

November 30, 2020

Pennsylvania Public Utility Commission  
Secretary  
400 North Street, Keystone Building  
Harrisburg, PA 17120

**Re: Electric Broker License Application of Electric Rate Select LLC**

Dear Secretary:

Electric Rate Select LLC hereby submits its Electric Broker Application, including:

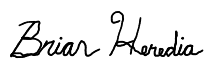
- Application with signatures and attachments
- Proof of Service
- Notarized Proof of Newspaper Publications

The documents below are considered confidential and will be mailed for overnight delivery. Electric Rate Select LLC requests the below documents to be treated as confidential:

- Tax Certification Statement
- 7. Financial Fitness (Bond, Simple Pro Forma Financial Statements, Insurance, Bank Account Statements)

Electric Rate Select LLC requests that its response to any subsequent requests or clarification pertaining to the confidential documents also be treated as confidential. The company believes confidential documents made public can hurt the competitive environment in which it operates. Please direct any questions or concerns about the information enclosed to the undersigned.

Sincerely,



Brian Heredia  
Founder, Electric Rate Select LLC  
9901 Brodie Lane, Suite 160-832  
Austin, TX 78748  
brian@electricrateselect.com

## BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Electric Rate Select LLC, d/b/a N/A, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) Broker/Marketer to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

### 1. IDENTIFICATION AND CONTACT INFORMATION

- a. **IDENTITY OF THE APPLICANT:** Provide name (*including any fictitious name or d/b/a*), primary address, web address, and telephone number of Applicant:

Company: Electric Rate Select LLC  
Primary Address: 9901 Brodie Lane  
Suite 160-832  
Austin, TX 78748  
Web Address: electricrateselect.com  
Telephone Number: 915-497-1407

- b. **PENNSYLVANIA ADDRESS / REGISTERED AGENT:** If the Applicant maintains a primary address outside of Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's secondary office within Pennsylvania. If the Applicant does not maintain a physical location within Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's Registered Agent within Pennsylvania.

Registered Agent: Registered Agents Inc  
Address: 1150 First Ave.  
STE 511  
King of Prussia, PA 19406  
Telephone Number: 610-456-2133  
Fax number: N/A

- c. **REGULATORY CONTACT:** Provide the name, title, address, telephone number, fax number, and e-mail address of the person to whom questions about this Application should be addressed.

Name: Brian Heredia	Telephone: 915-497-1407
Title: Founder, Electric Rate Select LLC	Fax number: 512-282-1116
Address: 9901 Brodie Lane	Email: brian@electricrateselect.com
Suite 160-832	
Austin, TX 78748	

- d. **ATTORNEY:** Provide the name, address, telephone number, fax number, and e-mail address of the Applicant's attorney. If the Applicant is not using an attorney, explicitly state so.

Applicant is not using an attorney

- e. **CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS: (Required of ALL Applicants)** Provide the name, title, address, telephone number, FAX number, and e-mail **OF THE PERSON AND AN ALTERNATE PERSON (2 REQUIRED)** responsible for addressing customer complaints. These persons will ordinarily be the initial point(s) of contact for resolving complaints filed with the Applicant, the Electric Distribution Company, the Pennsylvania Public Utility Commission, or other agencies. The main contact's information will be listed on the Commission website list of licensed EGSs.

Primary Contact: Brian Heredia  
Title: Founder, Electric Rate Select LLC  
Address: 9901 Brodie Lane, Suite 160-832  
Austin, TX 78748  
Number: 915-497-1407  
Email: brian@electricrateselect.com

Secondary Contact: Jessica Nowzaradan  
Title: Assistant, Electric Rate Select LLC  
Address: 9901 Brodie Lane, Suite 160-832  
Austin, TX 78748  
Number: 512-740-0086  
Email: jessnowzar@yahoo.com

## 2. BUSINESS ENTITY FILINGS AND REGISTRATION

a. **FICTITIOUS NAME:** *(Select appropriate statement and provide supporting documentation as listed.)*

The Applicant will be using a fictitious name or doing business as (“d/b/a”)

Provide a copy of the Applicant’s filing with Pennsylvania’s Department of State pursuant to 54 Pa. C.S. §311, Form PA-953.

**or**

The Applicant will not be using a fictitious name.

b. **BUSINESS ENTITY AND DEPARTMENT OF STATE FILINGS:**

*(Select appropriate statement and provide supporting documentation. As well, understand that Domestic means being formed within Pennsylvania and foreign means being formed outside Pennsylvania.)*

The Applicant is a sole proprietor.

- If the Applicant is located outside the Commonwealth, provide proof of compliance with 15 Pa. C.S. §4124 relating to Department of State filing requirements.

**or**

The Applicant is a:

- domestic general partnership (\*)
- domestic limited partnership (15 Pa. C.S. §8511)
- foreign general or limited partnership (15 Pa. C.S. §4124)
- domestic limited liability partnership (15 Pa. C.S. §8201)
- foreign limited liability general partnership (15 Pa. C.S. §8211)
- foreign limited liability limited partnership (15 Pa. C.S. §8211)

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above.
- Give name, d/b/a, and address of partners. If any partner is not an individual, identify the business nature of the partner entity and identify its partners or officers.
- Provide the state in which the business is organized/formed and provide a copy of the Applicant’s charter documentation.
- \* If a corporate partner in the Applicant’s domestic partnership is not domiciled in Pennsylvania, attach a copy of the Applicant’s Department of State filing pursuant to 15 Pa. C.S. §4124.

**or**

The Applicant is a:

- domestic corporation (15 Pa. C.S. §1308)
- foreign corporation (15 Pa. C.S. §4124)
- domestic limited liability company (15 Pa. C.S. §8913)
- foreign limited liability company (15 Pa. C.S. §8981)
- Other (Describe):

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above. **Please see attachment 1**
- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation. **Please see attachment 2**
- Give name and address of officers.

Brian Heredia - Founder, Electric Rate Select LLC  
4016 Oxford Ave.  
El Paso, TX 79903

### **3. AFFILIATES AND PREDECESSORS**

*(both in state and out of state)*

- a. AFFILIATES:** Give name and address of any affiliate(s) currently doing business and state whether the affiliate(s) are jurisdictional public utilities. If the Applicant does not have any affiliates doing business, explicitly state so. Also, state whether the applicant has any affiliates that are currently applying to do business in Pennsylvania.

Electric Rate Select LLC does not have any affiliates currently doing business in Pennsylvania. Electric Rate Select LLC has no affiliates that are currently applying to do business in Pennsylvania. The company's name is registered in Texas as Transatlantic Energy Group LLC. This name was taken when the company applied for a foreign LLC in Pennsylvania. Electric Rate Select LLC does not have any affiliates outside of Pennsylvania.

- b. PREDECESSORS:** Identify the predecessor(s) of the Applicant and provide the name(s) under which the Applicant has operated within the preceding five (5) years, including address, web address, and telephone number, if applicable. If the Applicant does not have any predecessors that have done business, explicitly state so.

Electric Rate Select LLC has no predecessors within the past 5 years.

## 4. OPERATIONS

### a. **APPLICANT'S PRESENT OPERATIONS:** *(select and complete the appropriate statement)*

#### Definitions

- Supplier – an entity that sells electricity to end-use customers utilizing the jurisdictional transmission and distribution facilities of an EDC.
- Aggregator - an entity that purchases electric energy and takes title to electric energy as an intermediary for sale to retail customers.
- Broker/Marketer - an entity that acts as an intermediary in the sale and purchase of electric energy but does not take title to electric energy.

The Applicant is presently doing business in Pennsylvania as a

- municipal electric corporation
- electric cooperative
- local gas distribution company
- provider of electric generation, transmission or distribution services
- broker/marketer engaged in the business of supplying electricity services
- Other; Identify the nature of service being rendered.

**Please see attachment.**

**OR**

The Applicant is not presently doing business in Pennsylvania.

### b. **APPLICANT'S PROPOSED OPERATIONS:** The Applicant proposes to operate as a *(may check multiple)*:

- Generator of electricity
- Supplier of electricity
- Aggregator engaged in the business of supplying electricity
- Broker/Marketer engaged in the business of supplying electricity services
  - Check here to verify that your organization will not be taking title to the electricity nor will you be making payments for customers.
- Electric Cooperative and supplier of electric power
- Other (Describe):

- c. **PROPOSED SERVICES:** Describe in detail the electric services or the electric generation services which the Applicant proposes to offer.

