

ILLINOIS COMMERCE COMMISSION

Real Energy Solutions LLC

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

Docket No. 11-0560

APPLICATION

Real 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:

ILLINOIS COMMERCE  
COMMISSION  
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CHIEF CLERK'S OFFICE

GENERAL [454.40, 454.50, 454.100]

- 1. Applicant's name and street address.

Real Energy Solutions LLC  
853 N. Elston Ave.  
Chicago, IL 60622

- 2. Related Information:

- Type of business entity: Limited Liability Company
- Jurisdiction in which and under whose laws business entity was created: State of Illinois
- Other names under which Applicant does business (D/B/A): The Deitcher Group LLC and The Deitcher Corporation

- 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).

Menahem Deitcher  
Principal  
Real Energy Solutions LLC  
853 N. Elston Ave.

Chicago, IL 60622  
(312) 944-6318  
[menahem@realenergysol.com](mailto:menahem@realenergysol.com)

4. Description of Applicant's business [454.40(c)(1)].

Real Energy Solutions LLC will provide consulting and brokerage services for its existing assets (commercial office buildings, student housing, retail, industrial, hotels, medical facilities, etc.), as well as provide consulting and pricing for its clients via various suppliers for both electric and gas.

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)]

Real Energy Solutions LLC is a business to business consulting firm dedicated to help provide savings for natural gas and electricity.

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)]

Roy L. Bernstein  
Arnstein & Lehr LLP  
120 South Riverside Plaza, Suite 1200  
Chicago, Illinois 60606  
Tel: (312) 876-7100  
Fax: (312) 876-7314  
[rlbernstein@arnstein.com](mailto:rlbernstein@arnstein.com)

7. Applicant hereby states that it is not licensed as an agent, broker or consultant in any other jurisdictions, similar to the licensure required under Section 16-115C of the Illinois Public Utilities Act. Applicant hereby states that it has not had any complaints filed against it for its provision of any services in the electric or gas industry in this or any other jurisdiction.

8. 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)]

- 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]

- 9. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment A. Attachment B 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). Attachment A includes 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]

- 10. Applicant meets the technical qualifications set forth in Part 454.70, as demonstrated in Attachment A. Attachment A includes 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]

- 11. 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. See Attachment C

CODE OF CONDUCT [SECTION 454.90]

- 12. Applicant certifies that it shall:
  - a) Disclose in plain language in writing the nature of the services offered by the ABC;

- 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].

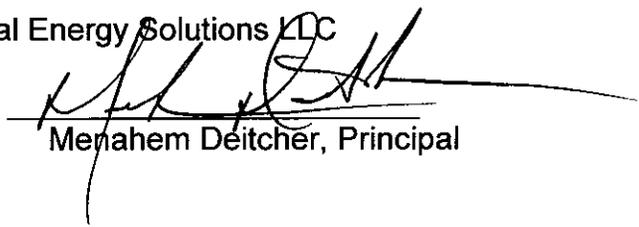
**REPORTING REQUIREMENTS [SECTION 454.110]**

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.

Respectfully submitted,

Real Energy Solutions LLC

By: 

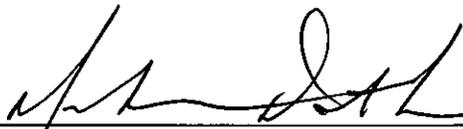
Menahem Deitcher, Principal

Roy L. Bernstein  
Arnstein & Lehr LLP  
120 South Riverside Plaza, Suite 1200  
Chicago, Illinois 60606  
Tel: (312) 876-7100  
Fax: (312) 876-7314  
[rlbernstein@arnstein.com](mailto:rlbernstein@arnstein.com)

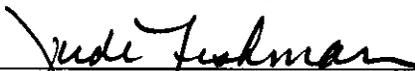
VERIFICATION

STATE OF ILLINOIS)  
COUNTY OF COOK)

Menahem Deitcher, being first duly sworn, deposes and says that she/he is the Principal of Real Energy Solutions LLC; that he/she has read the foregoing Application of Real 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.

  
Menahem Deitcher, Principal of Real Energy Solutions LLC

Subscribed and sworn to before me  
this 27 day of July, 2011.

