

DIS Case Number: 20-0087-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: Energy Advisors LLC

Country: United States

Phone: 5135430022

**Extension (if
applicable):**

Street: 7192 Paddison Rd

Website (if any):

City: Cincinnati

Province/State:

Postal Code: 45230

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
Energy Advisors	Official Name	7192 Paddison Rd. Cincinnati, OH 45230	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
Energy Advisors	Official Name	7192 Paddison Rd. Cincinnati, OH 45230	Yes	File

A-5. Contact person for regulatory matters



Public Utilities Commission

John Deeds
7192 Paddison Rd
Cincinnati, OH 45230
US
jdeedsjr@gmail.com

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

John Deeds
7192 Paddison Rd
Cincinnati, OH 45230
US
jdeedsjr@gmail.com

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

Phone: (513) 543-0022	Extension (if applicable):	Country: United States
Fax:	Extension (if applicable):	Street: 7192 Paddison Rd
Email: jdeedsjr@gmail.com		City: Cincinnati
		Province/State: OH
		Postal Code: 45230

A-8. Applicant's federal employer identification number

83-2122408

A-9. Applicant's form of ownership

Form of ownership: Limited Liability Partnership (LLP)

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



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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: 07-08-2022

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
John Deeds	jdeedsjr@gmail.com		7192 Paddison Rd Cincinnati, OH 45230 US

A-13. Company history

Energy Advisors originally received its CRNG certificate in February of 2020 but mistakenly did not renew in time; thus this current recertification process. Principal business interest of Energy Advisors is minimizing the energy costs of its clients.

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



Public Utilities Commission

Employee Name: John Deeds

7192 Paddison Rd

Cincinnati, OH 45230

US

jdeedsjr@gmail.com

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: Prior to its certification expiring Energy Advisors was registered and licensed to provide retail natural gas service in Ohio.

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.

File(s) attached

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..

File Attached

B-4. Disclosure of consumer protection violations



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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?

Yes

Description: Energy Advisors mistakenly failed to renew its certificates earlier this year. Once notified Energy Advisors is completing the re-certification process currently.

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



Public Utilities Commission

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.

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: Business operations include advising and consulting natural gas users regarding how to minimize their energy costs. Energy Advisors will have Broker Agreements in place with Certified Natural Gas Suppliers and solicit bids from such suppliers for the benefit of Energy Advisor's clients.

D-2. Operations Expertise & Key Technical Personnel

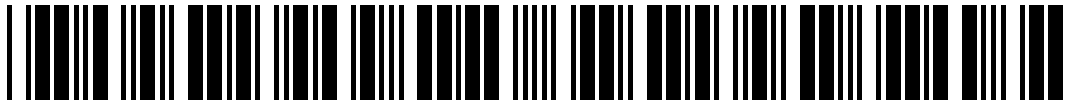
Given the operational nature of the applicant's business, provide evidence of the applicant's experience and technical expertise in performing such operations. Include the names, titles, e-mail addresses, and background of key personnel involved in the operations of the applicant's business.

File(s) attached



Public Utilities
Commission

Application Attachments



DATE	DOCUMENT ID	DESCRIPTION	FILING	EXPED	CERT	COPY
02/06/2019	201903701076	Conversion Within SOS Records (CVS)	99.00	0.00	0.00	0.00

Receipt

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

LAW FIRM
8595 BEECHMONT AVE
SUITE 202
CINCINNATI, OH 45255

STATE OF OHIO CERTIFICATE

Ohio Secretary of State, Frank LaRose
4238854

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

ENERGY ADVISORS, LLC

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

Document(s)

Conversion Within SOS Records

Effective Date: 02/06/2019

Document No(s):

201903701076

CHANGE BUSINESS TYPE DOM. PROFIT LIM. LIAB. CO.



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of the
Secretary of State at Columbus, Ohio this
6th day of February, A.D. 2019.

Ohio Secretary of State

Energy Advisors LLC

Exhibit B-2 "Experience & Plans"

The owner of Energy Advisors LLC has 30 years experience in the energy industry including 16 years at Duke Energy and its predecessor companies, partner in an Ohio CRES (broker / aggregator), and Director of an Ohio CRES (marketer / supplier).

Energy Advisors LLC plans on brokering natural gas transactions to third-party Certified Retail Natural Gas Suppliers in the state of Ohio. As such, Energy Advisors plans on arranging transactions only, never taking title to the natural gas. Energy Advisors plans on leveraging the subject matter expertise of its owner in order to minimize the energy spend of its clients. Energy Advisors will handle all customer inquiries and complaints in an expeditious and professional manner. Energy Advisors will ensure that its business practices strictly adhere to and remain in accordance with Ohio Revised Code Section 4929.22 and Ohio Administrative Code Section 4901:1-29.

THE PUBLIC UTILITIES COMMISSION OF OHIO

**IN THE MATTER OF THE COMPLAINT OF
OHIO POWER COMPANY,**

COMPLAINANT,

CASE NO. 19-872-EL-CSS

v.

**ENERGY ADVISORS, LLC AND JOHN DOES
1-20,**

RESPONDENT.

ENTRY

Entered in the Journal on June 5, 2019

I. SUMMARY

{¶ 1} The Commission dismisses the complaint pursuant to the motion filed by Ohio Power Company.

II. DISCUSSION

{¶ 2} R.C. 4928.08(B) requires an electric services company to be certified by the Commission prior to providing any competitive retail electric service (CRES) to a consumer in Ohio.

