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ILLINOIS COMMERCE COMMISSION**

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COMMERCE COMMISSION

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Reflective Energy Solutions LLC :
:
Application for Licensure of :
Agents, Brokers, and Consultants :
under Section 16-115C :
of the Public Utilities Act. :

CHIEF CLERK'S OFFICE

Docket No. 10-0459

APPLICATION

Reflective Energy Solutions LLC ("Applicant"), hereby requests that the Illinois Commerce Commission ("Commission") grant it a license pursuant to Section 16-115C of the Public Utilities Act ("Act"). In support of its application, Applicant states as follows:

GENERAL [454.40, 454.50, 454.100]

1. Reflective Energy Solutions LLC
One University Plaza
Suite 407
Hackensack, New Jersey 07601
2. Related Information:
 - Type of business entity: LLC
 - Jurisdiction in which and under whose laws business entity was created: New Jersey
 - Other names under which Applicant does business (D/B/A): N/A
3. Contact Persons for the following:
 - a) issues related to processing this application and
 - b) issues related to complaint resolution [454.130]

Provide each contact person's name, title, mailing address, telephone number, and e-mail address for a) and b).

- a) Michael D'Angelo
President/CEO
BMDC, LLC
134 Highwood Avenue
Leonia, New Jersey 07605

201-736-6347
mdangelo20001@yahoo.com

- b) Eric Zimmerman
President
Reflective Energy Solutions LLC
One University Plaza
Suite 407
Hackensack, New Jersey 07601
201-880-1997
ericz@reflectiveES.com

4. Reflective Energy Solutions LLC was formed on August 7th 2009 and as such has a very limited corporate structure, with the President, Eric Zimmerman, reporting directly to the Chairman & CEO, Steven Margulies.

Reflective Energy Solutions LLC is an energy brokerage company that will organize and present complex energy information in an objective, easy to understand format, enabling businesses to make energy procurement decisions that best meet their needs. In return for this service, if/when a customer enters into a contract with an energy supplier, Reflective will be compensated based upon a fixed fee, or commission previously agreed to with the client and compliant with Illinois's rules and regulations. Reflective Energy Solutions is not an energy supplier and will not be purchasing and/or taking title to the commodity, but will be advising clients concerning their energy needs.

Eric Zimmerman, the President of Reflective Energy Solutions LLC, has over 8 years of extensive energy experience with both gas and electricity. His business plan is to contract with commercial customers and advise them on energy purchasing issues. The business plan is to keep billing and commercial customer contact information as simple as possible with extremely low commercial customer issues. Mr. Zimmerman will be available for any customer calls during normal business hours.

Reflective Energy Solutions LLC, will be providing energy service information and will not be buying and/or selling the gas and/or electricity. Therefore, Reflective does not need to rely on bank commitments and/or credit agreements.

Reflective Energy Solutions LLC does not subscribe to any credit rating organizations and does not have a "parent company" that could supply a credit rating.

5. A statement in support of application, supporting documents, and schedules containing information showing that the applicant meets the requirements of Section 16-115C of the Act. [454.40(d)(1)]

Please see Attachments A, B, and C.

6. The name, address, telephone number, any facsimile number and any e-mail address of the agent registered with the Illinois Secretary of State. This information shall be kept current and any change regarding the licensee shall be reported within 15 days after the change occurs. The required information shall be filed with the Chief Clerk of the Commission at its Springfield office. [454.40(c)(3)]

Vcorp Agent Services, Inc.
2920 W. Coyle Avenue, Chicago, Illinois 60645
Phone: 845-425-0077
Fax: 845-818-3588
info@vcorp-services.com

7. Applicant certifies that it:
- a) is licensed to do business in the State of Illinois and is in compliance with all other applicable laws, regulations and Commission rules and orders; [454.40(c)(2)] Please see ATTACHMENT F (Authorization to Transact Business in Illinois)
 - b) shall comply with all terms and conditions required by Section 16-115C of the Act; [454.40(d)(2)]
 - c) shall ensure any person who acts on behalf of the entity will comply with all sections of Part 454 applicable to the function or functions to be performed; [454.40(d)(3)]
 - d) shall remain in compliance with the provisions of the Act and Part 454; [454.50]
 - e) shall ensure that authorizations received from customers, and all other applicable records are retained for a period of not less than three calendar years after the calendar year in which they were created; and [454.100(a)]
 - f) shall preserve the confidentiality of its customers' data. [454.100(b)]

