



PROGRESSIVE
ENERGY CONSULTANTS

FILE

May 4, 2021

PUCO

2021 MAY -6 AM 10:58

RECEIVED-COURTESY PUCO

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

**Re: Power Broker Renewal Application for Progressive Energy Consultants, LLC
EL-AGG 13-1331**

To whom it may concern:

Please accept the enclosed renewal application for power broker Progressive Energy Consultants, LLC, EL-AGG 13-1331.

If there are any questions, please feel free to reach out.

Best regards,

Debbie Joyce
President

This is to certify that the images appearing are an
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Technician SKK Date Processed 5.6.21



Public Utilities Commission

Competitive Retail Electric Service (CRES)
Provider Application

Case Number: 13 - 1331 - EL - AGG

Please complete all information. Identify all attachments with a label and title (example: Exhibit C-2 Financial Statements). For paper filing, you can mail the original and two complete copies to the Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

A. Application Information

A-1. Provider Type.

Select the competitive retail electric service (CRES) provider type(s) for which the applicant is seeking certification. Please note you can select more than one.

Aggregator

☐

Power Broker

☒

Power Marketer

☐

Retail Electric
Generation Provider

☐

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

Provide the name and contact information of the business entity.

Legal Name: Progressive Energy Consultants, LLC
Street Address: 2009 Sunnydale Blvd., Suite 100
City: Clearwater State: Florida Zip: 33765-1202
Telephone: (888) 978-6445 Website: www.progressiveenergyconsultants.com

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: Progressive Energy Consultants, LLC
Street Address: 2009 Sunnydale Blvd., Suite 100
City: Clearwater State: Florida Zip: 33765-1202
Telephone: (888) 978-6445 Website: www.progressiveenergyconsultants.com

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

Provide all business names the applicant uses in North America. You do not need to include the names provided in A-2 and A-3.

Name(s): Progressive Energy Consultants, LLC

A-5. Contact person for regulatory matters.

Name: Deborah Joyce Title: President
Street Address: 2009 Sunnydale Blvd., Suite 100
City: Clearwater State: Florida Zip: 33765-1202
Telephone: (727) 442-0111 Email: ia@ProgressiveEnergyConsultants.com

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

Name: Timothy L. Green Title: Customer Service Manager
Street Address: 2009 Sunnydale Blvd., Suite 100
City: Clearwater State: Florida Zip: 33765-1202
Telephone: (727) 316-5332 Email: TimothyG@ProgressiveEnergyConsultants.com

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

Street Address: 2009 Sunnydale Blvd., Suite 100
City: Clearwater State: Florida Zip: 33765-1202
Toll-free
Telephone: (888) 978-6445 Email: CustomerService@ProgressiveEnergyConsultants.com

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

FEIN: 46-1811262

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

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

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:

AEP Ohio	DP&L	Duke Energy Ohio	FirstEnergy – Cleveland Electric Illuminating
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

FirstEnergy – Ohio
Edison



FirstEnergy – Toledo
Edison



Class of customer selection:

Commercial



Industrial



Mercantile



Residential



A-11. Start Date.

Indicate the approximate start date the applicant began/will begin offering services.

Date: July 6, 2013

A-12. Principal officers, directors and partners.

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

A-13. Company history.

Provide an attachment with a concise description of the applicant's company history and principal business interests.

A-14. Secretary of State.

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

B. Managerial Capability

Provide a response or attachment for each of the sections below.

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.

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.

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.

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? If yes, attach a document detailing the information.

Yes

☐

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? If yes, attach a document detailing the information.

Yes

☐

No

☒

B-6. Environmental disclosure.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

N/A

Provide a detailed description of how the applicant intends to determine its generation resource mix and environmental characteristics, including air emissions and radioactive waste. Include the annual projection methodology and the proposed approach to compiling the quarterly actual environmental disclosure data. See 4901:1-21-09 of the Ohio Administrative Code for additional details of this requirement.

C. Financial Capability

Provide a response or attachment for each of the sections below.

C-1. Financial reporting.

Provide a current link to the most recent Form 10-K filed with the Securities and Exchange Commission (SEC) or attach a copy of 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.

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.

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.

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".

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.

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? If yes, attach a document detailing the information.

Applicant

Parent company of the applicant

Affiliate company that guarantees the financial obligations of the applicant

Any owner or officer of the applicant

Yes

☐

No

☒

C-7. Merger information.

Is the applicant currently involved in any dissolution, merger or acquisition activity, or otherwise participated in such activities within the previous 24 months? If yes, attach a document detailing the information.

Yes

☐

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.

C-9. Financial arrangements.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

N/A

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).

D. Technical Capability

Provide an attachment for each of the sections below.

D-1. Operations.