{¶ 3} R.C. 4928.16(A)(1) states that, pursuant to R.C. 4905.26, the Commission has jurisdiction over a complaint regarding the provision of any service by an electric services company for which the electric services company is subject to certification under R.C. 4928.09. R.C. 4928.16(A)(2) states that the Commission also has jurisdiction, pursuant to R.C. 4905.26, over a complaint to determine whether an electric services company has violated or failed to comply with any provision of R.C. 4928.01 through 4928.10, regarding the provision for a CRES, or any rule or order adopted under those sections.

{¶ 4} On April 11, 2019, Ohio Power Company (Complainant or AEP Ohio) filed a complaint against Energy Advisors, LLC and John Does 1-20 (Energy Advisors or Respondents) alleging that Respondents are providing CRES without certification from the Commission. Additionally, AEP Ohio alleges that Energy Advisors and John Does 1-20 are using AEP Ohio's name and logo in their marketing practices. AEP Ohio argues that Respondent's use of AEP Ohio's logo is misleading, deceptive, unconscionable, and constitutes an improper misrepresentation that Energy Advisors is soliciting on behalf of, or is an agent of, AEP Ohio.

{¶ 5} On April 30, 2019, Energy Advisors filed its answer to the complaint, denying many of the allegations contained therein. Energy Advisors contends it does not engage in activities that include arranging for the supply for competitive retail electric generation service to customers in Ohio and denies being legally responsible for the unlawful actions described in AEP Ohio's complaint. Energy Advisors states that it is not certified by the Commission to provide CRES to customers in Ohio and has not provided CRES to customers in Ohio. Energy Advisors denies creating or sending a solicitation to AEP Ohio customers and denies featuring AEP Ohio name and corporate logo in any solicitation. Lastly, Energy Advisors denies representing that it is soliciting on behalf of AEP Ohio by using the Company's logo.

{¶ 6} On May 20, 2019, AEP Ohio filed a notice of dismissal without prejudice. AEP Ohio states that, upon information and belief, Energy Advisors, LLC is not the entity engaging in the practices outlined in the Complaint. Further, AEP Ohio has been unable to locate the appropriate entity to name in its Complaint, despite extensive efforts.

{¶ 7} The Commission finds that AEP Ohio's request to dismiss the complaint is reasonable and should be granted. Accordingly, the complaint should be dismissed without prejudice.

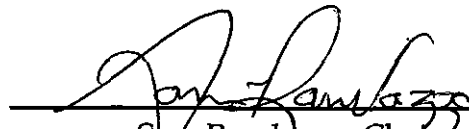
III. ORDER

{¶ 8} It is, therefore,


{¶ 9} ORDERED, That AEP Ohio's request to dismiss this case be granted and this matter be dismissed, without prejudice, in accordance with Paragraph 7. It is, further,

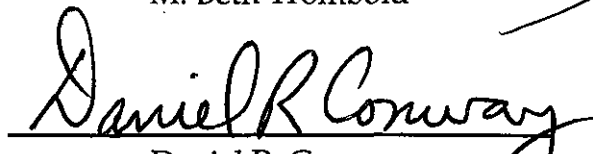
{¶ 10} ORDERED, That a copy of this Entry be served upon all parties of record.

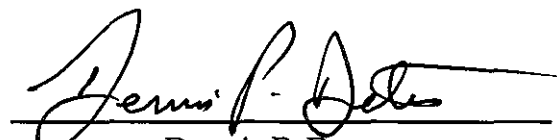
THE PUBLIC UTILITIES COMMISSION OF OHIO


Sam Randazzo, Chairman


M. Beth Trombold


Lawrence K. Friedeman

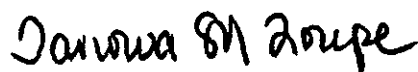

Daniel R. Conway


Dennis P. Deters

SEC/sc

Entered in the Journal

JUN - 5 2019



Tanowa M. Troupe
Secretary

Energy Advisors LLC

Exhibit D-2 "Operations Expertise"

The owner of Energy Advisors LLC has 30 years experience in the energy industry including 16 years at Duke Energy and its predecessor companies, partner in an Ohio CRES (broker / aggregator), and Director of an Ohio CRES (marketer / supplier).

Operational expertise as it relates to the natural gas industry will be provided by the certified natural gas suppliers Energy Advisors LLC will utilize to contract with and deliver product to end users. Energy Advisors LLC will not take title to the natural gas.

Competitive Retail Natural Gas Service Affidavit

County of Hamilton :

State of Ohio :

John Deeds, Affiant, being duly sworn/affirmed, hereby states that:

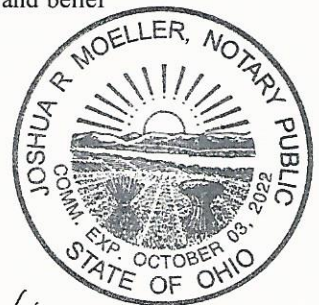
1. The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant, and that it will amend its application while it is pending if any substantial changes occur regarding the information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

John Deeds OWNER
Signature of Affiant & Title

Sworn and subscribed before me this 07 day of June, 2022
Month Year

[Signature]
Signature of official administering oath

Joshua R. Moeller, Notary
Print Name and Title



My commission expires on 10/03/2022

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

6/8/2022 5:05:44 PM

in

Case No(s). 20-0087-GA-AGG

Summary: In the Matter of the Application of Energy Advisors LLC