

STATE OF ILLINOIS
ILLINOIS COMMERCE COMMISSION

[Focus Energy Consultants Ltd] :
: Docket No.
Application for Licensure of :
Agents, Brokers, and Consultants :
under Section 16-115C :
of the Public Utilities Act. :

APPLICATION

[Focus Energy Consultants Ltd] (“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.

Focus Energy Consultants Ltd
190 S LaSalle St, Ste 2100
Chicago, IL 60603
www.focusenergyltd.com
2. Related Information:
 - Type of business entity: [Corporation]
 - Jurisdiction in which and under whose laws business entity was created:
Cook County
 - Other names under which Applicant does business (D/B/A):
3. Contact Persons for the following:
 - a) Issues related to processing this application [454.130]

Mirza Omercajic
President
4726 Main St Unit A
Skokie, IL 60076
773 490 0904

info@focusenergyltd.com

b) Issues related to complaint resolution [454.130]

Mirza Omercajic
President
4726 Main St Unit A
Skokie, IL 60076
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4. Description of Applicant's business. [454.40(c)(1)]

Focus Energy Consultants is a company that will be concentrated on businesses mostly within the Chicagoland area. Through our comprehensive market analysis and strong supplier relationships, we are committed to fulfilling our clients' energy needs and helping them reduce their electricity costs. Along with seeking quotes from various suppliers and finding the best market entry point, we will communicate any concerns that may arise with the suppliers as well (meter issues, overcharges on bill, etc).

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)]

Focus Energy Consultants was recently registered in Illinois after collecting all client information through networking, referrals, and the previously made strong connections I have attained throughout my professional tenure in Chicago and London. I am also the President of Energy Balance Ltd, an energy consultancy operating in London, UK that has been serving a client base of about 150 businesses since beginning operations in 2014. The current client base consists of about 120 businesses within the ComEd service and ready to be signed with current contract end dates between August 2016 and March 2017.

We have been working on putting this portfolio together for the past year, so everything could be efficiently situated before the ICC was approached and subsequently the suppliers. Due to my reputation as a VP of Northern Trust with various projects completed nationwide and in the UK, I have received many leads through referrals; this is how Energy Balance progressed rapidly in the UK as well. Originally, the objective was to create a portfolio large enough to get operations started but then I stumbled across a connection who had a very bad experience with a previous broker that I could not believe. This is why I wanted to meet with each client face to face and establish a relationship beforehand, rather than just becoming a generic voice over the phone. In addition, Focus Energy Consultants will be donating a portion of the profits to various charitable

organizations on a yearly basis. We have done the research and will be highly selective about the suppliers we will work with; it will be disclosed to all customers prior to them signing a contract, the fact that we will be receiving compensation from the supplier. We want to create the best customer experience possible and always maintain full transparency.

Focus Energy Consultants representatives will always disclose that they are not employed by the electric utility operating in the applicable service territory. In addition, we are a fully transparent business that will always present our clients with the total price per Kilowatt-hour, and the total anticipated cost, inclusive of all fees or commissions received, to be paid by the customer over the period of the proposed underlying customer contracts.

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)]

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7. A statement to disclose whether the Applicant operates as an agent, broker, or consultant in any other jurisdictions in a manner similar to that contemplated under Section 16-115C of the Act. Additionally, regardless of whether Applicant operates as an agent, broker, or consultant in Illinois or any other jurisdiction, 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 any such complaints exist, the Applicant is directed to include in its response the nature of the complaint, the jurisdiction, and the ultimate resolution.

I do not work as an agent, broker, or consultant in any other jurisdictions in a manner similar to that contemplated under Section 16-115C of the Act. In addition, no complaints have ever been filed against Focus Energy Consultants.

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)] (NOTE to Applicant: be certain to include the Certificate of Good Standing obtained from the Illinois Secretary of State)

- 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 1. Attachment 2 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 1 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 1. Attachment 1 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.

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) 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]

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,

Mirza Omercajic

By: President

VERIFICATION

STATE OF [ILLINOIS]

COUNTY OF [COOK]

Mirza Omercajic, being first duly sworn, deposes and says that he is [the/a(n)] President of/for Focus Energy Consultants Ltd. that he has read the foregoing Application of _____ 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.

[Handwritten signature]

To be completed by a Notary Public

Subscribed and sworn to before me

this 1st day of March, 2016



Anabel Bustamante

Notary Public

License or Permit Bond

License or Permit Bond No. 93 GB D667 9

State Farm Fire and Casualty Company
One State Farm Plaza, Bloomington, Illinois 61710-0001

KNOW ALL MEN BY THESE PRESENTS. That we, FOCUS ENERGY CONSULTANTS LTD as Principal, and State Farm Fire and Casualty Company, a Illinois Corporation, and authorization 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 2ND day of MARCH, 2016.

[Signature] Principal

By: MICHA OMERCIAC PRESIDENT
[name] [title]

State Farm Fire and Casualty Company Surety

By: Lynne M. Robertson Attorney-in-Fact
[name] [title]

