



DIS Case Number: 19-0804-GA-CRS

## Section A: Application Information

### A-1. Provider type:

☒ Retail Natural Gas  
Broker

☐ Retail Natural Gas  
Aggregator

☒ Retail Natural Gas  
Marketer

### A-2. Applicant's legal name and contact information.

**Legal Name:** Advantage Energy Partners LLC

**Country:** United States

**Phone:** 1-877-263-0970  
**Extension (if applicable):**

**Street:** 7793 Pittsburg Ave NW

**Website (if any):**  
www.advantageenergypartners.com

**City:** North Canton **Province/State:** OH

**Postal Code:** 44720

### A-3. Names and contact information under which the applicant will do business in Ohio

Provide the names and contact information the business entity will use for business in Ohio. This does not have to be an Ohio address and may be the same contact information given in A-2.

Name	Type	Address	Active?	Proof
Advantage Energy Partners	Official Name	7793 Pittsburg Ave NW North Canton, OH 44720	Yes	File

### A-4. Names under which the applicant does business in North America

Provide all business names the applicant uses in North America, including the names provided in A-2 and A-3.

Name	Type	Address	Active?	Proof
Advantage Energy Partners	Official Name	7793 Pittsburg Ave NW North Canton, OH 44720	Yes	File



## Public Utilities Commission

### A-5. Contact person for regulatory matters

Michael Senff  
2009 Mackenzie Way Suite 100  
Cranberry Twp., PA 16066  
US  
msenff@advantageenergypartners.com  
7247209325

### A-6. Contact person for PUCO Staff use in investigating consumer complaints

Michael Senff  
2009 Mackenzie Way Suite 100  
Cranberry Twp., PA 16066  
US  
msenff@advantageenergypartners.com  
7247209325

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

<b>Phone:</b> 1-877-263-0970	<b>Extension (if applicable):</b>	<b>Country:</b> United States
<b>Fax:</b>	<b>Extension (if applicable):</b>	<b>Street:</b> 7793 Pittsburg Ave NW
<b>Email:</b> info@advantageenergypartners.com		<b>City:</b> North Canton <b>Province/State:</b> OH
		<b>Postal Code:</b> 44720

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

81-1967511

### A-9. Applicant's form of ownership

**Form of ownership:** Limited Liability Company (LLC)

### A-10. Identify current or proposed service areas

Identify each service area in which the applicant is currently providing service or intends to provide service and identify each customer class that the applicant is currently serving or intends to serve.

#### Service area selection

Columbia Gas of Ohio  
 Dominion Energy Ohio  
 Duke Energy Ohio  
 Vectren Energy Delivery of Ohio

### **Class of customer selection**

Industrial  
 Residential  
 Small Commercial  
 Large Commercial

### **A-11. Start date**

Indicate the approximate start date the applicant began/will begin offering services: 07-15-2016

### **A-12. Principal officers, directors, and partners**

Please provide all contacts that should be listed as an officer, director or partner.

Name	Email	Title	Address
Darren Sadowski			2009 Mackenzie Way, Ste 100 Cranberry Township, PA 16066 US
Michael Senff	msenff@advantageenergypartners.com	Pres	2009 Mackenzie Way Suite 100 Cranberry Twp., PA 16066 US
Robert Hutcheson	robert.hutcheson@bocorholdingsllc.com	Member - CFO	7793 Pittsburg Ave. NW North Canton, OH 44720 US

### **A-13. Company history**

Advantage Energy Partners, LLC principal business interest is in providing consulting, general advisory and brokerage services to commercial energy clients in deregulated states. In addition, we are also a competitive natural gas supplier in Ohio's Dominion East Territory.

Advantage Energy was formed in March of 2016 and began servicing clients in August 2016.

Advantage Energy Partners has been providing natural gas brokerage services to customers in the State of Ohio since its' license was granted in July 2016.

Advantage Energy Partners began serving Ohio customers as a natural gas supplier in 2019.



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The Principals or Advantage Energy Partners also own BOCOR Holdings, LLC. BOCOR is an independent producer of natural gas in the Appalachian basin. Advantage Energy is the exclusive marketer of the BOCOR natural gas production.

### **A-14. Secretary of State**

Secretary of State Link:

### **A-15. Proof of Ohio Employee and Office**

Provide proof of an Ohio Office and Employee in accordance with Section 4929.22 of the Ohio Revised Code. List the designated Ohio employee's name, Ohio office address, telephone number and web site address

**Employee Name:** Robert Hutcheson  
7793 Pittsburg Ave. NW  
North Canton, OH 44720  
US  
robert.hutcheson@bocorholdingsllc.com  
3304943006

## Section B: Applicant Managerial Capability and Experience

### **B-1. Jurisdiction of operations**

List all jurisdictions in which the applicant or any affiliated interest of the applicant is certified, licensed, registered or otherwise authorized to provide retail natural gas service or retail/wholesale electric service as of the date of filing the application..

