

[The Form for ABC Applicants has been prepared by the Staff of the Illinois Commerce Commission. It is intended to be a source of information and a template that may be of use to entities petitioning the Illinois Commerce Commission to be licensed as an Agent, Broker, and Consultant ("ABC") under Section 16-115C of the Public Utilities Act ("Act") [220 ILCS 5/16-115C] and 83 Ill. Adm. Code 454 ("Part 454"), Licensure of Agents, Brokers, and Consultants. The Form is presented in a generic format and should be individually tailored by each ABC applicant before submitting to the Illinois Commerce Commission. The Form is not intended to constitute legal advice regarding compliance with Section 16-115C of the Act, 83 Ill. Adm. Code 454, or any applicable case law.] [Remove highlighted sections before submitting to the Illinois Commerce Commission.]

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

CRM Marketing Group, Inc. (Energy Choice Center)

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

Docket No.

11-0649

APPLICATION

CRM Marketing Group, Inc. (Energy Choice Center) ("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. Applicant's name and street address.

CRM Marketing Group, Inc. (Energy Choice Center)
1301 Seminole Blvd., Suite 140
Largo, FL 33770

2. Related Information:
 - Type of business entity: Corporation

ILLINOIS COMMERCE
COMMISSION
2011 SEP 21 P 12:55
CHIEF CLERK'S OFFICE

Form for ABC Applicants

- Jurisdiction in which and under whose laws business entity was created:
Florida
- Other names under which Applicant does business (D/B/A):
Energy Choice Center

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).

John Dyet, CEO
1301 Seminole Blvd., Suite 140
Largo, FL 33770
(727)902-5850
johndyet@energychoicecenter.org

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

Our company offers broker services for consumers interested in energy choice to choose an electricity supplier. We provide consumers with the availability to enroll with a supplier by utilizing our company as a broker.

5. A statement in support of application (including supporting documents and schedules if necessary) certifying the applicant meets the requirements of Section 16-115C of the Act. [454.40(d)(1)]

Our company has submitted form BCA 13.15, Application For Authority To Transact Business In Illinois, and has been Approved as of August 15, 2011 by the Office of the Secretary of State (File #6800-368-7). All fees due have been paid in full and confirmed receipt by the Secretary of State. For proof of this Approval, see accompanying documents labeled "**Attachment D.**"

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)]

InCorp Services, Inc.
2501 Chatham Road, Suite 110
Springfield, IL 62704
County of Sangamon
Telephone: (727)902-5850
Fax: (888)440-3218

7. A statement to disclose whether the Applicant is 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. Additionally, the Applicant is directed to disclose whether it has had any complaints filed against it for its provision of any services in the electric or gas industry in this or any other jurisdiction. If yes, the Applicant is directed to include in its response the nature of the complaint, the jurisdiction, and the ultimate resolution.

Our company has not yet been required to be licensed as an agent, broker or consultant in any other jurisdictions. We certify that we have zero complaints filed against our company with any regulatory agency in this or any other jurisdiction regarding any services offered in the natural gas and/or electric industry.

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)]

Applicant certifies that it holds license to do business in the State of Illinois (see "**Attachment D**" accompanying this document), as deemed so by the Secretary of State, and further certifies full compliance with all other applicable laws, regulations and Commission rules and orders.

- b) shall comply with all terms and conditions required by Section 16-115C of the Act; [454.40(d)(2)]

We certify and agree to comply with all terms and conditions required by Section 16-115C of the Act.

- 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)]

We certify and agree.

- d) shall remain in compliance with the provisions of the Act and Part 454; [454.50]

We certify and agree.

- 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)]

We certify and agree.

- f) shall preserve the confidentiality of its customers' data. [454.100(b)]

We certify and agree.

MANAGERIAL LICENSING QUALIFICATIONS [Section 454.60]

9. Applicant meets the managerial qualifications set forth in Part 454.60, as demonstrated in Attachment A. 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). 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). [Attachment should include narrative and/or resume of key personnel showing clearly how the managerial experience requirement is being met.]

Please direct your attention to following documents:

- **Attachment A**
- **Company & Officer Background Summary**
- **ECC Corporate Organizational Chart**

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

10. Applicant meets the technical qualifications set forth in Part 454.70, as demonstrated in Attachment B. Attachment B 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). [The attachment shall identify the persons who are being used to meet each of the requirements of Part 454.70. Attachment should include narrative and/or resumes of key personnel showing clearly how the technical experience requirement is being met.]

Please direct your attention to following documents:

- **Attachment B**
- **Company & Officer Background Summary**
- **ECC Corporate Organizational Chart**

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. [Attach the license or permit bond required by Part 454.80(a) and proof that the surety meets the definition of "qualifying surety" as set forth in Part 454.10 (Attachment C).]

[Department of the Treasury's Listing of Approved Sureties (Department Circular 570) (<http://www.fms.treas.gov/c570/c570.html>)]

Please direct your attention to following documents:

- **Attachment C**
- **Permit Bond**
- **Company & Officer Background Summary**
- **ECC Corporate Organizational Chart**

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;
We certify and agree.
- 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;
We certify and agree.
- 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;
We certify and agree.
- d) Not utilize false, misleading, materially inaccurate, defamatory, or otherwise deceptive language or materials in the soliciting or providing of its services;
We certify and agree.
- e) Maintain copies of all marketing materials disseminated to third parties for a period of not less than three years;
We certify and agree.
- f) Maintain copies of all disclosure statements required in subsections (a) and (b) for a period of not less than three years;
We certify and agree.
- 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

We certify and agree.

- 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].

We certify and agree.

REPORTING REQUIREMENTS [SECTION 454.110]

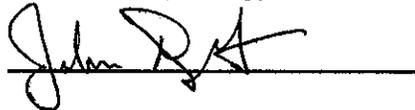
- 13. Applicant agrees to submit reports in accordance with annual reporting requirements. [454.110]

We certify and agree.

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,

CRM Marketing Group, Inc. (Energy Choice Center)

By: 

John Dyet, Chief Executive Officer

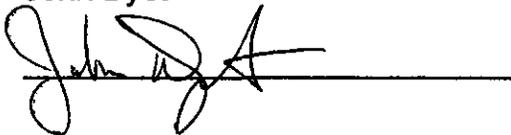
Daniel P Rock Pa
Daniel Patrick Rock Law Ofcs
5426 Crafts Street
New Port Richey, FL 34652-3963
(727) 848-5440

VERIFICATION

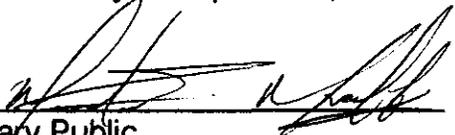
STATE OF FLORIDA
COUNTY OF PINELLAS

John Dyet, being first duly sworn, deposes and says that he is an owner/officer for CRM Marketing Group, Inc.; that he has read the foregoing Application of CRM Marketing Group, Inc., 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.

John Dyet



Subscribed and sworn to before me
this 19th day of September, 2011.



Notary Public

[Stamp of Notary]