  
Notary Public

[Stamp of Notary]



## ATTACHMENT A

### Manager and Principal of Real Energy Solutions LLC

Menahem Deitcher is the founder and owner of The Deitcher Group which provides a holistic approach for clients in the real estate sector. The focus is full service in scope incorporating acquisition, development, management, leasing reposition, evaluation of "The Total Spend" in buildings, and overall asset value enhancement. His companies own a plethora of buildings of all types where they are responsible for managing all costs (i.e., janitorial, energy including electric & gas, third party vendors, etc.). He has approximately 25 years of experience. Mr. Deitcher has over one year of experience in the electric and gas industry. Prior to founding and heading The Deitcher Group in January 2007, Mr. Deitcher held the position of senior vice president from September 2001 through December 2006 at CB Richard Ellis in Chicago, Illinois. Sample clients include:

<b>MAJOR TENANTS</b>	<b>SF</b>
WPP	226,000
MWH Engineering	139,166
Aon Insurance	136,949
The Chicago Sun-Times	126,000
Claussen Miller	80,000
O'Connor & Co.	67,890
Navigant Consulting	67,725
Classified Ventures	67,687
Securities Exchange Commission	67,687
Kirkland & Ellis	65,000
Wolverine Trading	61,753
Union Tank Car Co.	57,346
Environmental Systems Design	53,124
Oracle Corp.	51,035
Querrey & Harrow	47,763
Sedgwick Claims Management Services	46,512
Navigation Technologies	45,000
Merrill Lynch	44,828
Willis of Chicago	43,500
National Restaurant Association	42,502
Regional Transportation Authority	39,900
FMC Technologies	36,000
BEA Systems, Inc.	35,444
Nationsbank	35,047
Susquehanna Partners	25,028

## **CLIENTS REPRESENTED**

- The Chetrit Group
- The Moinian Group
- American Landmark Properties
- Teachers Insurance Annuity Association (TIAA)
- Trizec Hahn
- AEW Capital
- Prudential
- Met Life
- The Feil Organization
- Lend Lease
- USAA Realty
- State of Tennessee
- Marc Realty
- American Financial Realty Trust
- Bank One

## **BUILDINGS REPRESENTED**

- Sears Tower
- Insurance Exchange Building
- 175 West Jackson
- 225 West Washington
- 10 South LaSalle
- 200 North LaSalle
- 230 West Monroe
- Colony Square in Atlanta
- One North Dearborn
- 231 South LaSalle
- 55 East Jackson

Over the past twenty-five years, Menahem has focused on creating value for his clients by strategically repositioning non-traditional and/or underutilized assets and by successfully establishing a niche for newer properties in the downtown Chicago office market as well as nationally.

Throughout his career, he has managed approximately 50 brokers as well as managers and leasing representatives for various buildings.

Mr. Deitcher was selected as Crain's Chicago Business Ownership Representative of the Year for Chicago in 2002. In 2000, Mr. Deitcher was a finalist for NAIOP's Annual Awards for Excellence-Office Transaction of the Year.

Mr. Deitcher is a 1987 graduate of Yeshiva University where he received a bachelor of Science degree in Business.

## Principal of Real Energy Solutions LLC

Leslie Williamson George is an Executive Vice President with The Deitcher Group. Leslie has acted as Principal for Real Energy Solutions and Executive Vice President for The Deitcher Group since April 2011. She has 25 years in facilitating and controlling the customer buying process from opportunity qualification through to close. Using solution selling methodology practices with some of the most high profile organizations in all industry types including finance, energy, environmental, healthcare, technology, insurance, and logistics; this is for all facets of the business in real estate and energy. Leslie has more than one year of experience in the electric industry.

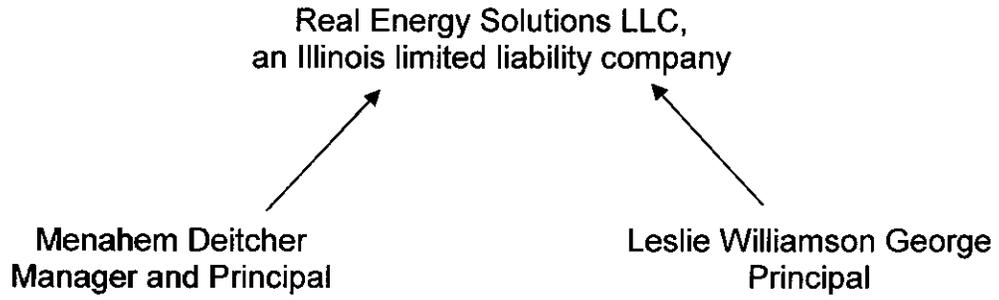
From April 2010 through March 2011, Leslie worked with BlueStar Energy Solutions to further her understanding of "The Total Spend" for her clients who she has been working with her entire career. While at BlueStar, she procured some very large contracts for electric supply using both index and fixed pricing strategies. She also procured energy efficiency projects for the demand side management side of the business utilizing new lighting strategies and procuring customer rebates. Finally, she worked with various companies in understanding how to nominate load for curtailment projects.

