

**OFFICIAL FILE**  
**ILLINOIS COMMERCE COMMISSION**

STATE OF ILLINOIS  
COMMERCE COMMISSION

**ORIGINAL**

JFN Consulting, INC

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

Docket No. 12-0340

Application

JFN Consulting, INC ("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.

JFN Consulting, INC  
111 W. Washington ST STE 1010  
Chicago, IL 60602

2. Related Information:
  - Type of business: Corporation
  - Organized under the state of Illinois

3. Contact Persons for the following:
  - a) Nancy Moreno  
111 W. Washington STE 1010  
Chicago, IL 60602  
[jfnrg@yahoo.com](mailto:jfnrg@yahoo.com)

b) Same as contact information as in section "a)"

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

JFN Consulting, INC, is an emerging, 100% fully integrated energy consulting and brokerage firm. With over four years of combined experience in brokering retail energy products, not only has a strong portfolio of business, but is also well-versed in energy procurement and contract negotiations.

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)]**

6. **The name, address, telephone number, any facsimile number and any e-mail address of the agent registered with the Illinois Secretary of State.**

CHIEF CLERK'S OFFICE

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ILLINOIS COMMERCE  
COMMISSION

**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)]**

Nancy Moreno  
111 W. Washington STE 1010  
Chicago, IL 60602  
P: (312) 551-1500  
F: (312) 551-1507  
jfnrg@yahoo.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)]
  - 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 Attachment B. 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 B 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.]

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

9. 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.]

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. [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.]

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

CODE OF CONDUCT [SECTION 454.90]

11. Applicant certifies that it shall:

- a) Disclose in plain language in writing the nature of the services offered by the ABC;
- b) Prior to the customer signing a contract, disclose that they are not employed by the electric utility operating in the applicable service territory;
- c) 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;
- d) Any disclosure required by subsection © must be made prior to entering into the contract and signed by the customer;
- e) Disclose if applicable, to all customers, prior to the customer signing a contract the fact that they will be receiving compensation from the supplier;
- f) 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;
- g) Not utilize false, misleading, materially inaccurate, defamatory, or otherwise deceptive language or materials in the soliciting or providing of its services;
- h) Maintain copies of all marketing materials disseminated to third parties for a period of not less than three years;
- i) Maintain copies of all disclosure statements required in subsections (a) and (b) for a period of not less than three years;

- j) 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
- k) 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,

JFN Consulting, INC  
  
By: Nancy Moreno

Name of Attorney: Joseph Mario Moreno  
Attorney's Firm: Joseph Mario Moreno and Associates, LTD  
Address of Attorney: 111 W. Washington, Chicago, IL 60602  
Attorney's Telephone Number: 312-551-1500  
Attorney's Fax: 312-551-1507

VERIFICATION

STATE OF ILLINOIS  
COUNTY OF DUPAGE

Nancy Moreno, being first duly sworn, deposes and says that he is a Partner and the Director of Sales of JFN Consulting, INC; that he has read the foregoing Application of Global JFN Consulting, 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.

  
OFFICIAL SEAL  
JOSEPH MARIO MORENO  
NOTARY PUBLIC - STATE OF ILLINOIS  
MY COMMISSION EXPIRES FEB. 05. 2014

Subscribed and sworn to before me  
this 9<sup>TH</sup> OF MAY, 2012

  
Notary Public

OFFICIAL SEAL  
JOSEPH MARIO MORENO  
NOTARY PUBLIC - STATE OF ILLINOIS  
MY COMMISSION EXPIRES FEB. 05. 2014