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PRUDENTIAL

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25

PUCO

2018 NOV 26 PM 1:58

RECEIVED-DOCKETING DIV

Prudential Energy Services Corp
9225 Katy Freeway, Suite 204
Houston, TX 77024

November 15, 2018

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

To Whom it May Concern,

Please see enclosed power broker renewal application for Prudential Energy Services Corp (14-1991-EL-AGG). The current PUCO certification for Prudential Energy expires 1/11/2019. This renewal application is being submitted in accordance with Rule 4901:1-24-08 OAC within 60 days of current certification expiration.

Three copies are included in addition to the original notarized and signed application.

Copies of confidential financial information are included in separate, sealed envelopes marked confidential, in accordance with Rule 4901:1-24-08 OAC.

Please feel free to contact me should you require any additional information.

Best Regards,

Mark Mrusek
Prudential Energy Services
O: 832-203-7139
F: 281-560-4584
E: markm@prudentialcompany.com

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 A. J. [Signature] Date Processed 11/26/18



Public Utilities Commission

Original AGG Case Number	Version
14 - 1991 -EL-AGG	May 2016

RENEWAL APPLICATION FOR ELECTRIC AGGREGATORS/POWER BROKERS

Please print or type all required information. Identify all attachments with an exhibit label and title (Example: Exhibit C-10 Corporate Structure). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division; 180 East Broad Street, Columbus, Ohio 43215-3793.

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

A. RENEWAL INFORMATION

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

☒ Power Broker ☐ Aggregator

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

Legal Name Prudential Energy Services Corporation
 Address 9225 Katy Freeway, Suite 204, Houston, TX 77024
 PUCO Certificate # and Date Certified 15-916E(2) - 1/11/2017
 Telephone # (832) 203-7139 Web site address (if any) www.prudentialcompany.com

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

Legal Name Prudential Energy Services Corporation
 Address 9225 Katy Freeway, Suite 204, Houston, TX 77024
 Telephone # (832) 203-7139 Web site address (if any) www.prudentialcompany.com

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

Prudential Energy Services Corp. _____

A-5 Contact person for regulatory or emergency matters

Name Mark Mrusek
 Title President
 Business address 9225 Katy Freeway, Suite 204, Houston, TX 77024
 Telephone # (832) 203-7139 Fax # (281) 715-4775
 E-mail address markm@prudentialcompany.com

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

Name Mark Mrusek
Title President
Business address 9225 Katy Freeway, Suite 204, Houston, TX 77024
Telephone # (832) 203-7139 Fax # (281) 715-4775
E-mail address markm@prudentialcompany.com

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

Customer Service address 9225 Katy Freeway, Suite 204, Houston, TX 77024
Toll-free Telephone # (844) 813-2917 Fax # (281) 715-4775
E-mail address support@prudentialcompany.com

A-8 Applicant's federal employer identification number # 471774675

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

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

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

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

B. APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

- B-1 Exhibit B-1 "Jurisdictions of Operation,"** provide a list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail or wholesale electric services including aggregation services.
- B-2 Exhibit B-2 "Experience & Plans,"** provide a description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4928.10 of the Revised Code.

Prudential Energy Services Corporation

B-3 **Exhibit B-3 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational status or ability to provide the services it is seeking to be certified to provide.

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

☒ No ☐ Yes

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

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

☒ No ☐ Yes

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

C. FINANCIAL CAPABILITY AND EXPERIENCE

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED:

C-1 **Exhibit C-1 "Annual Reports,"** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information in Exhibit C-1 or indicate that Exhibit C-1 is not applicable and why. (This is generally only applicable to publicly traded companies who publish annual reports.)

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

Prudential Energy Services Corporation

C-3 Exhibit C-3 “Financial Statements,” provide copies of the applicant’s two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer certified financial statements covering the life of the business. If the applicant does not have a balance sheet, income statement, and cash flow statement, the applicant may provide a copy of its two most recent years of tax returns (with social security numbers and account numbers redacted).

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

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

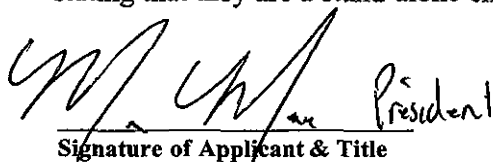
First time applicants or applicants whose certificate has expired as well as renewal applicants can meet the requirement by one of the following methods:

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

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

Prudential Energy Services Corporation

- C-5 **Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted income statements for the applicant's **ELECTRIC related business activities in the state of Ohio Only**, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer. The forecasts should be in an annualized format for the two years succeeding the Application year.
- C-6 **Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's credit rating as reported by two of the following organizations: Duff & Phelps, Fitch IBCA, Moody's Investors Service, Standard & Poor's, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or an affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant. If an applicant or its parent does not have such a credit rating, enter "N/A" in Exhibit C-6.
- C-7 **Exhibit C-7 "Credit Report,"** provide a copy of the applicant's credit report from 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.

