications and reviews, rate design reviews, and fuel procurement audits.

Education

Bachelors Degree in Accounting from the University of Missouri

Masters Degree in Economics from the University of Missouri

Certified Public Accountant

Environmental Disclosure

Exhibit B-4

Exhibit B-4 "Environmental Disclosure," provide a detailed description of how the applicant intends to determine its (a) generation resource mix, and (b) environmental characteristics, including air emissions and radioactive waste. This information shall include sufficient discussion so as to detail both the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. Additional details on this requirement may be obtained by referring to 4901:1-21-09.

Response : Not Applicable

Disclosure of Liabilities and Investigations

Exhibit B-5

"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.

Response: None

Annual Reports

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.

Response:

As a Sole Proprietor I do not have an annual report. Below I have shown the last two years of income statement.

CreativEnergy Options -- Sole Proprietorship		
Bradley R Lewis		
Income Statement – Cash Basis		
Year	<u>2017</u>	<u>2016</u>
<u>Income</u>		
Gross Receipts	\$982,777	\$949,363
<u>Expenses</u>		
Legal and Profession Services	\$23,168	\$27,764
Office Expenses	\$6,077	\$5,213
Supplies	\$1,165	\$1,091
Commissions and Fees	\$89,722	\$118,929
Travel Expenses	\$34,109	\$26,318
Meals and Entertainment		\$922
Utilities	\$4,642	\$4,134
Health	\$13,233	\$9,622
Contract Labor	\$458,830	\$407,438
Subscriptions	\$377	\$199
Business Insurance	\$325	\$325
Total Expenses	\$631,648	\$601,955
Net Profit	\$351,129	\$347,408

SEC Filing

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.

Response:

As a Sole Proprietor I do not make any SEC filings.

Financial Statements

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.

Response:

See Income Statements on Exhibit C-1.

Financial Arrangements

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.,).

Response:

N/A Broker

Forecasted Financial Statements

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 CRES operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.

Response:

Forecast	<u>2019</u>	<u>2020</u>
Ohio Revenues	\$50,000	\$55,000
Ohio Expenses	<u>\$5,500</u>	<u>\$ 5,800</u>
Net Income	\$44,500	\$49,200

Brad Lewis - preparer

Credit Rating

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.

Response:

Sole Proprietor – Credit Report Attached

Bradley, check out your credit summary

Your Next 3 Bureau Credit Report and **FICO® Scores** is now available

Refresh Now



Your 41% utilization could be affecting your credit score.

By transferring existing balances to a new card with a 0% APR intro rate, you could pay down your balances quicker and decrease your overall utilization.

See balance transfer cards

Low ID protection



You may still be vulnerable. Get alerts if your ID is stolen.

Get more protection ▶



41% Credit Usage

A new credit card could decrease your overall credit usage

See Credit Cards ▶



Your report is Unlocked

Lock your report to prevent unauthorized credit activity.

Lock your report ▶

What's Impacting Your FICO® Score 8

Payment History | Very Good

Late Payments	1
Collections	0
Negative Public Records	0

View All Accounts

Payment history accounts for **35%** of your FICO Score. Great job showing lenders you are a good borrower! You can take advantage of your hard work by earning rewards on your purchases with a **rewards credit card**.

Amount of Debt | Exceptional

Revolving Utilization	12%
Accounts With Balances	4

Revolving Account Balance

\$3,734

[View Total Debt](#)

The amount of the credit you are using accounts for **30%** of your FICO Score. Great job on managing your usage ratio! Enjoy the benefits of your hard work by earning rewards on your purchases with a **rewards credit card**.

Credit History Length | Exceptional

Average Age

12 yrs 1 mo

Oldest Account

24 yrs 1 mo

[View All Accounts](#)

Credit history length accounts for **15%** of your FICO Credit Score. Great job on managing different types of credit accounts! Continue to maintain your positive credit standing. **Learn more.**

Amount of New Credit | Good

Latest Open Account

6 mos

Inquiries in Last Year

1

[View All New Credit](#)

Total amount of new credit accounts for **10%** of your FICO Score rating. Great job on managing your credit! Continue to maintain your positive credit standing. **Learn more.**

Credit Mix | Very Good

Revolving Accounts

Yes

Bank-Issued Credit Card Accounts

Yes

Installment Loans, Including Mortgages

Yes

[View Accounts Summary](#)

Credit mix accounts for **10%** of your FICO Score rating. Great job on managing different types of credit accounts! Continue to maintain your positive credit standing. [Learn more.](#)

Introducing the new Experian skill for Alexa™

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Suggested Just For You

Advertiser Disclosure

Your credit profile may qualify you to receive the following offer.