Electric Rate Select LLC will be providing educational pages online to help customers make informed decisions when choosing an electric supplier. We will provide a list of suppliers along with their rates for customers to choose from. A link that provides the terms and conditions from the supplier will also be listed. The customer must check a box to acknowledge they have read and agreed to the terms and conditions outlined by the supplier before they can sign up for the rate. We will act as a consultant to answer any questions the customer may have.

Electric Rate Select LLC will be a price comparison platform to help customers make the best decisions based on their individual preferences.

- d. **PROPOSED SERVICE AREA:** Check the box of each Electric Distribution Company for which the Applicant proposes to provide service.

- Citizens' Electric
- Duquesne Light
- Met-Ed
- PECO
- Penelec
- Penn Power

- Pike
- PPL
- UGI Utilities
- Wellsboro
- West Penn

Entire Commonwealth of PA

- e. **CUSTOMERS:** Applicant proposes to provide services to:

- Residential Customers
- Small Commercial Customers - (25 kW and Under)
- Residential and Small Commercial as Mixed Meter ONLY **(CANNOT BE TAKEN WITH RESIDENTIAL AND/OR SMALL COMMERCIAL ABOVE)**
- Large Commercial Customers - (Over 25 kW)
- Industrial Customers
- Governmental Customers
- All of above (Except Mixed Meter)
- Other (Describe):

- f. **START DATE:** Provide the approximate date the Applicant proposes to actively market within the Commonwealth.

The proposed start date for Electric Rate Select LLC marketing in Pennsylvania would be January 2021.

## 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.

No individuals identified in this application, nor Electric Rate Select LLC, has been or is currently a defendant of a criminal proceeding.

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

Not applicable

- c. **CUSTOMER/REGULATORY/PROSECUTORY ACTIONS:** Identify all formal or escalated actions or complaints, in the Commonwealth of Pennsylvania or any state, filed with or by a customer, regulatory agency, or prosecutory agency against the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, for the prior five (5) years, including but not limited to customers, Utility Commissions, and Consumer Protection Agencies such as the Offices of Attorney General. **Applicant should also include if it had a Pennsylvania PUC EGS or NGS license previously cancelled by the Commission.** If the Applicant has no actions or complaints to list, explicitly state such.

Neither Electric Rate Select LLC nor any of the individuals listed in this applications have never received an action or complaint.

- d. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any actions listed above.

Not applicable.

## 6. PROOF OF SERVICE

**Required of ALL Applicants regardless of operating as a supplier, broker, marketer, or aggregator.**  
(Example Certificate of Service is attached at Appendix C)

- a. **STATUTORY AGENCIES:** Pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14, provide proof of service of a signed and verified Application with attachments on the following:

Bureau of Investigation & Enforcement  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street, 2 West  
Harrisburg, PA 17120

Office of the Attorney General  
Bureau of Consumer Protection  
Strawberry Square, 14th Floor  
Harrisburg, PA 17120

Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120

Department of Revenue  
Bureau of Compliance  
PO Box 281230  
Harrisburg, PA 17128-1230

Office of the Small Business Advocate  
Commerce Building, Suite 202  
300 North Second Street  
Harrisburg, PA 17101

- b. **EDCs:** Pursuant to Sections 1.57 and 1.58 of the Commission's Regulations, 52 Pa. Code §§1.57 and 1.58, provide Proof of Service of the Application and attachments upon each of the Electric Distribution Companies the Applicant proposed to provide service in. Upon review of the Application, further notice may be required pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14. Contact information for each EDC is as follows.

**Pike County Light & Power Company:**  
Vice President – Energy Supply  
Corning Natural Gas Holding Corporation  
330 West William Street  
Corning, NY 14830

**West Penn:**  
Legal Department  
West Penn Power d/b/a Allegheny Power  
800 Cabin Hill Drive  
Greensburg, PA 15601-1689

**PECO:**  
Manager Energy Acquisition  
PECO Energy Company  
2301 Market Street  
Philadelphia, PA 19101-8699

**Duquesne Light:**  
Regulatory Affairs  
Duquesne Light Company  
411 Seventh Street, MD 16-4  
Pittsburgh, PA 15219

**PPL:**  
Office of General Counsel  
Attn: Kimberly A. Klock  
PPL  
Two North Ninth Street (GENTW3)  
Allentown, PA 18101-1179



**Met-Ed, Penelec, and Penn Power:**

Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

**UGI:**

UGI Utilities, Inc.  
Attn: Rates Dept. – Choice Coordinator  
1 UGI Drive  
Denver, PA 17517

**Citizens' Electric Company:**

Citizens' Electric Company  
Attn: EGS Coordination  
1775 Industrial Boulevard  
Lewisburg, PA 17837

**Wellsboro Electric Company:**

Wellsboro Electric Company  
Attn: EGS Coordination  
33 Austin Street  
P. O. Box 138  
Wellsboro, PA 16901

**7. FINANCIAL FITNESS**

- a. **BONDING:** In accordance with 66 Pa. C.S. Section 2809(c)(1)(i), the Applicant is required to file a bond or other instrument to ensure its financial responsibilities and obligations as an EGS. Therefore, the Applicant is...

- Furnishing the **ORIGINAL** of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$250,000.
- Furnishing the **ORIGINAL** of another initial security for Commission approval, to ensure financial responsibility, such as a parental guarantee, in the amount of \$250,000.
- For Marketers and Brokers** - Filing for a modification to the \$250,000 requirement and furnishing the **ORIGINAL** of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$10,000. Applicant is required to provide information supporting an amount less than \$250,000. Such supporting information must include indication that the Applicant will not take title to electricity and will not pay electricity bills on behalf of its customers. Further details for modification may be described as well.

**CRITICAL BONDING NOTES:**

Applicant is required to maintain a bond or other financial instrument the entire time it maintains an EGS license with the Commonwealth of Pennsylvania. If Applicant's security instrument is not continuous, Applicant **MUST** submit a Rider, Amendment, or Continuation Certificate annually based on the expiration date of its security instrument.

At least sixty days (60) prior to the security instrument's expiration date, Applicant should contact Stephen Jakab at [sjakab@pa.gov](mailto:sjakab@pa.gov) to determine the appropriate bonding amount based on a percentage of Applicant's gross receipts resulting from the sale of generated electricity consumed in Pennsylvania. Once the amount has been determined, Applicant should overnight the updated security instrument(s) at least thirty (30) days prior to the expiration date to ensure adequate time for staff review and approval of the security instrument(s).

Template versions of a continuous bond, fixed-term bond, continuous letter of credit, and parental guarantee are attached at Appendix E, F, G, & H, respectively. Applicant's security must follow language from these examples, and must include the unmodified language outlined in Appendix D. Any deviation from these examples must be identified in the application and may not be acceptable to the Commission.

**b. FINANCIAL RECORDS, STATEMENTS, AND RATINGS:** Applicant must provide sufficient information to demonstrate financial fitness commensurate with the service proposed to be provided. Examples of such information which may be submitted include the following:

- Actual (or proposed) organizational structure including parent, affiliated or subsidiary companies.  
**Please see attached**
- Published Applicant or parent company financial and credit information (i.e. 10Q or 10K). (SEC/EDGAR web addresses are sufficient)
- Applicant's accounting statements, including balance sheet and income statements for the past two years. **Not applicable. Company was formed in Texas on January 9, 2020. Please see attachment for simple pro forma financial statements.**
- Evidence of Applicant's credit rating. Applicant may provide a copy of its Dun and Bradstreet Credit Report and Robert Morris and Associates financial form, evidence of Moody's, S&P, or Fitch ratings, and/or other independent financial service reports.
- A description of the types and amounts of insurance carried by Applicant which are specifically intended to provide for or support its financial fitness to perform its obligations as a licensee.  
**Please see attachment.**
- Audited financial statements exhibiting accounts over a minimum two year period.
- Bank account statement, tax returns from the previous two years, or any other information that demonstrates Applicant's financial fitness.  
**Please see attachment.**

**c. SUPPLIER FUNDING METHOD:** If Applicant is operating as anything other than **Broker/Marketer only**, explain how Applicant will fund its operations. Provide all credit agreements, lines of credit, etc., and elaborate on how much is available on each item.