 President

Signature of Applicant & Title

Sworn and subscribed before me this 15 day of NOV, 2019

Month



Signature of official administering oath

 NOTARY

Print Name and Title

My commission expires on 5/21/2020



Prudential Energy Services Corporation

AFFIDAVIT

State of Texas :

Houston ss.
(Town)

County of Harris :

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

He/She is the President (Office of Affiant) of Prudential Energy Services Corp (Name of Applicant);

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

1. The Applicant herein, attests under penalty of false statement that all statements made in the application for certification renewal are true and complete and that it will amend its application while the application is pending if any substantial changes occur regarding the information provided in the application.
2. The Applicant herein, attests it will timely file an annual report with the Public Utilities Commission of Ohio of its intrastate gross receipts, gross earnings, and sales of kilowatt-hours of electricity pursuant to Division (A) of Section 4905.10, Division (A) of Section 4911.18, and Division (F) of Section 4928.06 of the Revised Code.
3. The Applicant herein, attests that it will timely pay any assessments made pursuant to Sections 4905.10, 4911.18, or Division F of Section 4928.06 of the Revised Code.
4. The Applicant herein, attests that it will comply with all Public Utilities Commission of Ohio rules or orders as adopted pursuant to Chapter 4928 of the Revised Code.
5. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, and its Staff on any utility matter including the investigation of any consumer complaint regarding any service offered or provided by the Applicant.
6. The Applicant herein, attests that it will fully comply with Section 4928.09 of the Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The Applicant herein, attests that it will use its best efforts to verify that any entity with whom it has a contractual relationship to purchase power is in compliance with all applicable licensing requirements of the Federal Energy Regulatory Commission and the Public Utilities Commission of Ohio.
8. The Applicant herein, attests that it will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
9. The Applicant herein, attests that it will cooperate fully with the Public Utilities Commission of Ohio, the electric distribution companies, the regional transmission entities, and other electric suppliers in the event of an emergency condition that may jeopardize the safety and reliability of the electric service in accordance with the emergency plans and other procedures as may be determined appropriate by the Commission.
10. If applicable to the service(s) the Applicant will provide, the Applicant herein, attests that it will adhere to the reliability standards of (1) the North American Electric Reliability Council (NERC), (2) the appropriate regional reliability council(s), and (3) the Public Utilities Commission of Ohio. (Only applicable if pertains to the services the Applicant is offering)

Prudential Energy Services Corporation

11. The Applicant herein, attests that it will inform the Commission of any material change to the information supplied in the renewal application within 30 days of such material change, including any change in contact person for regulatory purposes or contact person for Staff use in investigating customer complaints.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief and that he/she expects said Applicant to be able to prove the same at any hearing hereof.

W. M. President
Signature of Affiant & Title

Sworn and subscribed before me this 15 day of NOV, 2018
Month



[Signature]
Signature of official administering oath

ART Troscher NOTARY
Print Name and Title

My commission expires on 5/21/2020

Prudential Energy Services Corporation

Exhibit A-10 "Principal Officers, Directors & Partners"

Director

Mark Mrusek, President

9225 Katy Fwy, Suite 204

Houston, TX 77024

832-203-7139

markm@prudentialcompany.com

Exhibit B-1 "Jurisdictions of Operation"

Prudential Energy Services is certified in the following states:

New Jersey – License EA-0431

Massachusetts – License EB-325

Illinois – License 14-0721

Texas – no broker licensing required

Exhibit B-2 "Experience and Plans"

Individuals involved with Prudential Energy Services have extensive experience in deregulated markets. This experience includes: utility tariffs, supplier pricing structures, master sales agreements & NAESB contracts, standard terms and conditions, and contracting processes. PES only acts as the intermediary between the supplier and customer. The customer contracts directly with the supplier. Prudential does not get involved with billing the customer. PES strictly follows the rules and requirements set forth by Section 4928.10 of the Revised Code. Prudential is an aggressive advocate for our clients, and addresses all customer inquiries and complaints with the highest priority.

Exhibit B-3 “Disclosure of Liabilities and Investigations”

Prudential Energy Services Corporation has no existing, pending or past rulings, judgements, contingent liabilities, revocation of authority, regulatory investigations, or any other matter that could adversely impact our financial or operational status or ability to provide the services we are seeking to provide.

Prudential Energy Services Corporation

Exhibit C-1 "Annual Reports"

C-1 is not applicable as Prudential Energy Services is not a publicly traded entity.

Prudential Energy Services Corporation

Exhibit C-2 "SEC Filings"

C-2 is not applicable as Prudential Energy Services is not required to file with the SEC.

Prudential Energy Services Corporation

Exhibit C-3 "Financial Statements"

Please see attached 2016 & 2017 business tax returns filed under seal.

Prudential Energy Services Corporation

Exhibit C-4 "Financial Arrangements"

C-4 is not applicable. Prudential Energy Services is not a CRES.