Discover it® Cash Back

Apply Now (<https://usa.experian.com/api/offer-redirect/125bd323-e91a-41f6-95bb-1cafef51bb3d/5ee82fe4402b-b4c4-f28084615bd9?site=exp&memberType=p&placement=dashboard-abovefooter-prequal&segment=1a&marketingId=6C44E487-E414-5E39-BAB7-4FF16FC0C911&sessionId=4299FD3D-F904E16A-7B8B262FAC81&ecsStaticId=2101443D-5CA8-F624-EB5B-5A1E23097DAF&isAuth=true&pageId=ecs.credit.summary.experian.now&previousPageId=ecs.registration.op4>)

Learn More

See More Credit Cards

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Credit Report

Exhibit C-7

“Credit Report,” provide a copy of the applicant’s credit report from Experion, Dun and Bradstreet or a similar organization.

Response: Sole Proprietor – Credit Report Attached

Bradley, check out your credit summary

Your Next 3 Bureau Credit Report and FICO® Scores is now available

Refresh Now



Your 41% utilization could be affecting your credit score.

By transferring existing balances to a new card with a 0% APR intro rate, you could pay down your balances quicker and decrease your overall utilization.

See balance transfer cards

Low ID protection



You may still be vulnerable. Get alerts if your ID is stolen.

Get more protection ▶



41% Credit Usage

A new credit card could decrease your overall credit usage

See Credit Cards ▶



Your report is Unlocked

Lock your report to prevent unauthorized credit activity.

Lock your report ▶

What's Impacting Your FICO® Score 8

Payment History | Very Good

Late Payments	1
Collections	0
Negative Public Records	0

View All Accounts

Payment history accounts for **35%** of your FICO Score. Great job showing lenders you are a good borrower! You can take advantage of your hard work by earning rewards on your purchases with a **rewards credit card**.

Amount of Debt | Exceptional

Revolving Utilization	12%
Accounts With Balances	4

Revolving Account Balance

\$3,734

[View Total Debt](#)

The amount of the credit you are using accounts for **30%** of your FICO Score. Great job on managing your usage ratio! Enjoy the benefits of your hard work by earning rewards on your purchases with a **rewards credit card**.

Credit History Length | Exceptional

Average Age

12 yrs 1 mo

Oldest Account

24 yrs 1 mo

[View All Accounts](#)

Credit history length accounts for **15%** of your FICO Credit Score. Great job on managing different types of credit accounts! Continue to maintain your positive credit standing. **Learn more.**

Amount of New Credit | Good

Latest Open Account

6 mos

Inquiries in Last Year

1

[View All New Credit](#)

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Credit Mix | Very Good

Revolving Accounts

Yes

Bank-Issued Credit Card Accounts

Yes

Installment Loans, Including Mortgages

Yes

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Learn More

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Bankruptcy Information

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.

Response: None

Merger Information

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.

Response: None

Corporate Structure

Exhibit C-10

Exhibit C-10 "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.

Response:

Sole Proprietorship

Operations

Exhibit D-1

“Operations” provide a written description of the operational nature of the applicant’s business. Please include whether the applicant’s operations will include the generation of power for retail sales, the scheduling of retail power for transmission and delivery, the provision of retail ancillary services as well as other services used to arrange for the purchase and delivery of electricity to retail customers.

Response: N/A Broker

[Type here]

Bradley R Lewis dba CreativEnergy Options

[Type here]

Operations Expertise

Exhibit D-2

“Operations Expertise,” given the operational nature of the applicant’s business, provide evidence of the applicant’s experience and technical expertise in performing such operations.

Response: N/A Broker

Key Technical Personnel

Exhibit D-3

Exhibit D-3 “Key Technical Personnel,” provide the names, titles, e-mail addresses, telephone numbers, and the background of key personnel involved in the operational aspects of the applicant’s business.

Response: Not Applicable – Sole Proprietor

[Type here]

Bradley R Lewis dba CreativEnergy Options

[Type here]

FERC Power Marketer License Number

Exhibit D-4

“FERC Power Marketer License Number,” provide a statement disclosing the applicant’s FERC Power Marketer License number. (Power Marketers only)

Response: Not Applicable – Sole Proprietor

This foregoing document was electronically filed with the Public Utilities

Commission of Ohio Docketing Information System on

9/5/2018 2:28:17 PM

in

Case No(s). 18-1329-EL-AGG

Summary: Application of Bradley R. Lewis for Certification as a Competitive Retail Electric Service Provider to Provide Aggregation and Power Broker Services electronically filed by Mr. Brian W Dressel on behalf of Bradley R. Lewis