Power brokers/aggregators: Include details of the applicant's business operations and plans for arranging and/or aggregating for the supply of electricity to retail customers.

Power Marketers/Generators: Describe the operational nature of the applicant's business, specifying whether 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. Operations expertise and key technical personnel.

Provide evidence of the applicant's experience and technical expertise in performing the operations described in this application. Include the names, titles, e-mail addresses, telephone numbers and background of key personnel involved in the operational aspects of the applicant's business.

D-3. FERC power marketer authorization.

This section is only applicable if power marketer or retail electric generation provider has been selected in A-1.

N/A

Provide the FERC docket granting the applicant power marketer authority.

As authorized representative for the above company/organization, I certify that all the information contained in this application is true, accurate and complete. I also understand that failure to report completely and accurately may result in penalties or other legal actions.



Signature

4 May 2021
Date

President

Title

Competitive Retail Electric Service Affidavit

County of Pinellas :

State of Florida :

Deborah E. Joyce, 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, gross earnings, and sales of kilowatt-hours of electricity pursuant to Sections 4905.10(A), 4911.18(A), and 4928.06(F), Ohio Revised Code.
3. The applicant will timely pay any assessment made pursuant to Sections 4905.10, 4911.18, and 4928.06(F), Ohio Revised Code.
4. The 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. The 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. The applicant will fully comply with Section 4928.09, Ohio Revised Code regarding consent to the jurisdiction of Ohio Courts and the service of process.
7. The applicant will comply with all state and/or federal rules and regulations concerning consumer protection, the environment, and advertising/promotions.
8. The applicant 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 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, 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.
11. The 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.

12. 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.

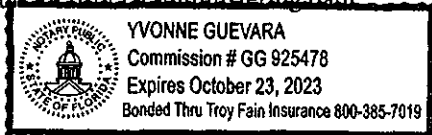
13. Affiant further sayeth naught.

[Signature] President
Signature of Affiant & Title

Sworn and subscribed before me this 4th day of May, 2021
Month Year

[Signature]
Signature of official administering oath

YVONNE GUEVARA, NOTARY
Print Name and Title



My commission expires on October 23, 2021



Exhibit A-12

Principal Officers, Directors & Partners

Deborah Joyce
President / Manager



Exhibit A-13 Company History

Progressive Energy Consultants began operations on January 1, 2013.

We are a small, boutique energy brokerage providing services to commercial customers in de-regulated states in the U.S.

We partner with multiple energy suppliers to procure competitive rates for our customers in their respective territories.

Our focus is on offering longer-term fixed-rate contracts from our suppliers (e.g., 12, 24, 36 or 48 month) to provide budget certainty to our clients.

Before our customers' supplier agreements expire, we shop and provide renewal quotes.

We also have a dedicated customer service team to answer customer and supplier questions and to help with issues that might arise during the term of the customer's supplier agreement.



Exhibit A-14 Secretary of State

Please see attached evidence that Progressive Energy Consultants, LLC is currently registered with the Ohio Secretary of State.

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 PROGRESSIVE ENERGY CONSULTANTS, LLC, a Florida For Profit Limited Liability Company, Registration Number 2186039, filed on March 26, 2013, 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 28th day of April, A.D. 2021.*

A handwritten signature in cursive script, appearing to read "Frank LaRose".

Ohio Secretary of State

Validation Number: 202111803190



Exhibit B-1 Jurisdiction of Operations

Delaware Electric Broker
PSC Docket No. 15-0634

District of Columbia Electricity Broker
License Number EA 2015-12-5

Illinois Electricity Broker Services
License Reference Number 13-0609

Maryland Electricity Broker Services
License Reference Number IR-3128

Maryland Natural Gas Broker Services
License Reference Number IR-3193

Massachusetts Electricity Broker
License No. EB-283

Massachusetts Gas Retail Agent
License No. RA-116

New Hampshire Gas Aggregator (Broker)
Registration No. DM 18-160

New Hampshire Electric Aggregator
(Broker)
Registration No. DM 17-111

New Jersey Energy Agent
Registration No. EA-0246

Ohio Power Broker
Certificate Number 13-708E

Ohio Natural Gas Broker
Certificate Number 13-327G

Pennsylvania Electric Broker License
Docket # A-2013-2359823

Pennsylvania Natural Gas Broker License
Docket # A-2013-2388663

Rhode Island Nonregulated Power Broker
Docket No. D-96-6(N7)

Texas Electricity Broker
Registration number BR190372



Exhibit B-2 Experience and Plans

Progressive Energy Consultants started operations on January 1, 2013 and presently has more than ten licensed brokers calling various deregulated territories that we are licensed in. We are partnered with nearly twenty licensed energy suppliers across most deregulated states to provide competitive rates to our customers.