Prior to BlueStar, she was a Principal at Newmark Knight Frank (a global real estate firm) where she managed a team of brokers from February 2007 through March 2010. her focus was strategic planning/execution for a combination of local and national firms totaling approximately 7,000,000 sf in transactions. During her tenure at Newmark Knight Frank ,her team was the lead in sourcing and executing new leases including all aspects of the Tenants Spend (i.e., rent, moving expense, taxes & operating and energy) on behalf of some major firms including Hyatt Corporation and Veolia Environmental Services. She has also executed work for numerous middle market firms and was a top producer in the Midwest. Prior to Newmark Knight Frank, she was a Senior Vice President for Equis Corporation from January 2000 through January 2007.

Leslie received a Bachelor of Arts degree from Wichita State University in 1985.

**ATTACHMENT B**

**Structure of Real Energy Solutions LLC**



**ATTACHMENT C**

**Permit Bond Attached Hereto.**

License or Permit Bond

License or Permit Bond No BLC9223328

The Hanover Insurance Company

440 Lincoln Street

Worcester, MA 01653

KNOW ALL MEN BY THESE PRESENTS, That we,  
Real Energy Solutions LLC

as Principal and The Hanover Insurance Company a New Hampshire Corporation, and authorized to do business in Illinois, as Surety, are held and firmly bound unto THE PEOPLE OF THE STATE OF ILLINOIS as Obligee, in the sum of FIVE THOUSAND AND NO/100 Dollars (\$5,000.00), for which sum, we bind ourselves, our heirs, executors, administrators, successors and assigns, jointly and severally, by these presents.

THE CONDITIONS OF THIS OBLIGATION ARE SUCH, That WHEREAS, the Principal has been or is about to be granted a license or permit to do business to operate as an ABC (Agent, Broker, or Consultant) under 220 ILCS 5/16-115C and is required to execute this bond under 83 Illinois Administrative Code Part 454.80 by the Obligee.

NOW, Therefore, if the Principal fully and faithfully perform all duties and obligations of the Principal as an ABC, then this obligation to be void; otherwise to remain in full force and effect.

This bond may be terminated as to future acts of the Principal upon thirty (30) days written notice by the Surety; said notice to be sent to 527 East Capitol Avenue, Springfield, Illinois 62701, of the aforesaid State of Illinois, by certified mail.

Dated this 25th day of July, 2011

Real Energy Solutions LLC

Principal

by:

The Hanover Insurance Company

Surety

by:

Donald Carlson, Attorney-in-Fact



THE HANOVER INSURANCE COMPANY  
MASSACHUSETTS BAY INSURANCE COMPANY  
CITIZENS INSURANCE COMPANY OF AMERICA

POWERS OF ATTORNEY  
CERTIFIED COPY

KNOW ALL MEN BY THESE PRESENTS: That THE HANOVER INSURANCE COMPANY and MASSACHUSETTS BAY INSURANCE COMPANY, both being corporations organized and existing under the laws of the State of New Hampshire, and CITIZENS INSURANCE COMPANY OF AMERICA, a corporation organized and existing under the laws of the State of Michigan, do hereby constitute and appoint

Donald Carlson

of Bannockburn, IL

and each is a true and lawful Attorney(s)-in-fact to sign, execute, seal, acknowledge and deliver for, and on its behalf, and as its act and deed any place within the United States, or, if the following line be filled in, only within the area therein designated

any and all bonds, recognizances, undertakings, contracts of indemnity or other writings obligatory in the nature thereof, as follows:

