



DIS Case Number: 14-1173-EL-AGG

## Section A: Application Information

### A-1. Provider type:

☒ Power Broker    ☐ Aggregator    ☐ Retail Generation Provider    ☐ Power Marketer

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

**Legal Name:** Green Apple Utilities, LLC

**Country:** United States

**Phone:** 4402780183    **Extension (if applicable):**

**Street:** 1475 West Oak St. #5063

**Website (if any):**

**City:** Zionsville

**Province/State:** IN

**Postal Code:** 46077

### 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
Green Apple Utilities, LLC	Official Name	1475 west oak st #5063 zionsville, IN 46077	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
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### A-5. Contact person for regulatory matters



## Public Utilities Commission

michael marlowe  
PO Box 5063  
ZIONSVILLE, IN 46077  
US  
michael.d.marlowe@gmail.com  
4402780183

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

michael marlowe  
PO Box 5063  
ZIONSVILLE, IN 46077  
US  
michael.d.marlowe@gmail.com  
4402780183

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

<b>Phone:</b> 440-278-0183	<b>Extension (if applicable):</b>	<b>Country:</b> United States
<b>Fax:</b>	<b>Extension (if applicable):</b>	<b>Street:</b> 1475 West Oak St #5063
<b>Email:</b> michael.d.marlowe@gmail.com		<b>City:</b> Zionsville
		<b>Province/State:</b> IN
		<b>Postal Code:</b> 46077

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

40 0019723

### 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

AEP Ohio  
Duke Energy Ohio

FirstEnergy - Cleveland Electric Illuminating  
FirstEnergy - Ohio Edison  
FirstEnergy - Toledo Edison  
AES Ohio

**Class of customer selection**

Commercial

**A-11. Start date**

Indicate the approximate start date the applicant began/will begin offering services: 08-29-2013

**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
michael marlowe	michael.d.marlowe@gmail.com	Manager	PO Box 5063 ZIONSVILLE, IN 46077 US

**A-13. Company history**

The company began in 2013, offering power brokerage services to businesses in the State of Ohio. We've met every license requirement since the formation of our company.

The principal business interests are to offer the most attractive energy rate to Ohio's businesses by introducing providers. The predominate clients have been in senior living and retail.

**A-14. Secretary of State**

Secretary of State Link:

## Section B: Applicant Managerial Capability and Experience

**B-1. Jurisdiction of operations**



## Public Utilities Commission

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: none

### **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: Green Apple serves 430+ meters and 80+ different commercial accounts. These customers are in property management, retail, country clubs, commercial real estate, manufacturing, and senior living facilities. The utility service areas are First Energy, Duke and AEP. The load amount is over 8.6 million KWH.

The plan to contract new customers is to continue with what we've done the past 7 years. We have approached the market by saying what we are, a boutique firm. We take on certain clients that we have a great understanding of their business and the needs that exist within it before we talk about the specific product offering available. We have used our experience in sales, vast network of contacts and experience to offer our services. Moving forward we are considering employing a google ad word campaign and contact center technology to reach a wider audience. While product specific marketing strategies have some appeal, we prefer the more personal approach we have employed to date. Regardless of new technologies and tools we employ in the future we will still do some new business networking to increase revenue.

Our current clients have also been great referral source.

As for customer complaints, when they do occur, any complaint would initially be handled by Michael and then directly with the supplier.

The client does not sign a contract with us. We simply introduce options to clients that suppliers quote them and the contract is agreed to by the supplier and client.

### **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: none

**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**



## Public Utilities Commission

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**



## Public Utilities Commission

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**

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.

Operations Description: Green Apple Utilities, LLC is a broker. When a new opportunity comes in we ask for the clients most recent electric invoice to compare both current price, historical usage and then ask for an LOA, Letter of Authorization, to be signed if it's appropriate. We take that information and ask the various providers of power for their input on what they can offer the client. Typically, we introduce that provider to the client directly and let that conversation happen while we stay involved to answer any client questions or concerns they might have.

When a decision has been made on which vendor fits the client needs most appropriately, we then ask for paperwork from that vendor and either ask for the provider to send it directly, or we send the paperwork with the vendor on the email. From their it's really the vendors process. Our role is one of looking out for our client's best interest.

After the client is on with the provider, we make sure the client has the appropriate amount of market knowledge by inquiring if they want to be included on their vendors newsletter or receive market updates.





In addition to interactions with clients, we are reviewing commission runs to look for anomalies in power consumption. If something looks out of the ordinary, we then inquire with the provider first, as it could be a bookkeeping error, and then the client. In either case the client is getting notified if something looks off, and we can then address it together.

#### **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: Green Apple Utilities, LLC is a broker. Our expertise is centered around asking the correct questions around client need and then going out into the market and procuring the proper options for our client relationships to consider.

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Another operational focus is ongoing client dialogue. We schedule meetings with our clients to review the past performance and discuss future business plans. Our view is that we want to be operationally prepared for any changes in client need.



Michael Marlowe, Manager, michael.d.marlowe@gmail.com, 140 north 4th St, Zionsville, Indiana, 46077, 440.278.0183. I am the only person working in the business.



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 GREEN APPLE UTILITIES, LLC, an Ohio Limited Liability Company, Registration Number 2191953, was organized in the State of Ohio on April 16, 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 8th day of August, A.D. 2022.*

A handwritten signature in blue ink that reads "Frank LaRose".

**Ohio Secretary of State**

**Validation Number: 202222003502**

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]* Member  
Signature of Affiant & Title



Sworn and subscribed before me this 9<sup>th</sup> day of August, 2022  
Month Year

*[Signature]*  
Signature of official administering oath

Ryan Gravelin Notary  
Print Name and Title

My commission expires on Jan 29, 2025

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# Competitive Retail Electric Service Affidavit

County of Hamilton :

State of Indiana :

Michael Marlowe, 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.

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

**8/9/2022 2:20:45 PM**

**in**

**Case No(s). 14-1173-EL-AGG**

Summary: In the Matter of the Application of Green Apple Utilities, LLC