Jurisdiction of Operation: Ohio  
Pennsylvania  
New Jersey  
New York  
Delaware  
Connecticut  
Maryland

### **B-2. Experience and plans**

Describe the applicant's experience in providing the service(s) for which it is applying (e.g., number and type of customers served, utility service areas, amount of load, etc.). Include the 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 Sections 4928.10 and/or 4929.22 of the Ohio Revised Code.

Application Experience and Plan Description: Advantage Energy Partners, LLC has been engaged in providing general advisory and brokerage services to commercial, industrial, and institutional consumers of energy since 2016. We serve over 3000 gas and electricity customers in a brokerage capacity across multiple states and jurisdictions.

Advantage Energy Partners has been a competitive natural gas supplier in Dominion East service territory since 2019 where we leverage the exclusive marketing relationship with Bocor Holdings LLC. Bocor Holdings is a natural gas producer in the Appalachian basin. Today, we serve over 500 customers representing over 1 Bcf of annual consumption.

Advantage Energy Partners utilizes a network of agents, consultants and full-time employee sales teams to solicit customers. We hire, develop, train and contract with only those that embody the vision and values of the company. We have a comprehensive on-boarding and training program that produces a well-qualified staff of professionals. The training program produces an understanding of the energy market, PUC rules and regulations, ethical sales practices and strict adherence to Advantage Energy policy and procedures.

The Advantage team represents over 100 years of combined experience in producing energy, managing energy operations and meeting clients energy needs.

Advantage Energy Partners, LLC will contract with customers to perform services through a general consulting agreement, Letter of Authorization and/or Letter of Exclusivity that will clearly identify the engagement parameters and associated expected outcomes. We will provide the telephone number (local and 800), address and contact representative that will be responsible to responding to any customer inquiries and/or complaints in a timely and professional manner. Advantage Energy Partners will not be directly billing for brokerage services.

Advantage Energy Partners is participating as a gas supplier only in the Dominion Energy East service territory. We are only operating in the 'Choice' program and therefore do not invoice customers directly. We mutually execute a PUCO compliant contract with each entity we serve and manage any customer inquiries and/or complaints in accordance with Commission rules.

### **B-3. Disclosure of liabilities and investigations**

For the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant, describe all existing, pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction..



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Liability and Investigations Disclosures: Neither the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant have any pending or past rulings, judgments, findings, contingent liabilities, revocation of authority, regulatory investigations, judicial actions, or other formal or informal notices of violations, or any other matter related to competitive services in Ohio or equivalent services in another jurisdiction.

### **B-4. Disclosure of consumer protection violations**

Has the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years?

**No**

### **B-5. Disclosure of certification, denial, curtailment, suspension or revocation**

Has the applicant, affiliate, or a predecessor of the applicant had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, revoked, or cancelled or been terminated or suspended from any of Ohio's Natural Gas or Electric Utility's Choice programs within the past two years?

**No**

## Section C: Applicant Financial Capability and Experience

### **C-1. Financial reporting**

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or upload the form. If the applicant does not have a Form 10-K, submit the parent company's Form 10-K. If neither the applicant nor its parent is required to file Form 10-K, state that the applicant is not required to make such filings with the SEC and provide an explanation as to why it is not required.

Does not apply



## C-2. Financial statements

Provide copies of the applicant's two most recent years of audited financial statements, including a 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, provide 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 bank account numbers redacted**.

If the applicant is unable to meet the requirement for two years of financial statements, the Staff reviewer may request additional financial information.

Preferred to file this information confidentially

## C-3. Forecasted financial statements

Provide two years of forecasted income statements **based solely on the applicant's anticipated business activities in the state of Ohio**.

Include the following information with the forecast: a list of assumptions used to generate the forecast; a statement indicating that the forecast is based solely on Ohio business activities only; and the name, address, email address, and telephone number of the preparer of the forecast.

The forecast may be in one of two acceptable formats: 1) an annual format that includes the current year and the two years succeeding the current year; or 2) a monthly format showing 24 consecutive months following the month of filing this application broken down into two 12-month periods with totals for revenues, expenses, and projected net incomes for both periods. Please show revenues, expenses, and net income (revenues minus total expenses) that is expected to be earned and incurred in **business activities only in the state of Ohio** for those periods.

If the applicant is filing for both an electric certificate and a natural gas certificate, please provide a separate and distinct forecast for revenues and expenses representing Ohio electric business activities in the application for the electric certificate and another forecast representing Ohio natural gas business activities in the application for the natural gas certificate.