Electric Rate Select LLC will be operating as a Broker/Marketer

**d. BROKER PAYMENT STRUCTURE:** If applicant is a broker/marketer, explain how your organization will be collecting your fees.

Upon receiving our license, Electric Rate Select LLC will have payment structure agreements with energy suppliers that are licensed to do business in Pennsylvania. The payment structure will come in the form of commission fees for every customer the company enrolls. The commission fees will be built into the rate.

**e. ACCOUNTING RECORDS CUSTODIAN:** Provide the name, title, address, telephone number, FAX number, and e-mail address of Applicant's custodian for its accounting records.

Name: Brian Heredia  
Title: Founder, Electric Rate Select LLC  
Address: 9901 Brodie Lane, Suite 160-832  
Austin, TX 78748  
Phone Number: 915-497-1407  
Email: brian@electricrateselect.com

**f. TAXATION:** Complete the TAX CERTIFICATION STATEMENT attached as Appendix I to this application.

*All sections of the Tax Certification Statement must be completed. Absence (submitting N/A) of any of the TAX identifications numbers (items 7A through 7C) shall be accompanied by supporting documentation or an explanation validating the absence of such information.*

*Items 7A and 7C on the Tax Certification Statement are designated by the Pennsylvania Department of Revenue. Item 7B on the Tax Certification Statement is designated by the Internal Revenue Service.*

## 8. TECHNICAL FITNESS:

To ensure that the present quality and availability of service provided by electric utilities does not deteriorate, the Applicant shall provide sufficient information to demonstrate technical fitness commensurate with the service proposed to be provided.

a. **EXPERIENCE, PLAN, STRUCTURE:** such information may include:

- Applicant's previous experience in the electricity industry.  
**Please see attachment.**
- Summary and proof of licenses as a supplier of electric services in other states or jurisdictions.  
**Please see attachment.**
- Type of customers and number of customers Applicant currently serves in other jurisdictions.
- Staffing structure and numbers as well as employee training commitments.
- Business plans for operations within the Commonwealth.  
**Please see attachment.**
- Documentation of membership in PJM, ECAR, MAAC, other regional reliability councils, or any other membership or certification that is deemed appropriate to justify competency to operate as an EGS within the Commonwealth.
- Any other information appropriate to ensure the technical capabilities of the Applicant.

b. **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):

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

- Yes
- No

If yes, will the Applicant be using verification procedures?

- Yes
- No

If yes, describe the Applicant's verification procedures.

- d. **OVERSIGHT OF MARKETING:** Explain all methods Applicant will use to ensure all marketing is performed in an ethical manner, for both employees and subcontractors.

Electric Rate Select LLC will conform to all Standards of Conduct set forth by the Pennsylvania Public Utilities Commission. This includes providing a transparent website platform that clearly states the terms and conditions for each plan advertised by the energy suppliers. We will provide customers all required disclosures including term length, cancellation provisions, type of pricing (fixed or variable), contact information, etc...Our mission is to retain customers for the long run and build a strong reputation among Pennsylvania customers as a trusted source for Energy Choice. Electric Rate Select LLC will operate with integrity. We view ourselves as a representative of the customer and will follow and enforce all policies designed to protect the customer.

- e. **OFFICERS:** Identify Applicant's chief officers, and include the professional resumes for any officers directly responsible for operations. All resumes should include date ranges and job descriptions containing actual work experience.

Please see attached.

- f. **FERC FILING:** Applicant has:

- Filed an Application with the Federal Energy Regulatory Commission to be a Power Marketer.
- Received approval from FERC to be a Power Marketer at Docket or Case Number \_\_\_\_\_.
- Not applicable

## 9. DISCLOSURE STATEMENTS:

**Disclosure Statements:** If proposing to serve Residential and/or Small Commercial (under 25 kW) Customers, provide a Residential and/or Small Commercial disclosure statement. A sample disclosure statement is provided as Appendix J to this Application.

- Electricity should be priced in clearly stated terms to the extent possible. Common definitions should be used. All consumer contracts or sales agreements should be written in plain language with any exclusions, exceptions, add-ons, package offers, limited time offers or other deadlines prominently communicated. Penalties and procedures for ending contracts should be clearly communicated.

***Not applicable for an applicant applying for a license exclusively as a broker/marketer.***

Not applicable, Electric Rate Select LLC will only be applying for a broker/marketer.

## 10. VERIFICATIONS, ACKNOWLEDGEMENTS, AND AGREEMENTS

- a. **PJM LOAD SERVING ENTITY REQUIREMENT:** As a prospective EGS, the applicant understands that those EGSs which provide retail electric supply service (i.e. takes title to electricity) must provide either:

- proof of registration as a PJM Load Serving Entity (LSE), or
- proof of a contractual arrangement with a registered PJM LSE that facilitates the retail electricity services of the EGS.

The Applicant understands that compliance with this requirement must be filed within 120 days of the Applicant receiving a license. As well, the Applicant understands that compliance with this requirement may be filed with this instant application.

*(Select only one of the following)*

- AGREED - Applicant has included compliance with this requirement in the instant application, labeled in correspondence with this section (10).
- AGREED - Applicant will provide compliance with this requirement within 120 days of receiving its license
- ACKNOWLEDGED - Applicant is not proposing to provide retail electric supply service at this time, and therefore is not presently obligated to provide such information

**b. STANDARDS OF CONDUCT AND DISCLOSURE:** As a condition of receiving a license, Applicant agrees to conform to any Uniform Standards of Conduct and Disclosure as set forth by the Commission. Further, the Applicant agrees that it must comply with and ensure that its employees, agents, representatives, and independent contractors comply with the standards of conduct and disclosure set out in Commission regulations at 52 Pa. Code § 54.43, as well as any future amendments.

AGREED

**c. REPORTING REQUIREMENTS:** Applicant agrees to provide the following information to the Commission or the Department of Revenue, as appropriate:

- Retail Electricity Choice Activity Reports: The regulations at 52 Pa. Code §§ 54.201--54.204 require that all active EGSs report sales activity information. An EGS will file an annual report reporting for customer groups defined by annual usage. Reports must be filed using the appropriate report form that may be obtained from the PUC's Secretary's Bureau or the forms officer, or may be down-loaded from the PUC's internet web site.
- Reports of Gross Receipts: Applicant shall report its Pennsylvania intrastate gross receipts to the Commission on a quarterly and year to date basis no later than 30 days following the end of the quarter.
- The Treasurer or other appropriate officer of Applicant shall transmit to the Department of Revenue by March 15, an annual report, and under oath or affirmation, of the amount of gross receipts received by Applicant during the prior calendar year.
- Net Metering Reports: Applicant shall be responsible to report any Net Metering per the Standards on [http://www.puc.pa.gov/consumer\\_info/electricity/alternative\\_energy.aspx](http://www.puc.pa.gov/consumer_info/electricity/alternative_energy.aspx). Scroll down to the Net Metering Standards Section.
- Applicant shall report to the Commission the percentages of total electricity supplied by each fuel source on an annual basis per 52 Pa. Code § 54.39(d).
- Applicant will be required to meet periodic reporting requirements as may be issued by the Commission to fulfill the Commission's duty under Chapter 28 pertaining to reliability and to inform the Governor and Legislature of the progress of the transition to a fully competitive electric market.

AGREED

d. **TRANSFER OF LICENSE:** The Applicant understands that if it plans to transfer its license to another entity, it is required to request authority from the Commission for permission prior to transferring the license. See 66 Pa. C.S. Section 2809(D). Transferee will be required to file the appropriate licensing application.

AGREED

e. **ANNUAL FEES:** The Public Utility Code authorizes the PUC to collect an annual fee of \$350 from suppliers, brokers, marketers, and aggregators selling electricity in the Commonwealth of PA, and an annual supplemental fee based on annual gross intrastate revenues, applicable to suppliers only.

ACKNOWLEDGED

f. **FURTHER DEVELOPMENTS:** Applicant is under a continuing obligation to amend its application if substantial changes occur to the information upon which the Commission relied in approving the original filing. See 52 Pa. Code § 54.34.