We manage an existing book of business of close to 3,000 customers under electric and gas supplier agreements and we are constantly reaching out to new customers. Ohio customers currently represent approximately 17% of our total customer load.

Our agents invest a lot of time and consideration into making sure the customer gets a suitable product at the most competitive rate currently available. We always think of the customer first and negotiate on their behalf to provide the best-tailored energy rates the market has to offer. Progressive Energy Consultants has never received a formal complaint, something the entire company is very proud of.

We will continue to reach out to business customers to offer our tailored services thus providing rate quotes from multiple suppliers and coordination between customers and the supplier of their choice for mutual benefit.



Exhibit B-3 Disclosure of Liabilities and Investigations

Progressive Energy Consultants does not have any existing, pending or past rulings, judgements, 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.



Exhibit C-6 Bankruptcy Information

Progressive Energy Consultants, LLC has not filed for reorganization, protection from creditors, or any other form of bankruptcy within the previous 24 months.



Exhibit C-7 Merger Information

Progressive Energy Consultants, LLC has not been involved in any dissolutions, mergers or acquisitions within the previous 24 months.



Exhibit C-8 Corporate Structure

Progressive Energy Consultants, LLC is a stand-alone entity with no affiliate or subsidiary companies.



Exhibit D-1 Operations

Progressive Energy Consultants, LLC business operations primarily consists of phone solicitation by our licensed brokers. Our employee agents contact Ohio commercial customers by phone and then provide a side-by-side comparison of the three most competitive supplier fixed rate quotes available to that customer based on the customer's annual usage, load profile, utility, rate class, start date and contract term length. We obtain these rates from our Ohio electricity suppliers through updated matrices or by requesting custom pricing. We are partnered with multiple suppliers and our agents shop to find the best fixed rate currently available to that customer in their territory.

Once the customer chooses a particular supplier and contract rate and term length, we then provide the customer with a written contract from the supplier including all terms and conditions, their contracted rate, start date, term length, etc. for the customer to review and sign.

Once the customer has agreed to and signed their chosen supplier agreement, they return it directly to us and then it passes through our own internal Quality Control Unit to verify legitimacy and accuracy before being submitted to the supplier for processing. Our Quality Control Unit reviews the signed contracts and takes additional steps such as listening to call recordings and verifying emails between our agents and the customer.

After signed contracts have been submitted to the supplier, our customer care team follows up with the supplier later to ensure the customer's accounts enroll smoothly and at the contracted rate as per their supplier agreement. Our customer care team also handles any questions from the customer that may arise during the term of the agreement as well as other issues, such as service re-locations or re-enrolling accounts that inadvertently drop mid-term because of utility account number changes.

We have a dedicated Renewal Team that contacts our existing customers with renewal offers in advance of their contract expiration dates. We have many loyal customers that have been with us since our inception due to our care and the services we provide.



Exhibit D-2

Operations Expertise and Key Technical Personnel

All key technical personnel are licensed energy brokers and are familiar with the markets in all de-regulated territories. They have completed training required to do their jobs in addition to attending webinars to advance their knowledge and to stay abreast of current events in the industry. They are well-versed in energy procurement vocabulary.

They are conversant with using supplier matrices to obtain rates and are familiar with procedures to obtain custom price quotes from suppliers. They know how to answer routine customer questions, such as the components of supply pricing, enrollment procedure and product specifications. They know how to successfully guide customers to a product that suits the customers needs and how to assist with post-enrollment issues that sometimes arise.

Deborah E. Joyce, President and General Manager

DebbieJ@ProgressiveEnergyConsultants.com, 727-442-0111

Deborah Joyce has nine years of experience in the energy industry as the President and General Manager of Progressive Energy Consultants, LLC. She has thirty-five years of experience in other sales and in building and running sales teams and general business management.

Ondrei Ronhaar, Sales Manager

OndreiR@ProgressiveEnergyConsultants.com, 727-442-0111

Ondrei has seven years of experience at Progressive Energy Consultants, LLC and has held positions in direct sales, pricing desk, and sales management. For the past four years he has held the position of Sales Manager for new customer acquisitions.

Jamie Gillis, Renewal Team Manager

JamieG@ProgressiveEnergyConsultants.com, 888-978-6445, Ext. 9445

Jamie is a licensed energy broker and has worked in the retail energy space for 12 years. She has directly helped over 3,000 customers procure competitive rates for their energy supply. Jamie was promoted to Renewal Team Manager approximately one year ago.



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Timothy L. Green, Customer Service Manager

TimothyG@ProgressiveEnergyConsultants.com, 727-316-5332

Tim Has nine years of experience in the energy industry. He has held positions in direct sales, pricing, and customer service. For the past seven years he has managed Customer Care and all post-enrollment issues or questions for all customers of Progressive Energy Consultants, LLC.