Preferred to file confidentially



#### C-4. Credit rating

Provide a credit opinion disclosing the applicant's credit rating as reported by at least one of the following ratings agencies: Moody's Investors Service, Standard & Poor's Financial Services, Fitch Ratings or the National Association of Insurance Commissioners. If the applicant does not have its own credit ratings, substitute the credit ratings of a parent or an affiliate organization and submit 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 'Not Rated'.

This does not apply

#### C-5. Credit report

Provide a copy of the applicant's credit report from Experian, Equifax, TransUnion, Dun and Bradstreet or a similar credit reporting organization. If the applicant is a newly formed entity with no credit report, then provide a personal credit report for the principal owner of the entity seeking certification. At a minimum, the credit report must show summary information and an overall credit score. **Bank/credit account numbers and highly sensitive identification information must be redacted.** If the applicant provides an acceptable credit rating(s) in response to C-4, then the applicant may select 'This does not apply' and provide a response in the box below stating that a credit rating(s) was provided in response to C-4.

Preferred to file this information confidentially

#### C-6. Bankruptcy information

Within the previous 24 months, have any of the following filed for reorganization, protection from creditors or any other form of bankruptcy?

- Applicant
- Parent company of the applicant
- Affiliate company that guarantees the financial obligations of the applicant
- Any owner or officer of the applicant

No

#### C-7. Merger information





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Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months?

No

### C-8. Corporate structure

Provide a graphical depiction of the applicant's corporate structure. Do not provide an internal organizational chart. The graphical depiction should include all parent holding companies, subsidiaries and affiliates as well as 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 the applicant may respond by stating that it is a stand-alone entity with no affiliate or subsidiary companies.

Stand-alone entity with no affiliate or subsidiary companies

### C-9. Financial arrangements

Provide copies of the applicant's financial arrangements to satisfy collateral requirements to conduct retail electric/natural gas business activities (e.g., parental guarantees, letters of credit, contractual arrangements, etc., as described below).

Renewal applicants may provide a current statement from an Ohio local distribution utility (LDU) that shows that the applicant meets the LDU's collateral requirements. The statement or letter must be on the utility's letterhead and dated within a 30-day period of the date the applicant files its renewal application.

First-time applicants or applicants whose certificate has expired must meet the requirements of C-9 in one of the following ways:

1. The applicant itself states that it is investment grade rated by Moody's Investors Service, Standard & Poor's Financial Services, or Fitch Ratings and provides evidence of rating from the rating agencies. If you provided a credit rating in C-4, reference the credit rating in the statement.
2. The applicant's parent company is investment grade rated (by Moody's, Standard & Poor's, or Fitch) and guarantees the financial obligations of the applicant to the LDU(s). Provide a copy of the most recent credit opinion from Moody's, Standard & Poor's or Fitch.
3. The applicant's parent company 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 parent company's financials and a copy of the parental guarantee must be included in the application if the applicant is relying on this option.



4. The applicant can provide evidence of posting a letter of credit with the LDU(s) listed as the beneficiary, in an amount sufficient to satisfy the collateral requirements of the LDU(s).

Preferred to file confidentially

## Section D: Applicant Technical Capacity

### D-1. Operations

Gas Marketers: Describe the operational nature of the applicant's business, specifying whether operations will include the contracting of natural gas purchases for retail sales, the nomination and scheduling of retail natural gas for delivery, and/or the provision of retail ancillary services, as well as other services used to supply natural gas to the natural gas company city gate for retail customers.

Operations Description: Advantage Energy Partners is operating as a gas supplier to customers served by Dominion Energy Ohio only. This will include contracting of natural gas purchases for retail sales, the nomination and scheduling of retail natural gas for delivery. Advantage Energy Partners is the exclusive marketer for 100% of the natural gas production of Bocor Holdings LLC. Additionally, Advantage Energy Partners has relationships with several other gas market participants in the State of Ohio. We utilize those relationships to balance supply positions.

Outside of Dominion Energy service territory, Advantage Energy Partners provides brokerage and advisory services.

### D-2. Operations Expertise & Key Technical Personnel

Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.

Operations Expertise & Personnel Description: Advantage Energy Partners, LLC has a staff that has over 100 years of combined energy experience.

Advantage Energy Partners is led by Michael Senff who is a Principal in the business and serves as President.