AGREED

g. **FALSIFICATION:** The Applicant understands that the making of false statement(s) herein may be grounds for denying the Application or, if later discovered, for revoking any authority granted pursuant to the Application. This Application is subject to 18 Pa. C.S. §§4903 and 4904, relating to perjury and falsification in official matters.

AGREED

h. **NOTIFICATION OF CHANGE:** If your answer to any of these items changes during the pendency of your application or if the information relative to any item herein changes while you are operating within the Commonwealth of Pennsylvania, you are under a duty to so inform the Commission, within twenty (20) days, as to the specifics of any changes which have a significant impact on the conduct of business in Pennsylvania. See 52 Pa. Code § 54.34.

AGREED

i. **CEASING OF OPERATIONS:** Applicant is also required to officially notify the Commission if it plans to cease doing business in Pennsylvania, 90 days prior to ceasing operations.

AGREED

j. **Electronic Data Interchange:** The Applicant acknowledges the Electronic Data Interchange (EDI) requirements and the relevant contacts for each EDC, as listed at Appendix M.

AGREED

k. **FILING FEE:** The Applicant has enclosed or paid the required, non-refundable filing fee by **CERTIFIED CHECK OR MONEY ORDER** in the amount of \$350.00 payable to the Commonwealth of Pennsylvania. The Commission does not accept corporate or personal checks for filing fees.

PAYMENT ENCLOSED

## 11. AFFIDAVITS

**Must be notarized before filing.**

- a. APPLICATION AFFIDAVIT:** Complete and submit with your filing an officially notarized Application Affidavit stating that all the information submitted in this application is truthful and correct. An example copy of this Affidavit can be found at Appendix A.

Please see attached

- b. OPERATIONS AFFIDAVIT:** Provide an officially notarized affidavit stating that you will adhere to the reliability protocols of the North American Electric Reliability Council, the appropriate regional reliability council(s), and the Commission, and that you agree to comply with the operational requirements of the control area(s) within which you provide retail service. An example copy of this Affidavit can be found at Appendix B.

Please see attached

## 12. NEWSPAPER PUBLICATIONS

**Required of ALL Applicants regardless of operating as a supplier, broker, marketer, or aggregator.**

Notice of filing of this Application must be published in newspapers of general circulation covering each county in which the applicant intends to provide service. The newspapers in which proof of publication are required is dependent on the service territories the applicant is proposing to serve.

The chart below dictates which newspapers are necessary for each EDC. For example, an applicant that wants to operate in Penn Power would need to run ads in both The Erie Times-News and the Pittsburgh Post-Gazette. If the applicant is proposing to serve the entire Commonwealth, please file proof of publication in all seven newspapers.

The only acceptable verification of this requirement is with Notarized Proofs of Publication, which may be requested from each newspaper and must be supplied with this application. Applicants do not need a docket number in their publication. Docket numbers will be issued when all criteria on the item 14 checklist (see below) are satisfied.

	Erie Times-News	Harrisburg Patriot-News	Philadelphia Daily News	Pittsburgh Post-Gazette	Scranton Times-Tribune	Williamsport Sun-Gazette	Johnstown Tribune-Democrat
Citizens' Electric						X	
Duquesne				X			
Met Ed		X	X		X		
PECO			X				
Penelec	X	X			X	X	X
Penn Power	X			X			
Pike					X		
PPL		X	X		X	X	
UGI					X		
Wellsboro						X	
West Penn		X		X		X	X
Entire Commonwealth	X	X	X	X	X	X	X

*(Example Publications are provided at Appendices K and L)*

**Please see attachment.**

**13. SIGNATURE**

Applicant: Electric Rate Select LLC

By: Brian Horodia

Title: Managing Member

**14. CHECKLIST**

For the applicant's convenience, please use the following checklist to ensure all relevant sections are complete. The Commission Secretary's Bureau will not accept an application unless each of the following sections are complete.

**Applicant:** Electric Rate Select LLC

Applicant's Use	✓	<b>Signature</b>	
	✓	<b>Filing Fee (CERTIFIED CHECK OR MONEY ORDER ONLY)</b>	
	✓	<b>Application Affidavit</b>	
	✓	<b>Operations Affidavit</b>	
	✓	<b>Proof of Publication</b>	
	✓	<b>Bond, Letter of Credit, or Parental/Affiliate Guarantee</b>	
	✓	<b>Tax Certification Statement</b>	
	✓	<b>Commonwealth Department of State Verification</b>	
	✓	<b>Certificate of Service</b>	

PUC Secretary's Bureau Use



Appendix A

APPLICATION AFFIDAVIT

[Commonwealth/State] of Texas :

ss.

County of E.L Paso :

Brian Heredia, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:  
[He/she is the Managing Member (Office of Affiant) of Electric Rate Select LLC (Name of Applicant);]

[That he/she is authorized to and does make this affidavit for said Applicant;]

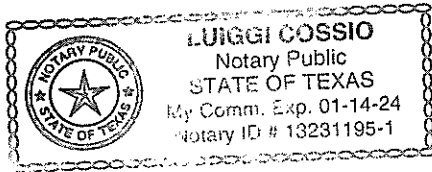
That the Applicant herein Electric Rate Select LLC has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be licensed as an electric generation supplier pursuant to 66 Pa. C.S. § 2809 (B).

That the Applicant herein Electric Rate Select LLC has answered the questions on the application correctly, truthfully, and completely and provided supporting documentation as required.

That the Applicant herein Electric Rate Select LLC acknowledges that it is under a duty to update information provided in answer to questions on this application and contained in supporting documents.

That the Applicant herein Electric Rate Select LLC acknowledges that it is under a duty to supplement information provided in answer to questions on this application and contained in supporting documents as requested by the Commission.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.



Brian Heredia  
Signature of Affiant

Sworn and subscribed before me this 25<sup>th</sup> day of NOVEMBER, 2020.

[Signature]  
Signature of official administering oath

My commission expires 01-14-2024.

Appendix B

OPERATIONS AFFIDAVIT

[Commonwealth/State] of Texas :

: SS.

County of EL PASO :

Brian Heredia, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the Managing Member (Office of Affiant) of Electric Rate Select LLC (Name of Applicant);]

[That he/she is authorized to and does make this affidavit for said Applicant;]

That Electric Rate Select LLC, the Applicant herein, acknowledges that [Applicant] may have obligations pursuant to this Application consistent with the Public Utility Code of the Commonwealth of Pennsylvania, Title 66 of the Pennsylvania Consolidated Statutes; or with other applicable statutes or regulations including Emergency Orders which may be issued verbally or in writing during any emergency situations that may unexpectedly develop from time to time in the course of doing business in Pennsylvania.

That Electric Rate Select LLC the Applicant herein, asserts that [he/she/it] possesses the requisite technical, managerial, and financial fitness to render electric service within the Commonwealth of Pennsylvania and that the Applicant will abide by all applicable federal and state laws and regulations and by the decisions of the Pennsylvania Public Utility Commission.

That Electric Rate Select LLC, the Applicant herein, certifies to the Commission that it is subject to , will pay, and in the past has paid, the full amount of taxes imposed by Articles II and XI of the Act of March 4, 1971 (P.L. 6, No. 2 ), known as the Tax Reform Act of 1971 and any tax imposed by Chapter 28 of Title 66. The Applicant acknowledges that failure to pay such taxes or otherwise comply with the taxation requirements of Chapter 28, shall be cause for the Commission to revoke the license of the Applicant. The Applicant acknowledges that it shall report to the Commission its jurisdictional Gross Receipts and power sales for ultimate consumption, for the previous year or as otherwise required by the Commission. The Applicant also acknowledges that it is subject to 66 Pa. C.S. §506 (relating to the inspection of facilities and records).

As provided by 66 Pa. C.S. §2810 (C)(6)(iv), Applicant, by filing of this application waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing that information to the Pennsylvania Public Utility Commission.

**Appendix B (Continued)**

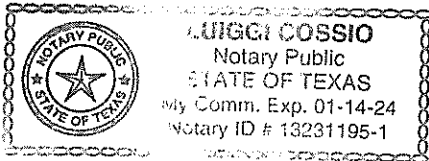
That Electric Rate Select LLC, the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa. C.S. §506, §2807 (C), §2807(D)(2), §2809(B) and the standards and billing practices of 52 PA. Code Chapter 56.