Public Utilities Agent Bond

in the amount of \$5,000.00

and said companies hereby ratify and confirm all and whatsoever said Attorney(s)-in-fact may lawfully do in the premises by virtue of these presents. These appointments are made under and by authority of the following Resolution passed by the Board of Directors of said Companies which resolutions are still in effect:

"RESOLVED, That the President or any Vice President, in conjunction with any Assistant Vice President, be and they are hereby authorized and empowered to appoint Attorneys-in-fact of the Company, in its name and as its acts, to execute and acknowledge for and on its behalf as Surety any and all bonds, recognizances, contracts of indemnity, waivers of citation and all other writings obligatory in the nature thereof, with power to attach thereto the seal of the Company. Any such writings so executed by such Attorneys-in-fact shall be as binding upon the Company as if they had been duly executed and acknowledged by the regularly elected officers of the Company in their own proper persons." (Adopted October 7, 1981 - The Hanover Insurance Company; Adopted April 14, 1982 - Massachusetts Bay Insurance Company; Adopted September 7, 2001 - Citizens Insurance Company of America)



THE HANOVER INSURANCE COMPANY  
MASSACHUSETTS BAY INSURANCE COMPANY  
CITIZENS INSURANCE COMPANY OF AMERICA

*Mary Jeanne Anderson*  
Mary Jeanne Anderson, Vice President

*Robert K. Grennan*  
Robert K. Grennan, Assistant Vice President

IN WITNESS WHEREOF, THE HANOVER INSURANCE COMPANY, MASSACHUSETTS BAY INSURANCE COMPANY and CITIZENS INSURANCE COMPANY OF AMERICA have caused these presents to be sealed with their respective corporate seals, duly attested by a Vice President and an Assistant Vice President, this 25th day of July 2011

THE COMMONWEALTH OF MASSACHUSETTS )  
COUNTY OF WORCESTER ) ss.

On this 25th day of July 2011, before me came the above named Vice President and Assistant Vice President of The Hanover Insurance Company, Massachusetts Bay Insurance Company and Citizens Insurance Company of America, to me personally known to be the individuals and officers described herein, and acknowledged that the seals affixed to the preceding instrument are the corporate seals of The Hanover Insurance Company Massachusetts Bay Insurance Company and Citizens Insurance Company of America, respectively, and that the said corporate seals and their signatures as officers were duly affixed and subscribed to said inst



*Barbara A. Garlick*  
Notary Public

My commission expires on November 3, 2011

I, the undersigned Assistant Vice President of The Hanover Insurance Company, Massachusetts Bay Insurance Company and Citizens Insurance Company of America, hereby certify that the above and foregoing is a full, true and correct copy of the Original Power of Attorney issued by said Companies, and do hereby further certify that the said Powers of Attorney are still in force and effect.

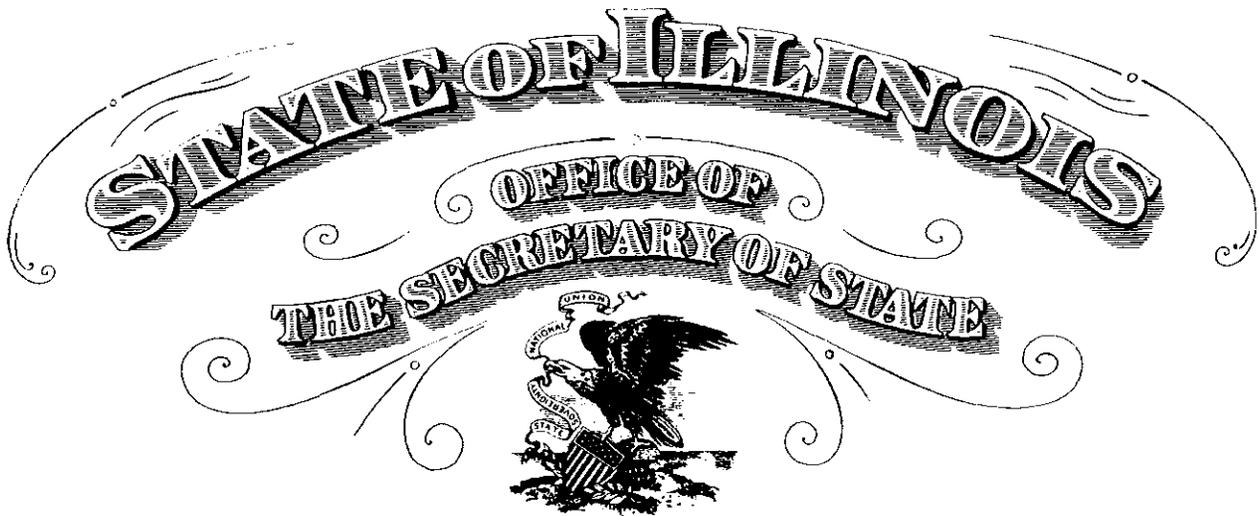
This Certificate may be signed by facsimile under and by authority of the following resolution of the Board of Directors of The Hanover Insurance Company, Massachusetts Bay Insurance Company and Citizens Insurance Company of America.