Michael began his energy career in 1993 at Enron Energy Services in Dublin, Ohio as a natural gas scheduler and retail-pricing analyst. After spending 5 years in that capacity Michael joined FirstEnergy Solutions in Akron Ohio as Director, Commodity Operations. Michael was responsible for all physical procurement, wholesale trading and portfolio management in support of FirstEnergy's retail natural gas business. In 2004, Michael joined Direct Energy. Michael spent 10 years in various roles within Direct Energy. He held several senior level positions within Direct Energy that included leadership of Portfolio Management and Pricing, Product Development and Sales across North America. In 2012, Michael became President of Direct Energy Business. In 2013, Michael left Direct Energy to pursue a start-up opportunity with Guttman Energy. Michael was responsible for the development and growth of the Natural Gas and Electricity division. Michael then founded Advantage Energy Partners in 2016 and became partners with Robert Hutcheson in 2018. Today, Michael and Robert each equally own Advantage Energy Partners, Bocor Holdings and Canton Oil Well Services.

Robert Hutcheson serves as CFO of Advantage Energy Partners. Robert received his Bachelor's degree in Business Administration from the John Carroll University in 1990. Upon completion of his undergraduate studies, Robert spent two years with Canton Oil Well Service, Inc. from 1990 to 1992. In 1992, Robert furthered his business studies at the Ohio State University and graduated with his Master's in Business Administration in 1994. From 1994 through 2000, Robert worked for Accenture (aka Andersen Consulting). Robert spent 6 years as a strategy and technology consultant for a major Fortune 500 financial services firm. In 2000, Robert returned to the oil and gas industry as an independent business consultant. In 2001, Robert created and became one of the original Members of, BoCor Holdings, LLC (BoCor). BoCor is an Ohio Limited Liability Company focused exclusively on the exploration, development, and production of crude oil and natural gas within the Appalachian Basin. Robert's primary role within BoCor and Advantage is to manage all administrative aspects of the business, including accounting, finance and legal.

Darren Sadowski serves as the VP of Commercial Operations of Advantage Energy Partners. As an established Operations and Technology professional, Darren began his career in the Energy industry with Strategic Energy in 2004. At Strategic Energy, Darren lead and supported various wholesale and retail energy projects, creating exposure to all aspects of the business. From 2009 to 2013 Darren furthered his growth in the industry at Direct Energy (one of the largest retail energy providers in the United States). In 2014, Darren leveraged his energy experience to build a Retail Energy division at Guttman Energy. As one of the original members of the Retail Energy division at Guttman Energy, Darren was a member of the leadership team and responsible for all aspects of the Technology implementation. Starting in 2016, Darren joined the start-up Advantage Energy Partners. As the VP of Commercial Operations, he was instrumental in the start-up, build out and growth of the organization. He continues to be responsible and accountable for all aspects of the Retail Broker Operations. Darren received his bachelor's degree in Business Administration from the Robert Morris University in 1999.



## Public Utilities Commission

Eric Wright serves as Director of Gas Operations for Advantage Energy Partners. Eric has over 20 years of experience in the Ohio natural gas industry. Experience in the energy industry began in 2000 with FirstEnergy, a large energy generator and provider, as an energy analyst. In August of 2001, assumed responsibilities at First Energy as the Appalachian Buyer. Subsequently joined Sprague Energy as the Appalachian Supply Manager in order to expand Sprague's energy portfolio into OH & PA. Joined Gasearch, LLC in August 2005 with the responsibilities of contracting and hedging the natural gas production for a large natural gas production company as well as managing Gasearch, a natural gas supplier, as Vice President. In April 2013, promoted to President of Gasearch LLC and assumed all operational responsibilities and management of the organization.



Public Utilities  
Commission

# Application Attachments

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

*I, Frank LaRose, 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 ADVANTAGE ENERGY PARTNERS, LLC, an Ohio For Profit Limited Liability Company, Registration Number 3903010, was organized within the State of Ohio on May 11, 2016, is currently in FULL FORCE AND EFFECT upon the records of this office.*



*Witness my hand and the seal of the  
Secretary of State at Columbus, Ohio  
this 8th day of December, A.D. 2020.*

A handwritten signature in blue ink, reading "Frank LaRose".

**Ohio Secretary of State**

**Validation Number: 202034301900**

# Competitive Retail Natural Gas Service Affidavit

County of Stark:

State of Ohio:

Michael A. Senff; 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, and that it will amend its application while it is pending if any substantial changes occur regarding the information provided.
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 Sections 4905.10 and 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 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. 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 comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. Applicant will inform the Public Utilities Commission of Ohio 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 consumer complaints.
9. The facts set forth above are true and accurate 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.

10. Affiant further sayeth naught.

Michael A. Senff, President  
Signature of Affiant & Title



Sworn and subscribed before me this 5<sup>th</sup> day of March, 2021  
Month Year

Brandy C. Berry  
Signature of official administering oath

Brandy C. Berry, Admin  
Print Name and Title

My commission expires on March 16, 2025

**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**3/12/2021 3:24:12 PM**

**in**

**Case No(s). 19-0804-GA-CRS**

Summary: In the Matter of the Application of Advantage Energy Partners, LLC