That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Bureau of Public Liaison or other Commission bureaus. Materials and information requested may be analyzed by the Commission to meet obligations under applicable sections of the law.

That the facts above set forth are true and correct/true and correct to the best of his/her knowledge, information, and belief.

1  
Ben Weiden  
Signature of Affiant

Sworn and subscribed before me this 25<sup>th</sup> day of NOVEMBER, 2020.



[Signature]  
Signature of official administering oath

My commission expires 01-14-2024.

## Appendix C

Required of ALL Applicants regardless of operating as a supplier, broker, marketer, or aggregator.

### Example CERTIFICATE OF SERVICE

On this the 24th day of November 2020, I certify that a true and correct copy of the foregoing application form for licensing within the Commonwealth of Pennsylvania as an Electric Generation Supplier and all **NON-CONFIDENTIAL** attachments have been served, as either a hardcopy or a searchable PDF version on a cd-rom, upon the following:

Bureau of Investigation & Enforcement  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
400 North Street, 2 West  
Harrisburg, PA 17120

Office of the Attorney General  
Bureau of Consumer Protection  
Strawberry Square, 14th Floor  
Harrisburg, PA 17120

Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120

Department of Revenue  
Bureau of Compliance  
PO Box 281230  
Harrisburg, PA 17128-1230

Small Business Advocate  
Commerce Building, Suite 202  
300 North Second Street  
Harrisburg, PA 17101

Vice President – Energy Supply  
Corning Natural Gas Holding Corporation  
330 West William Street  
Corning, NY 14830

Legal Department  
West Penn Power d/b/a Allegheny Power  
800 Cabin Hill Drive  
Greensburg, PA 15601-1689

Manager Energy Acquisition  
PECO Energy Company  
2301 Market Street  
Philadelphia, PA 19101-8699

Regulatory Affairs  
Duquesne Light Company  
411 Seventh Street, MD 16-4  
Pittsburgh, PA 15219

Office of General Counsel  
Attn: Kimberly A. Klock  
PPL  
Two North Ninth Street (GENTW3)  
Allentown, PA 18101-1179

Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

UGI Utilities, Inc.  
Attn: Rates Dept. – Choice Coordinator  
1 UGI Drive  
Denver, PA 17517

Citizens' Electric Company  
Attn: EGS Coordination  
1775 Industrial Boulevard  
Lewisburg, PA 17837


Wellsboro Electric Company  
Attn: EGS Coordination  
33 Austin Street  
P. O. Box 138  
Wellsboro, PA 16901



Brian Heredia, Founder, Electric Rate Select LLC

**2(b). BUSINESS ENTITY FILINGS AND REGISTRATION**

**PENNSYLVANIA DEPARTMENT OF STATE  
BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS**

<p>Document will be returned to the name and address entered below.</p> <p>Brian Heredia</p> <hr/> <p>Name 4016 Oxford Ave,</p> <hr/> <p>Address El Paso TX 79903</p> <hr/> <p>City State Zip Code</p>	<p>Foreign Registration Statement DSCB: 15-412 (rev. 2/2017)</p>  <p><b>412</b></p>
--	--

Read all instructions prior to completing. This form may be submitted online at <https://www.corporations.pa.gov/>.

Fee: \$250.00

I qualify for a veteran/reservist-owned small business fee exemption (see instructions)

In compliance with the requirements of the applicable provisions of 15 Pa.C.S. § 412 (relating to foreign registration statement), the undersigned foreign association hereby states that:

1. The type of association is (check only one):

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Business Corporation                 | <input type="checkbox"/> Limited Partnership                     | <input type="checkbox"/> Business Trust           |
| <input type="checkbox"/> Nonprofit Corporation                | <input type="checkbox"/> Limited Liability (General) Partnership | <input type="checkbox"/> Professional Association |
| <input checked="" type="checkbox"/> Limited Liability Company | <input type="checkbox"/> Limited Liability Limited Partnership   |   |

2. The full and proper name of the foreign association as registered in its jurisdiction of formation is:

TransAtlantic Energy Group

2A. If the name in 2 does not contain a required designator *or* if the name in 2 is not available for use in the Commonwealth, the alternate name under which the association is registering in this Commonwealth is:

Electric Rate Select LLC

3. The jurisdiction of formation:

TX

4. The street and mailing address of the association's principal office.

9901 Brodie Lane, Suite 160-832 Austin TX 78748

Number and street	City	State	Zip
-------------------	------	-------	-----

4A. The street and mailing address of the office, if any, required to be maintained by the law of the association's jurisdiction of formation in that jurisdiction:

9901 Brodie Lane, Suite 160-832 Austin TX 78748

Number and street	City	State	Zip
-------------------	------	-------	-----

5. The (a) address of the association’s registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is:

Complete part (a) **OR** (b) – not both:

(a)	1150 First Ave,STE 511	King of Prussia	PA	19406	Montgomery
	_____	_____	_____	_____	_____
	Number and street	City	State	Zip	County

**OR**

(b) c/o: \_\_\_\_\_

Name of Commercial Registered Office Provider County

6. Check one of the following:

- The association may not have series.
- The association may have one or more series.

7. Effective date of registration of foreign association (check, and if appropriate complete, one of the following):

- The Foreign Registration Statement shall be effective upon filing in the Department of State.
  - The Foreign Registration Statement shall be effective on: \_\_\_\_\_ at \_\_\_\_\_
- Date (MM/DD/YYYY) Hour (if any)

8. To be completed by **Limited Liability Companies only**. Check, and if appropriate complete, one of the following:

- The association is a limited liability company which is not organized to render any of the below professional service(s).
- The association is a restricted professional limited liability company organized to render one or more of the following professional service(s): (If this box is checked, one or more of the fields below must be checked.)

\_\_\_ Chiropractic    \_\_\_ Dentistry                      \_\_\_ Law                      \_\_\_ Medicine and surgery

\_\_\_ Optometry    \_\_\_ Osteopathic medicine and surgery    \_\_\_ Podiatric medicine    \_\_\_ Public accounting

\_\_\_ Psychology    \_\_\_ Veterinary medicine

IN TESTIMONY WHEREOF, the undersigned association has caused this Foreign Registration Statement to be signed by a duly authorized representative thereof this \_\_\_\_\_ 26th day of May, 2020

\_\_\_\_\_

Electric Rate Select LLC

\_\_\_\_\_

Name of Association

Brian Heredia

\_\_\_\_\_

Signature

Chief Operating Officer

\_\_\_\_\_

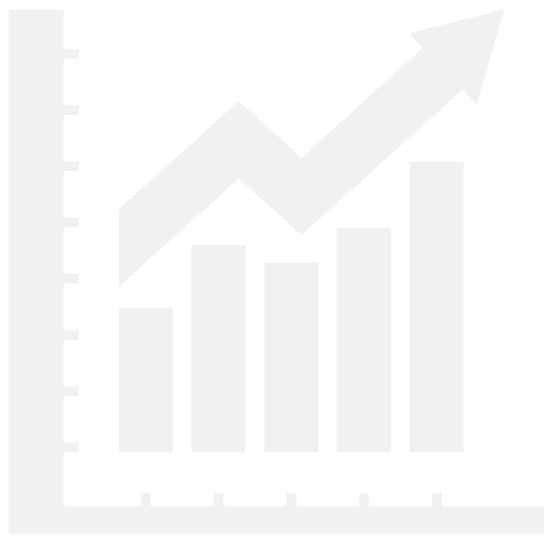
Title

# Articles of Organization

---



A set of formal documents filed with the Secretary of State to legally document the creation of a new business entity.



