



DIS Case Number: 18-0822-GA-AGG

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: TruEnergy Services LLC

Phone: 8556253205 **Extension (if applicable):**

Website (if any): www.TruEnergy.com

Country: United States

Street: 8117 Preston Road, Suite 300

City: Dallas

Province/State: TX

Postal Code: 75204

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
TruEnergy Services LLC	Official Name	8117 Preston Road Suite 300 Dallas, TX 75204	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
TruEnergy Services LLC	Official Name	8117 Preston Road Suite 300 Dallas, TX 75204	Yes	File



A-5. Contact person for regulatory matters

Zach Jeffery
8117 Preston Road, Suite 300
Dallas, TX 75225
US

9728087465

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

Zach Jeffery
8117 Preston Road, Suite 300
Dallas, TX 75225
US

9728087465

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

Phone: 8556253205	Extension (if applicable):	Country: United States
Fax: 2142710142	Extension (if applicable):	Street: 8117 Preston Road, Suite 300
Email: customerservice@truenergy.com		City: Dallas
		Province/State: TX
		Postal Code: 75225

A-8. Applicant's federal employer identification number

83-1252522

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
 CenterPoint Energy 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: 06-07-2018

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
Zach Jeffery		CEO	8117 Preston Road, Suite 300 Dallas, TX 75225 US
Ken Harris		Senior Vice President	8117 Preston Road Suite 300 Dallas, TX 75225 US
Danny Jester		Founder / Managing Member	8117 Preston Road Suite 300 Dallas, TX 75225 US
Bobby Renkes		Managing Member	8117 Preston Road, Suite 300 Dallas, TX 75225 US

A-13. Company history

TruEnergy was organized in February 2009 to provide energy brokerage and consulting services to residential, commercial, industrial, and governmental clients. Applicant's clients range from small businesses and residential households, to commercial and industrial businesses. Applicant provides the following services:



Public Utilities Commission

- Electric brokerage services that address the energy needs of commercial, industrial, and government clients by negotiating directly with a network of suppliers to find the energy supply options that best address the client's needs.
- Advising residential, commercial, and industrial clients on the energy options available, including researching the best pricing options.
- Aggregating groups of clients, including cities, churches, neighborhood associations, or commercial and industrial companies to allow them to negotiate better pricing options and terms.

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: Incorp Services, LLC
9435 WATERSTONE BLVD STE 140
CINCINNATI, OH 45249
US
customercare@incorp.com
8002462677

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: Illinois, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Texas

B-2. Experience and plans



Public Utilities Commission

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: Applicant provides direct advice and energy brokerage services to a variety of different clients, including small businesses, large commercial and industrial companies, chain and multi-location businesses, schools and non-profit institutions, and cities and municipalities. Applicant also works with groups of businesses or organizations to negotiate competitive pricing. Applicant offers a variety of pricing options, including fixed and indexed options, that suit a client's energy needs. Applicant does not take title to the electricity, and only engages in arms-length negotiations with with potential suppliers to secure the lowest competitive bids.

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..

Liability and Investigations Disclosures: Applicant is not subject to any pending or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matters 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. 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



Public Utilities Commission

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

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

Section D: Applicant Technical Capacity

D-1. Operations



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

Operations Description: Applicant's operations include the following:

- Electric brokerage services that address the energy needs of commercial, industrial, and government clients by negotiating directly with a network of suppliers to find the energy supply options that best address the client's needs.
- Advising residential, commercial, and industrial clients on the energy options available, including researching the best pricing options.
- Aggregating groups of clients, including cities, churches, neighborhood associations, or commercial and industrial companies to allow them to negotiate better pricing options

and terms.

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: Zach Jeffery - CEO
8117 Preston Road, Suite 300, Dallas, TX 75225
855.625.3205
zach.jeffery@truenergy.com
Served as TruEnergy's COO for 2 years.

Ken Harris - Senior Vice President
8117 Preston Road, Suite 300, Dallas, TX 75225
855.625.3205
kenh@truenergy.com
Has served as Sr. VP for 4 years

Danny Jester - Founder / Managing Member
8117 Preston Road, Suite 300, Dallas, TX 75225
855.625.3205
danny.jester@truenergy.com
Served as President and CEO for 10 years



Public Utilities
Commission

Application Attachments



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
08/07/2018	201821802786	FOREIGN LLC - REGISTRATION CORRECTION (LFC)	50.00	0.00	0.00	0.00

Receipt

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

DANNY JESTER
2930 COMMERCE ST.
DALLAS, TX 75226

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Jon Husted
2275788

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

TRUEENERGY SERVICES LLC

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

Document(s)

FOREIGN LLC - REGISTRATION CORRECTION

Effective Date: 08/06/2018

Document No(s):

201821802786



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
7th day of August, A.D. 2018.

Ohio Secretary of State

Competitive Retail Natural Gas Service Affidavit

County of OKLAHOMA :

State of OKLAHOMA :

JONATHAN PANTIER, Affiant, being duly sworn/affirmed, hereby states that:

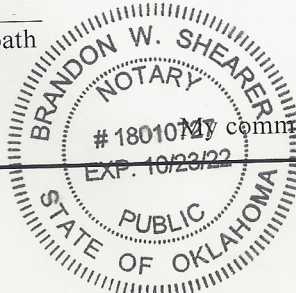
1. The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant, and that it will amend its application while it is pending if any substantial changes occur regarding the information 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.

[Signature]
Signature of Affiant & Title

Sworn and subscribed before me this 25th day of May, 2022
Month Year

[Signature]
Signature of official administering oath

Brandon Ayl, BCM
Print Name and Title



My commission expires on

10-23-22

**This foregoing document was electronically filed with the Public Utilities
Commission of Ohio Docketing Information System on**

5/27/2022 11:20:44 AM

in

Case No(s). 18-0822-GA-AGG

Summary: In the Matter of the Application of TruEnergy Services LLC