"RESOLVED, That any and all Powers of Attorney and Certified Copies of such Powers of Attorney and certification in respect thereto, granted and executed by the President or any Vice President in conjunction with any Assistant Vice President of the Company, shall be binding on the Company to the same extent as if all signatures therein were manually affixed, even though one or more of any such signatures thereon may be facsimile." (Adopted October 7, 1981 - The Hanover Insurance Company; Adopted April 14, 1982 - Massachusetts Bay Insurance Company; Adopted September 7, 2001 - Citizens Insurance Company of America)

GIVEN under my hand and the seals of said Companies, at Worcester, Massachusetts, this 25th day of July 2011

THE HANOVER INSURANCE COMPANY  
MASSACHUSETTS BAY INSURANCE COMPANY  
CITIZENS INSURANCE COMPANY OF AMERICA

*Stephen L. Brauk*  
Stephen L. Brauk, Assistant Vice President



*To all to whom these Presents Shall Come, Greeting:*

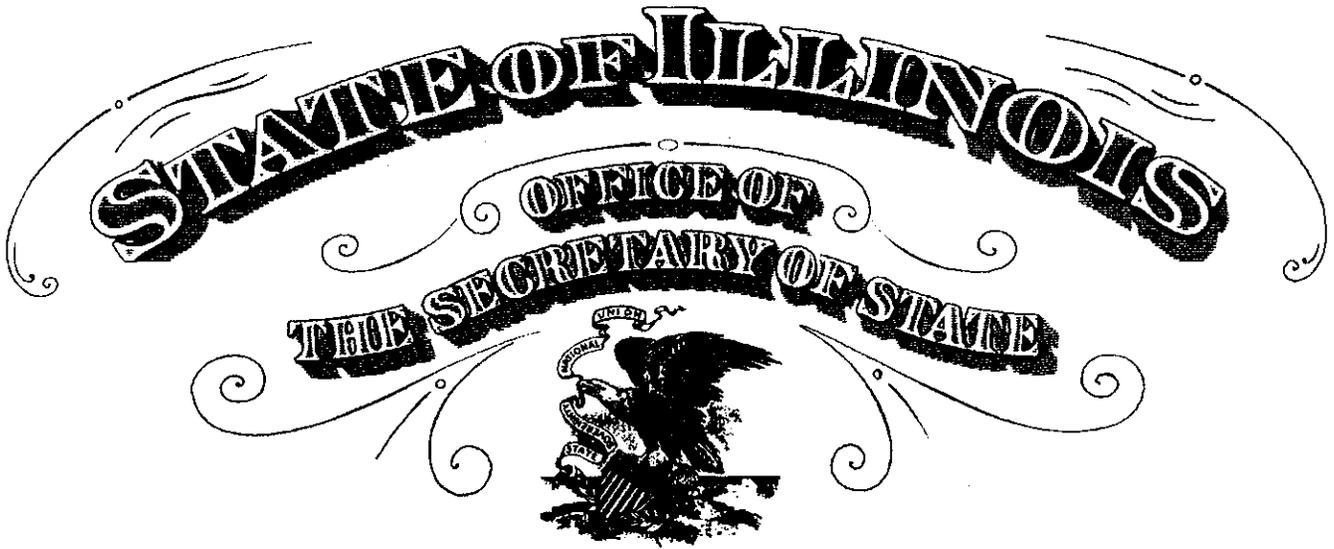
*I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that*

REAL ENERGY SOLUTIONS LLC, HAVING ORGANIZED IN THE STATE OF ILLINOIS ON APRIL 08, 2011, APPEARS TO HAVE COMPLIED WITH ALL PROVISIONS OF THE LIMITED LIABILITY COMPANY ACT OF THIS STATE, AND AS OF THIS DATE IS IN GOOD STANDING AS A DOMESTIC LIMITED LIABILITY COMPANY IN THE STATE OF ILLINOIS.