## 2(b). Continued...

Secretary of State  
P.O. Box 13697  
Austin, TX 78711-3697  
FAX: 512/463-5709

Filing Fee: \$300



### Certificate of Formation Limited Liability Company

Filed in the Office of the  
Secretary of State of Texas  
Filing #: 803513910 01/09/2020  
Document #: 936170440002  
Image Generated Electronically  
for Web Filing

#### Article 1 - Entity Name and Type

The filing entity being formed is a limited liability company. The name of the entity is:

**TRANSATLANTIC ENERGY GROUP LLC**

#### Article 2 – Registered Agent and Registered Office

A. The initial registered agent is an organization (cannot be company named above) by the name of:

**LEGALINC CORPORATE SERVICES INC.**

OR

B. The initial registered agent is an individual resident of the state whose name is set forth below:

C. The business address of the registered agent and the registered office address is:

Street Address:

**10601 CLARENCE DR  
SUITE 250 FRISCO TX 75033**

#### Consent of Registered Agent

A. A copy of the consent of registered agent is attached.

OR

B. The consent of the registered agent is maintained by the entity.

#### Article 3 - Governing Authority

A. The limited liability company is to be managed by managers.

OR

B. The limited liability company will not have managers. Management of the company is reserved to the members. The names and addresses of the governing persons are set forth below:

Managing Member 1: **BRIAN HEREDIA**

Title: **Managing Member**

Address: **9901 BRODIE LANE SUITE 160-832 AUSTIN TX, USA 78748**

#### Article 4 - Purpose

The purpose for which the company is organized is for the transaction of any and all lawful business for which limited liability companies may be organized under the Texas Business Organizations Code.

**Supplemental Provisions / Information**



## 2(b). Continued...

[The attached addendum, if any, is incorporated herein by reference.]

### Organizer

The name and address of the organizer are set forth below.

**LOVETTE DOBSON**      **17350 STATE HWY 249 #220 HOUSTON TX 77064**

### Effectiveness of Filing

A. This document becomes effective when the document is filed by the secretary of state.

OR

B. This document becomes effective at a later date, which is not more than ninety (90) days from the date of its signing. The delayed effective date is:

### Execution

The undersigned affirms that the person designated as registered agent has consented to the appointment. The undersigned signs this document subject to the penalties imposed by law for the submission of a materially false or fraudulent instrument and certifies under penalty of perjury that the undersigned is authorized under the provisions of law governing the entity to execute the filing instrument.

**LOVETTE DOBSON**

Signature of Organizer

FILING OFFICE COPY



## Office of the Secretary of State

January 10, 2020

Attn: INCFILE.COM LLC

INCFILE.COM LLC  
17350 STATE HWY 249, SUITE 220  
Houston, TX 77064 USA

RE: TRANSATLANTIC ENERGY GROUP LLC  
File Number: 803513910

-----  
It has been our pleasure to file the certificate of formation and issue the enclosed certificate of filing evidencing the existence of the newly created domestic limited liability company (llc).

Unless exempted, the entity formed is subject to state tax laws, including franchise tax laws. Shortly, the Comptroller of Public Accounts will be contacting the entity at its registered office for information that will assist the Comptroller in setting up the franchise tax account for the entity. Information about franchise tax, and contact information for the Comptroller's office, is available on their web site at <https://window.state.tx.us/taxinfo/franchise/index.html>.

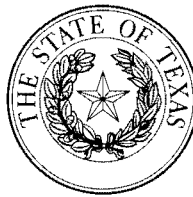
The entity formed does not file annual reports with the Secretary of State. Documents will be filed with the Secretary of State if the entity needs to amend one of the provisions in its certificate of formation. It is important for the entity to continuously maintain a registered agent and office in Texas. Failure to maintain an agent or office or file a change to the information in Texas may result in the involuntary termination of the entity.

If we can be of further service at any time, please let us know.

Sincerely,

Corporations Section  
Business & Public Filings Division  
(512) 463-5555

Enclosure



## Office of the Secretary of State

### CERTIFICATE OF FILING OF

TRANSATLANTIC ENERGY GROUP LLC  
File Number: 803513910

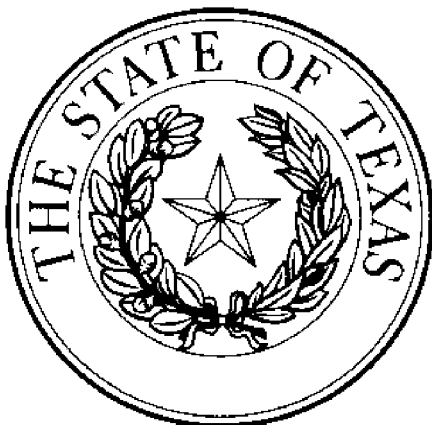
The undersigned, as Secretary of State of Texas, hereby certifies that a Certificate of Formation for the above named Domestic Limited Liability Company (LLC) has been received in this office and has been found to conform to the applicable provisions of law.

ACCORDINGLY, the undersigned, as Secretary of State, and by virtue of the authority vested in the secretary by law, hereby issues this certificate evidencing filing effective on the date shown below.

The issuance of this certificate does not authorize the use of a name in this state in violation of the rights of another under the federal Trademark Act of 1946, the Texas trademark law, the Assumed Business or Professional Name Act, or the common law.

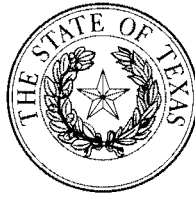
Dated: 01/09/2020

Effective: 01/09/2020



A handwritten signature in black ink, appearing to read "Ruth R. Hughs".

Ruth R. Hughs  
Secretary of State



## Office of the Secretary of State

### Certificate of Fact

The undersigned, as Secretary of State of Texas, does hereby certify that the document, Certificate of Formation for TRANSATLANTIC ENERGY GROUP LLC (file number 803513910), a Domestic Limited Liability Company (LLC), was filed in this office on January 09, 2020.

It is further certified that the entity status in Texas is in existence.

In testimony whereof, I have hereunto signed my name officially and caused to be impressed hereon the Seal of State at my office in Austin, Texas on October 29, 2020.



A handwritten signature in black ink, appearing to read "Ruth R. Hughs".

Ruth R. Hughs  
Secretary of State

## 4(a). Operations

Transatlantic Energy Group LLC has an Independent Agent Agreement with Broker Online Exchange, LLC. This agreement allows Transatlantic Energy Group LLC to price commercial customers in all deregulated markets through Broker Online Exchange, LLC. The founder of Transatlantic Energy Group LLC, Brian Heredia, has a book of business from a previous brokerage company that includes Pennsylvania customers. Transatlantic Energy Group LLC is currently not actively marketing for new customers in Pennsylvania.

## 7(b). Financial Fitness

Electric Rate Select LLC is wholly owned by Brian Heredia. It is a stand alone company with no affiliate or subsidiary companies.

## 8(a). Technical Fitness

Electric Rate Select LLC is an energy brokerage company established in 2020. The founder, Brian Heredia, has over 10 years of experience in the energy market and was the former Director of Operations Support and Online Commercial Sales for National Energy Management LLC. During his tenure with National Energy Management LLC, the company operated in several electricity markets including Pennsylvania, New Jersey, Connecticut, Texas, and New York.

Electric Rate Select LLC will not be purchasing or taking title to the commodity. The company will provide an online platform for consumers to compare energy suppliers. The company will not charge a separate fee to the consumer. The commission fees are included in the energy price and will be paid directly by the energy supplier. Transatlantic Energy Group LLC (the company's name in Texas) is currently licensed in Texas, Massachusetts, and hopes to soon receive its license in Illinois.



## 8(a). Technical Fitness Continued...

Public Utility Commission of Texas

Broker Report

### TRANSATLANTIC ENERGY GROUP LLC

BR200024

Type: Limited Liability Company, L.L.C

Date Registered: 1/23/2020

#### DBA Names

No DBA Records

#### Company Information

Customer Types:

Customer Details:

#### Contact Information

*Company / Physical (Mailing Address)*

TRANSATLANTIC ENERGY GROUP LLC  
BRIAN HEREDIA  
CHIEF OPERATING OFFICER  
9901 BRODIE LANE SUITE 160-832  
AUSTIN, TX 78748  
Email: [brian@electricrateselect.com](mailto:brian@electricrateselect.com)  
Phone: 915-497-1407

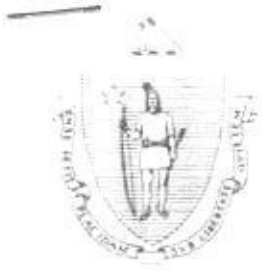
#### Docket/Project/Control Numbers

49779-1321  
Type: PROJECT  
Open Date: 1/23/2020  
Close Date:  
Filings:  
Note: New broker registration

*End Report*



**8(a). Technical Fitness Continued...**



THE COMMONWEALTH OF MASSACHUSETTS  
DEPARTMENT OF PUBLIC UTILITIES

CHARLES D. BAKER  
GOVERNOR

KARYN E. POLITO  
LIEUTENANT GOVERNOR

KATHLEEN A. THEOHARIDES  
SECRETARY OF ENERGY  
AND ENVIRONMENTAL AFFAIRS

ONE SOUTH STATION  
BOSTON, MA 02110  
(617) 305-3500

MATTHEW H. NELSON  
CHAIR

ROBERT E. HAYDEN  
COMMISSIONER

CECILE M. FRASER  
COMMISSIONER

September 2, 2020

Brian Heredia, COO  
Transatlantic Energy Group, LLC  
9901 Brodie Lane, Suite 160-832  
Austin, TX 78748

Re: Electricity Broker Application

Dear Mr. Heredia,

The Department of Public Utilities ("Department") has reviewed Transatlantic Energy Group, LLC's application for an Electricity Broker license in the Commonwealth of Massachusetts and is pleased to inform you that the Department has approved your application. Please find enclosed a copy of your approved application. Your license number is EB-519.