Exhibit C-4 "Forecasted Financial Statements"

Two years of forecasted income related to business activities in the state of Ohio are included below.

Prepared by: Mark Mrusek
9225 Katy Fwy, Suite 204, Houston, TX 77024
markm@prudentialcompany.com
832-203-7139

PRUDENTIAL ENERGY SERVICES CORPORATION

	2019	2020
Revenue	\$ 22,000	\$ 28,000
Operating Expenses		
Cost of revenue	\$ 11,000	\$ 14,000
Sales & marketing	\$ 1,000	\$ 1,000
General & administrative	\$ 500	\$ 500
Total Operating Expenses	\$ 12,500	\$ 15,500
Operating Income	\$ 9,500	\$ 12,500

Exhibit C-6 "Credit Rating"

C-6 – Not Applicable

Prudential Energy Services Corporation

Exhibit C-7 "Credit Report"

Please see attached Experian credit report

Prudential Energy Services Corporation

10/26/2018

sbcx.Experian.com - 994448717 - Prudential Energy Services Corp



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CreditScoreSM Report

as of: 10/26/18 12:47 ET

Prudential Energy Services Corp

Address:	9225 Katy Fwy Ste 204 Houston, TX 77024-1509 United States	Key Personnel:	President: Mark S. Mueck
Phone:	832-203-7139	SIC Code:	1711-Plumbing, Heating & A/C Contractors 4911-Electric Services
Website:	energyprudential.com	NAICS Code:	238220-Plumbing, Heating, And Air-Conditioning Contractors 221122-Electric Power Distribution
Experian BIN:	994448717	Business Type:	Corporation
Agent:	Mark Mueck	Experian File Established:	October 2014
Agent Address:	9225 Katy Freeway Houston, TX	Experian Years on File:	4 Years
Family Linkage:		Years in Business:	8 Years
Ultimate Parent:	Prudential Energy Services Corp 9225 Katy Fwy Ste 204 Houston, TX	Total Employees:	12
Branches / Alternative Locations:	Prudential Energy Services Corp 5373 W Alabama St Ste 202c Houston, TX United States Prudential Energy Services Corp 5373 W Alabama St Ste 202 Houston, TX United States	Sales:	\$1,638,000
		Filing Data Provided by:	Texas
		Date of Incorporation:	09/05/2014

Experian Business Credit Score

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Business Credit Score



Low Risk

The objective of the Experian Business Credit Score is to predict payment behavior. High Risk means that there is a significant probability of delinquent payment. Low Risk means that there is a good probability of on-time payment.

Key Score Factors:

- Number of recently active commercial accounts.
- Length of time on Experian's file.

Business Credit Scores range from a low of 1 to high of 100 with this company receiving a score of 92. Higher scores indicate lower risk. This score predicts the likelihood of serious credit delinquencies within the next 12 months. This score uses tradeline and collections information, public filings as well as other variables to predict future risk.


Prudential Energy Services Corporation

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Experian Financial Stability Risk Rating

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1 Financial Stability Risk Rating	 Low Risk	A Financial Stability Risk Rating of 1 indicates a 0.55% potential risk of severe financial distress within the next 12 months.
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Key Rating Factors:

- Number of active commercial accounts.
- Risk associated with the company's industry sector.
- Risk associated with the business type.
- Employee size of business.

Financial Stability Risk Ratings range from a low of 1 to high of 5 with this company receiving a rating of 1. Lower ratings indicate lower risk. Experian categorizes all businesses to fit within one of the five risk segments. This rating predicts the likelihood of payment default and/or bankruptcy within the next 12 months. This rating uses tradeline and collections information, public filings as well as other variables to predict future risk.

Credit Summary

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This location does not yet have an estimated Days Beyond Terms (DBT), or a Payment Trend Indicator. This is often the result of too few active Payment Tradelines.

Please refer to Experian's www.BusinessCreditFacts.com website for more information on establishing Payment Tradelines.

Lowest 6 Month Balance: \$0
 Highest 6 Month Balance: \$0
 Current Total Account Balance: \$0
 Highest Credit Amount Extended: \$0

Payment Tradelines (see charts): 1
 UCC Filings: 0

✓ Businesses Scoring Worse: 91%
 ✓ Bankruptcies: 0
 ✓ Liens: 0
 ✓ Judgments Filed: 0
 ✓ Collections: 0

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**Insufficient information to produce
Quarterly Payment Trends
chart.**

Insufficient information to produce
Combined Payment Trends
chart.

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Exhibit C-8 "Bankruptcy Information"

Prudential Energy Services Corporation has not had any reorganizations, protection from creditors or any other form of bankruptcy filings made by PES or 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.

Prudential Energy Services Corporation

Exhibit C-9 "Merger Information"

Prudential Energy Services Corporation has not undergone any dissolution, merger or acquisition.

Prudential Energy Services Corporation

Exhibit C-10 "Corporate Structure"

Prudential Energy Services Corporation is a standalone entity with no affiliate or subsidiary entities.