



Advantage IQ, Inc.
1313 North Atlantic Street, Suite 5000
Spokane, WA 99201
800 767 4197
www.advantageIQ.com

June 14, 2011

VIA: Email and U.S. Mail

Commission Secretary
Pennsylvania Public Utility Commission
P.O. Box 3265
Harrisburg, PA 17105-3265

RE: Broker License Application (the "Application") of Advantage IQ, Inc. ("Advantage IQ" or "Applicant"), Docket No. A-201102234410

Dear Commission Secretary:

Advantage IQ hereby notifies the Commission of its intent to amend its Application to include residential sites in mixed meter scenarios. Please find a revised page 4 of its Application attached. While Advantage IQ serves corporate clients only, it has been suggested that by amending its Application, it can avoid potential confusion and future filings in the event that residential accounts are attached in some way to the real estate portfolios of any corporate entities Advantage IQ might serve.

If you have any questions, please do not hesitate to contact me at your convenience. I look forward to working with you toward approval of Advantage IQ's Application and licensure.

Kind regards,

A handwritten signature in black ink, appearing to read "M. Todd Colton", is written over a horizontal line.

M. Todd Colton
Corporate Counsel
Direct: 509.329.7198
Fax: 509.321.0828

Enclosure: Revised Page 4 of Application
cc: Brad Gawboy

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c. **PROPOSED SERVICE AREA:** Provide a list of each Electric Distribution Company for which the Applicant proposes to provide service.

Applicant proposes to serve its clients throughout all the deregulated utility service territories in Pennsylvania.

d. **CUSTOMERS:** Applicant proposes to provide services to:

- Residential Customers
- Small Commercial Customers - (25 kW and Under)
- Large Commercial Customers - (Over 25 kW)
- Industrial Customers
- Governmental Customers
- All of above
- Other (Describe):

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e. **PROPOSED MARKETING METHOD** (check all that apply)

- Internal – Applicant will use its own internal resources/employees for marketing
- External EGS – Applicant will contract with a PUC LICENSED EGS broker/marketer
- Affiliate – Applicant will use a **NON-EGS** affiliate marketing company and or individuals.
- External Third-Party – Applicant will contract with a **NON-EGS** third party marketing company and or individuals
- Other (Describe):

f. **DOOR TO DOOR SALES:** Will the Applicant be implementing door to door sales activities?

- Yes
- No

If yes, will the Applicant be using a Third Party Verification procedure?

- Yes
- No

If yes, describe the Applicant's Third Party Verification procedures.

g. **START DATE:** Provide the approximate date the Applicant proposes to begin services within the Commonwealth.

Advantage IQ, Inc. intends to continue providing services to its existing customers during the licensing process.

5. COMPLIANCE

a. **CRIMINAL/CIVIL PROCEEDINGS:** State specifically whether the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, has been or is currently the defendant of a criminal or civil proceeding within the last five (5) years.

Identify all such proceedings (active or closed), by name, subject and citation; whether before an administrative body or in a judicial forum. If the Applicant has no proceedings to list, explicitly state such.

As of the date of submission of this application, Applicant is unaware of any such proceedings to list.

b. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any such proceedings listed above.



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