

Affordable Gas and Electric, LLC

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

Docket No.

12-0435

APPLICATION

Affordable Gas and Electric Company, 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. Applicant's name and street address.

Affordable Gas and Electric Company, LLC
10749 E Garden Rd
Mt. Vernon, IL 62864

2. Related Information:

- Type of business entity: LLC
- Jurisdiction in which and under whose laws business entity was created: Illinois
- Other names under which Applicant does business (D/B/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).

For a)
Jeffrey C Haarmann, Managing Partner
10749 E Garden Rd
Mt. Vernon, IL 62864
(618) 204-0115
jhaarmann@supernovapartners.com

For b)
Jeffrey C Haarmann, Managing Partner
10749 E Garden Rd
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(618) 204-0115
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CHIEF CLERK'S OFFICE
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ILLINOIS COMMERCE
COMMISSION

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

Affordable Gas and Electric Company, LLC is a residential and small commercial broker of electricity and natural gas in the Ameren and ComEd utility areas. We have broker agreements forthcoming (pending final approval of our ABC License) with both residential and commercial REP's, currently registered and approved with the State of Illinois.

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)]

As Vice President of NFuse Direct, based in St. Louis, MO, Jeff Haarmann, Managing Partner of Affordable Gas & Electric Company, LLC, spent the past 4 years contracting as an outsourced sales firm with various retail energy supply companies in Ohio, New York, PA, GA and IN. The formation of Affordable Gas & Electric Company, LLC is a new venture started to assist Illinois residents and small businesses with their gas and electricity purchases in the competitive retail energy industry.

Affordable Gas & Electric Company, LLC is drawing from its' experience and partnerships with suppliers in other states in an effort to assist Illinois residents and business owners with similar type results.

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)]

Jeffrey C Haarmann
10749 E Garden Rd
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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.

Affordable Gas & Electric Company, LLC, is not currently an agent, broker or consultant in any other jurisdictions. Jeffrey Haarmann, Managing Partner of Affordable Gas & Electric Company, LLC, was formerly Vice President of NFuse Direct, an outsourced direct sales company that held contracts with multiple REPs including Direct Energy, Constellation, etc.

With over 40,000 residential customers sold in 2011, as VP of NFuse Direct, we had no previous complaints or issues in any of the states in which we represented our clients.

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)] Yes
 - b) shall comply with all terms and conditions required by Section 16-115C of the Act; [454.40(d)(2)] Yes
 - 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)] Yes
 - d) shall remain in compliance with the provisions of the Act and Part 454; [454.50] Yes
 - 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)] Yes
 - f) shall preserve the confidentiality of its customers' data. [454.100(b)] Yes

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.]

TECHNICAL LICENSING QUALIFICATIONS [Section 454.70]

Form for ABC Applicants

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). [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]

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.]

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

See bond attached

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; Yes
 - b) Prior to the customer signing a contract, disclose that they are not employed by the electric utility operating in the applicable service territory; Yes
 - c) Disclose in plain language in writing to all persons it solicits the total price per kilowatt-hour, and the total anticipated cost, inclusive of all fees or commissions received by the licensee, to be paid by the customer over the period of the proposed underlying customer contract. In the event a person or entity required to be licensed pursuant to this Part uses an electric supply usage estimate for a particular customer, the person or entity required to be licensed pursuant to this Part must use the same electric supply usage estimate for all service offers it presents to that particular customer; Yes
 - d) Any disclosure required by subsection (c) must be made prior to entering into the contract and signed by the customer; Yes
 - 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; Yes
 - 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 Section 16-115C of the Act has no contractual relationship with any RES or its affiliates regarding retail electric service in Illinois; Yes

Form for ABC Applicants

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

REPORTING REQUIREMENTS [SECTION 454.110]

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

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,

Jeffrey C Haarmann

By: Jeffrey C. Haarmann
Managing Partner, Affordable Gas & Electric Company, LLC

VERIFICATION

STATE OF Illinois
COUNTY OF Effingham

JEFF HAARMANN being first duly sworn, deposes and says that she/he is [the] [a(n)]
APPLICANT [of][for] [Applicant]; that he/she has read the foregoing Application of
[Applicant], 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 [her][his] knowledge, information and belief.

Jeffrey C. Haarmann
[Name of person verifying application]

Subscribed and sworn to before me
this 18th day of July, 2012

Marlene K. Bushue
Notary Public

[Stamp of Notary]

