

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

Groom Energy Solutions, LLC

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

Docket No.

12-0619

APPLICATION

Groom 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. Applicant's name and street address.

**Groom Energy Solutions, LLC
96 Swampscott Road
Salem, MA 01970**

2. Related Information:

- Type of business entity: **LLC**
- Jurisdiction in which and under whose laws business entity was created: **Massachusetts**
- 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

**Daniel Sprecher
Groom Energy Solutions, LLC
Business Development Manager
96 Swampscott Road
Salem, MA 01970
Office: 978-306-6052
procure@groomenergy.com**

- b) issues related to complaint resolution [454.130]

**Nick Balster
Groom Energy Solutions, LLC
VP, Industrial Applications
96 Swampscott Road
Salem, MA 01970**

ILLINOIS COMMERCE
COMMISSION
2012 NOV 19 AM 11
CHIEF CLERK'S OFFICE

Groom Energy Solutions, LLC- Form for ABC Applicants

Office: 978-306-6052
procure@groomenergy.com

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

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

Groom Energy Solutions, LLC provides turnkey energy efficiency products and services to its customers to help them better manage and reduce their energy spend while positively affecting the environment. The company's customers over the last six years have been located across the United States and include colleges and universities, commercial office buildings, distribution centers, food and beverage manufacturers, industrial manufacturers, and retail businesses.

These energy efficiency related project implementations are delivered directly, through partners and through its affiliate Groom Construction, in multiple states across the US. Should this application be approved, Groom Energy would look forward to adding procurement services to its broad set of energy and efficiency offerings in 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)]

Groom Energy Solutions, LLC certifies that it meets the application requirements of Section 16-115C of the Act, will follow all rules regarding manner of operation, and has included all related information with this application, including management team, technical ability, and financial bonding.

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)]

**Illinois Corporation Service Co
801 Adlai Stevenson Drive
Springfield, IL 62703
T: (217) 492-2700**

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.

At the time of this application's submission, Groom Energy Solutions, LLC is registered as an Electricity Broker and Gas Agent in Massachusetts, an Energy Agent and Private

Groom Energy Solutions, LLC- Form for ABC Applicants

Aggregator in New Jersey, a Competitive Retail Electric Service Provider of aggregation and power brokering in Ohio, an Aggregator in Texas, and as a Conservation Service Provider in Pennsylvania.

Groom Energy Solutions, LLC has never 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_9A_Manual_Licensing_Qualifications**. Attachment_9A 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_9A 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_10A_Technical_Licensing_Qualifications**. Attachment_10A 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_11A_Financial_Licensing_Requirements

[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]

Groom Energy Solutions, LLC- Form for ABC Applicants

12. 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 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;
 - d) Any disclosure required by subsection (c) 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 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]

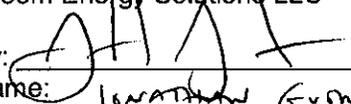
13. Applicant agrees to submit reports in accordance with annual reporting requirements. [454.110]

Groom Energy Solutions, LLC- Form for ABC Applicants

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,

Groom Energy Solutions LLC

By: 
Name: Jonathan Gurnison
Title: CEO

Groom Energy Solutions, LLC- Form for ABC Applicants

VERIFICATION

STATE OF Massachusetts)
COUNTY OF Essex)

Jonathan Guerster being first duly sworn, deposes and says that he is the CEO
of Groom Energy Solutions, LLC; that he has read the foregoing Application of Groom 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.

Name: 

Subscribed and sworn to before me
this 15th day of November, 2012.

Susan V. Stratton
Notary Public

[Stamp of Notary]