As a condition of maintaining this license, Transatlantic Energy Group, LLC must file updated information within 30 days of any material or organic change in the information required by 220 C.M.R. § 11.05(2), and must comply with all relevant requirements of G.L. c. 164 and the regulations promulgated thereunder, including 220 C.M.R. §§ 11.00, 12.00 *et seq.* If you decide to request renewal of your license next year, please submit your renewal application no later than July 1, 2021.



Sincerely,

  
Mark D. Marini, Secretary

# 8(e). Technical Fitness

## BRIAN HEREDIA

---

### SUMMARY

Experienced energy advisor with a strong ability to initiate and develop relationships with clients and strategic partners. Extensive background managing large accounts, sales operations, and lead nurturing/generation. Hardworking, detail-oriented, and ready to contribute in an energy sales role with a company that rewards initiative and offers a path for advancement.

---

### EXPERIENCE

**2009 – Present** **National Energy Management, LLC** **Austin, TX**

*Energy Advisor*

*2013 – Present*

- Develop and implement sales strategies for a mid-sized national energy consulting and brokering firm specializing in commercial and residential sales
- Engage prospective and existing clients by providing comprehensive advice through the analysis of historical energy usage and cost to recommend and sell cost-effective rate structures, saving clients an average of 17.5% or \$11,638 per year, generating \$113,860 in 2015 for new and existing account revenue
- Monitor the weekly energy pricing of ten licensed electricity suppliers to obtain the most competitive rates, re-negotiating and extending long-term contracts in order to lock in client savings on accounts valued at \$2,000+
- Maintain an 85% retention rate on 50+ accounts with a new client acquisition rate of 50% above the company average
- Manage and maintain the company's online presence by writing and contributing educational articles concerning electricity deregulation in commercial/residential markets, increasing internet leads by 200%
- Perform all new hire onboarding by educating employees on energy market trends, sales strategies, and company culture
- Created processes for generating leads based on best practices and over seven years of personal sales experience, including cold-calling strategies, scripts, and Excel organization for lead follow-up

*Commercial Sales Representative*

*2009 – 2013*

- Initiated sales by prospecting leads, cold-calling an average of 80 businesses per day, securing three to four accounts per month, valued between \$200 and \$18,023 each
- Educated existing and prospective clients regarding commercial energy services and contracts, answering questions over the phone and via email communication
- Developed and implemented a five-step process for online customer retention that included phone and email communication, increasing retention from 5% to 30% within a three-month period
- Created a pricing structure that included suppliers' rates and terms, helping clients navigate rates online to select packages based on energy usage per month
- Identified solutions for client's service and billing issues

**2008 – 2009** **Northwestern Mutual Life Insurance** **Austin, TX**

*Intern*

- Recommended and sold a variety of insurance services, including whole life, term, variable life, and universal life insurance policies based on client needs
- Participated in weekly meetings with management to review sales strategies and new product information

---

### EDUCATION

**Texas State University** **San Marcos, TX**

*Bachelor of Business Administration, Finance (2009)*

# TIMES PUBLISHING COMPANY

TIMES SQUARE  
205 W. 12th STREET  
ERIE, PENNSYLVANIA 16534-0001  
TEL: (814) 870-1600 FAX: (814) 870-1814  
INVOICE

BILLING PERIOD		ADVERTISER/CLIENT NAME
11/13/2020 - 11/13/2020		Brian Heredia
TOTAL AMOUNT DUE	UNAPPLIED AMOUNT	TERMS OF PAYMENT
\$0.00		DUE UPON RECEIPT

PAGE #	BILLING DATE	INV #	BILLED ACCOUNT NAME AND ADDRESS	REMITTANCE ADDRESS
1	11/13/2020	26592	Brian Heredia 4016 Oxford Ave El Paso, TX 79903	TIMES PUBLISHING COMPANY P.O. BOX 6137 ERIE, PA 16512-6137
BILLED ACCT #				
151054				

Erie Times News | GOERIE

PLEASE DETACH AND RETURN UPPER PORTION WITH YOUR REMITTANCE

DATE	PO Number	AD#	DESCRIPTION	SIZE	RATE	AMOUNT	NET
11/11/2020		418344	Legal cr card VISA payment				-476.00
11/13/2020		418344	LEGAL / PUC Notice Ordered By: Brian Heredia	2 x 3.50	67.00	476.00	476.00

PLEASE PAY THIS  
AMOUNT ==>

**\$0.00**

INVOICE NUMBER	ADVERTISER INFORMATION		
	BILLING PERIOD	BILLED ACCOUNT NUMBER	ADVERTISER/CLIENT NAME
26592	11/13/2020 - 11/13/2020	151054	Brian Heredia

## Classifieds Work!

[www.goerie.com/classifieds](http://www.goerie.com/classifieds)

Call: (814) 456-7021

Classified Email: [classify@timesnews.com](mailto:classify@timesnews.com)

Legals Email: [legals@timesnews.com](mailto:legals@timesnews.com)

### TO ENSURE PROPER CREDIT TO YOUR ACCOUNT:

1. Allow 3 days for mail payments.
2. Make check or money order payable to TIMES PUBLISHING COMPANY  
DO NOT MAIL CASH
3. Make sure your name and account number appear on your check or money order.
4. Mail your payment and the stub above in the pre-addressed envelope provided.

Questions about your bill?

(814) 870-1617

To place a classified ad

(814) 456-7021

For home newspaper delivery

(814) 453-4691

PROOF OF PUBLICATION  
In  
THE ERIE TIMES-NEWS  
COMBINATION EDITION

Brian Heredia  
4016 Oxford Ave  
El Paso TX 79903

REFERENCE: 151054 418344  
PUC Notice

STATE OF PENNSYLVANIA)  
COUNTY OF ERIE ) SS:

Lorri Stefanelli, being duly sworn, deposes and says that: (1) he/she is a designated agent of the Times Publishing Company (TPC) to execute Proofs of Publication on behalf of the TPC; (2) the TPC, whose principal place of business is at 205 W. 12th Street, Erie, Pennsylvania, owns and publishes the Erie Times-News, established October 2, 2000, a daily newspaper of general circulation, and published at Erie, Erie County Pennsylvania; (3) the subject notice or advertisement, was published in the regular edition(s) of said newspaper on the date(s) referred to below. Affiant further deposes that he/she is duly authorized by the TPC, owner and publisher of the Erie Times-News, to verify the foregoing statement under oath, and affiant is not interested in the subject matter of the aforesaid notice or advertisement, and that all allegations in the foregoing statement as to time, place and character of publication are true.

PUBLISHED ON: 11/13/20

TOTAL COST: \$476.00 AD SPACE: 0 Lines

FILED ON: 11/13/20

**PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
NOTICE**

*Application of **Electric Rate Select LLC** for Approval To Offer Electric Generation Services As A Marketer/Broker Engaged In The Business Of Supplying Electricity To The Public In The Commonwealth Of Pennsylvania.*

**Electric Rate Select LLC** will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply electricity or electric generation services as a broker/ marketer engaged in the business of supplying electricity. **Electric Rate Select LLC** proposes to sell electricity and related services in [Citizens' Electric, Duquesne Light, Met-Ed, PECO, Penelec, Penn Power, Pike, PPL, UGI Utilities, Wellsboro, and West Penn] under the provisions of the new Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of **Electric Rate Select LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. You should send copies of any protest to **Electric Rate Select LLC** address listed below.