*In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 27TH day of JULY A.D. 2011 .*

*Jesse White*



**To all to whom these Presents Shall Come, Greeting:**

*I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that I am the keeper of the records of the Department of Business Services. I certify that*

ATTACHED HERETO IS A TRUE AND CORRECT COPY, CONSISTING OF 2 PAGE(S), AS TAKEN FROM THE ORIGINAL ON FILE IN THIS OFFICE FOR REAL ENERGY SOLUTIONS LLC.



**In Testimony Whereof,** I hereto set  
my hand and cause to be affixed the Great Seal of  
the State of Illinois, this 28TH  
day of JULY A.D. 2011

*Jesse White*

Form **LLC-5.5**

April 2007

Secretary of State Jesse White  
Department of Business Services



LC0858311

217-524-8000

www.cyberdriveillinois.com

Payment must be made by certified check, cashier's check, Illinois attorney's check, C.P.A.'s check or money order payable to Secretary of State.

Illinois  
Limited Liability Company Act  
Articles of Organization

**SUBMIT IN DUPLICATE**

Must be typewritten.

This space for use by Secretary of State.

Filing Fee: \$500

Approved:

0352712-3

FILE #

This space for use by Secretary of State.

**FILED**

APR 08 2011

JESSE WHITE  
SECRETARY OF STATE

**PAID**

1. Limited Liability Company Name: REAL ENERGY SOLUTIONS LLC

The LLC name must contain the words Limited Liability Company, L.L.C. or LLC and cannot contain the terms Corporation, Corp., Incorporated, Inc., Ltd., Co., Limited Partnership or L.P.

2. Address of Principal Place of Business where records of the company will be kept: (P.O. Box alone or unacceptable.) 853 N. Elston, Chicago, Illinois 60642

3. Articles of Organization effective on: (check one)

the filing date

a later date (not to exceed 60 days after the filing date): \_\_\_\_\_

Month, Day, Year

4. Registered Agent's Name and Registered Office Address:

Registered Agent: Roy L. Bernstein  
First Name Middle Initial Last Name

Registered Office: 120 South Riverside Plaza Suite 1200  
(P.O. Box alone or c/o is unacceptable.) Number Street Suite #

Chicago 60606 Cook  
City ZIP Code County

5. Purpose(s) for which the Limited Liability Company is organized: (If more space is needed, attach additional sheets of this size.)

"The transaction of any or all lawful business for which Limited Liability Companies may be organized under this Act."

6. Latest date, if any, upon which the company is to dissolve: \_\_\_\_\_

(Leave blank if duration is perpetual.)

Month, Day, Year

LLC-5.5

7. (OPTIONAL) Other provisions for the regulation of the internal affairs of the Company: (If more space is needed, attach additional sheets of this size.)

8. The Limited Liability Company: (Check either a or b below.)

a.  is managed by the manager(s) (List names and business addresses.)

Menahem Deitcher, 853 N. Elston Ave., Chicago, IL 60642

b.  has management vested in the member(s) (List names and addresses.)

9. Name and Address of Organizer(s)

I affirm, under penalties of perjury, having authority to sign hereto, that these Articles of Organization are to the best of my knowledge and belief, true, correct and complete.

Dated April 4, 2011  
Month & Day Year

1.   
Signature

Roy L. Bernstein  
Name (type or print)

\_\_\_\_\_  
Name if a Corporation or other Entity, and Title of Signer

1. 120 South Riverside Plaza, Suite 1200  
Number Street

Chicago  
City/Town

Illinois 60606  
State ZIP Code

2. \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (type or print)

\_\_\_\_\_  
Name if a Corporation or other Entity, and Title of Signer

2. \_\_\_\_\_  
Number Street

\_\_\_\_\_  
City/Town

\_\_\_\_\_  
State ZIP Code

Signatures must be in black ink on an original document. Carbon copy, photocopy or rubber stamp signatures may only be used on conformed copies.