MANAGERIAL LICENSING QUALIFICATIONS [Section 454.60]

8. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachments A, B, and C. Attachment A includes an exhibit containing a corporate organizational chart and identifying the persons who are being used to meet the requirements of Part 454.60(a). Attachments B and C include an exhibit containing occupational background information on the person or persons who are being used to meet the requirements of Part 454.60(a).

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

9. Applicant meets the technical qualifications set forth in Part 454.70, as demonstrated in Attachments B and C. Attachments B and C include an exhibit containing occupational background information on the person or persons who are being used to meet the requirements of Part 454.70(a).

FINANCIAL LICENSING REQUIREMENTS [SECTION 454.80]

10. Applicant is required to execute and maintain a license or permit bond in the name of the People of the State of Illinois issued by a qualifying surety or insurance company authorized to transact business in the State of Illinois. The amount of the bond shall equal \$5,000.

Please see Attachment D - \$5,000 Bond

CODE OF CONDUCT [SECTION 454.90]

11. Applicant certifies that it shall: Please see ATTACHMENT E
- a) Disclose in plain language in writing the nature of the services offered by Reflective Energy Solutions LLC;
 - b) Disclose in plain language in writing to all persons it solicits the total anticipated remuneration to be paid to it by any third party over the period of the proposed underlying customer contract. Any such disclosure must be made prior to entering into the contract and signed by the customer;
 - c) Not hold itself out as independent or unaffiliated with any RES, or both, or use words calculated to give that impression, unless the person or entity offering service under this Section 16-115C of the Act has no contractual relationship with any RES or its affiliates regarding retail electric service in Illinois;
 - d) Not utilize false, misleading, materially inaccurate, defamatory, or otherwise deceptive language or materials in the soliciting or providing of its services;
 - e) Maintain copies of all marketing materials disseminated to third parties for a period of not less than three years;
 - f) Maintain copies of all disclosure statements required in subsections (a) and (b) for a period of not less than three years;
 - g) Not present electricity pricing information in a manner that favors one supplier over another, unless a valid pricing comparison is made utilizing all relevant costs and terms; and

- h) Comply with the requirements of Sections 2EE, 2FF, 2GG, and 2HH of the Consumer Fraud and Deceptive Business Practices Act [815 ILCS 505/2EE, 2FF, 2GG, and 2HH].

REPORTING REQUIREMENTS [SECTION 454.110]

- 12. Applicant agrees to submit reports in accordance with annual reporting requirements. [454.110]

WHEREFORE, Applicant requests that the Commission grant its application for licensure as an agent, broker, or consultant to engage in the procurement or sale of retail electricity supply for third parties.

MICHAEL D'ANGELO
ID # 2334112
REGISTRAR OF NEW JERSEY
Commission Expires 9/9/2010

Michael D'Angelo

Executed and subscribed
before me this
21 day of JULY, 2010

Respectfully submitted,

Reflective Energy Solutions LLC

By: Eric Zimmerman
President

Eric Zimmerman

VERIFICATION

STATE OF New Jersey
COUNTY OF Bergen

Eric Zimmerman, being first duly sworn, deposes and says that he is the President of Reflective Energy Solutions LLC; that he/she has read the foregoing Application of Reflective Energy Solutions LLC, and all of the attachments accompanying and referred to within the Application; and that the statements contained in the Application and the attachments are true, correct and complete to the best of his knowledge, information and belief.

Eric Zimmerman - President



Subscribed and sworn to before me this 21 day of JULY, 2010.

Michael D'Angelo
Notary Public

MICHAEL D'ANGELO
ID # 2334112
NOTARY PUBLIC OF NEW JERSEY
Commission Expires 9/9/2010

[Stamp of Notary]

Sworn to and subscribed
before me this
21 day of JULY 2010