**Electric Rate Select LLC**  
9901 Brodie Lane  
Suite 160-832  
Austin, TX 78748  
Phone (512) 541-4037  
Fax (512) 282-1116

EP-11834

Sworn to and subscribed before me this 16th day of November 2020

Affiant: Lorri Stefanelli

NOTARY: Barbara J Moore

Commonwealth of Pennsylvania - Notary Seal  
Barbara J. Moore, Notary Public  
Erie County  
My commission expires March 23, 2024  
Commission number 1114860  
Member, Pennsylvania Association of Notaries

PA Media Group  
1900 Patriot Dr  
Mechanicsburg, PA 17050



# The Patriot News

HEREDIA, BRIAN  
4016 OXFORD AVE  
EL PASO, TX 79903

AD#: 0009788781

Sales Rep: Jennifer Rogers  
Account Number:1000916423  
AD#: 0009788781

Remit Payment to:  
PA Media Group  
Dept 77571  
P.O. Box 77000  
Detroit, MI 48277-0571

Page 1 of 2

Date	Position	Description	P.O. Number	Ad Size	Costs
11/12/2020	Misc Legal Notice PA	PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE Application of		1 x 41 L	
				Affidavit Notary Fee - 11/12/2020	\$5.00
				Basic Ad Charge - 11/12/2020	\$193.87
				Total	\$198.87

FOR QUESTIONS CONCERNING THIS AFFIDAVIT, PLEASE CALL 717-255-8119



AD#: 0009788781

Commonwealth of Pennsylvania,) ss  
County of Cumberland)

Sheryl Leggore being duly sworn, deposes that he/she is principal clerk of PA Media Group; that The Patriot News is a public newspaper published in the city of Mechanicsburg, with general circulation in Cumberland and Dauphin and surrounding counties, and this notice is an accurate and true copy of this notice as printed in said newspaper, was printed and published in the regular edition and issue of said newspaper on the following date(s):

The Patriot News 11/12/2020

*Sheryl Leggore*  
Principal Clerk of the Publisher

Sworn to and subscribed before me this 17th day of November 2020

*Crystal B. Rosensteel*  
Notary Public

Commonwealth of Pennsylvania - Notary Seal  
Crystal B. Rosensteel, Notary Public  
Dauphin County  
My commission expires June 27, 2024  
Commission number 1299212  
Member, Pennsylvania Association of Notaries

**PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
NOTICE**

Application of **Electric Rate Select LLC** for Approval To Offer Electric Generation Services As A **Marketer/Broker** Engaged In The Business Of Supplying Electricity To The Public In The Commonwealth Of Pennsylvania.

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The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of **Electric Rate Select LLC** may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. You should send copies of any protest to **Electric Rate Select LLC** address listed below.

**Electric Rate Select LLC**  
9901 Brodle Lane  
Suite 160-832  
Austin, TX 78748  
Phone (512) 541-4037  
Fax (512) 282-1116



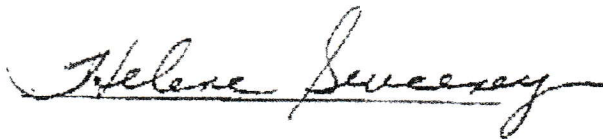
**Proof of Publication in The Philadelphia Daily News  
Under Act. No 587, Approved May 16, 1929**

STATE OF PENNSYLVANIA  
COUNTY OF PHILADELPHIA

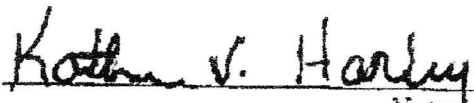
Helene Sweeney being duly sworn, deposes and says that **The Philadelphia Daily News** is a newspaper published daily, except Sunday, at Philadelphia, Pennsylvania, and was established in said city in 1925, since which date said newspaper has been regularly issued in said County, and that a copy of the printed notice of publication is attached hereto exactly as the same was printed and published in the regular editions and issues of the said newspaper on the following dates:

November 12, 2020

Affiant further deposes and says that she is an employee of the publisher of said newspaper and has been authorized to verify the foregoing statement and that she is not interested in the subject matter of the aforesaid notice of publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.



Sworn to and subscribed before me this 12th, day of  
November, 2020.

  
\_\_\_\_\_  
Notary Public

My Commission Expires:

Commonwealth of Pennsylvania - Notary Seal  
KATHERINE V. HARLEY, Notary Public  
Philadelphia County  
My Commission Expires May 23, 2021  
Commission Number 115220

**Copy of Notice of Publication**

**PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
NOTICE**

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Suite 160-832  
Austin, TX 78748  
Phone (512) 541-4037  
Fax (512) 282-1116

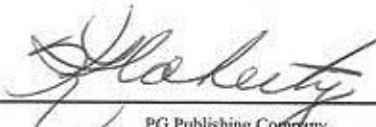
**Proof of Publication of Notice in Pittsburgh Post-Gazette**

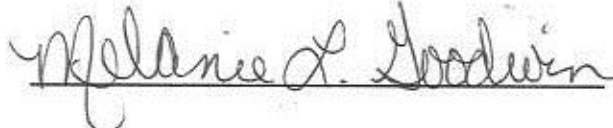
Under Act No 587, Approved May 16, 1929, PL 1784, as last amended by Act No 409 of September 29, 1951

Commonwealth of Pennsylvania, County of Allegheny, ss K. Flaherty, being duly sworn, deposes and says that the Pittsburgh Post-Gazette, a newspaper of general circulation published in the City of Pittsburgh, County and Commonwealth aforesaid, was established in 1993 by the merging of the Pittsburgh Post-Gazette and Sun-Telegraph and The Pittsburgh Press and the Pittsburgh Post-Gazette and Sun-Telegraph was established in 1960 and the Pittsburgh Post-Gazette was established in 1927 by the merging of the Pittsburgh Gazette established in 1786 and the Pittsburgh Post, established in 1842, since which date the said Pittsburgh Post-Gazette has been regularly issued in said County and that a copy of said printed notice or publication is attached hereto exactly as the same was printed and published in the \_\_\_\_\_ regular \_\_\_\_\_ editions and issues of the said Pittsburgh Post-Gazette a newspaper of general circulation on the following dates, viz:

**13 of November, 2020**

Affiant further deposes that he/she is an agent for the PG Publishing Company, a corporation and publisher of the Pittsburgh Post-Gazette, that, as such agent, affiant is duly authorized to verify the foregoing statement under oath, that affiant is not interested in the subject matter of the afore said notice or publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.

  
\_\_\_\_\_  
PG Publishing Company  
Sworn to and subscribed before me this day of:  
November 13, 2020

  
\_\_\_\_\_  
Melanie L. Goodwin

Commonwealth of Pennsylvania - Notary Seal  
Melanie L. Goodwin, Notary Public  
Allegheny County  
My commission expires May 12, 2022  
Commission number 1255781  
Member, Pennsylvania Association of Notaries

**STATEMENT OF ADVERTISING COSTS**  
ElectricRateSelect  
9901 Brodie Lane, Suite 160-832  
Austin Texas 78748

To PG Publishing Company

Total ----- \$387.50

**Publisher's Receipt for Advertising Costs**

PG PUBLISHING COMPANY, publisher of the Pittsburgh Post-Gazette, a newspaper of general circulation, hereby acknowledges receipt of the aforesaid advertising and publication costs and certifies that the same have been fully paid.

Office  
2201 Sweeney Drive  
CLINTON, PA 15026  
Phone 412-263-1338

PG Publishing Company, a Corporation, Publisher of  
Pittsburgh Post-Gazette, a Newspaper of General Circulation

By \_\_\_\_\_

I hereby certify that the foregoing is the original Proof of Publication and receipt for the Advertising costs in the subject matter of said notice.

**COPY OF NOTICE OR PUBLICATION**

**PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE**  
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The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Electric Rate Select LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, 400 North Street, Harrisburg, PA 17120. You should send copies of any protest to Electric Rate Select LLC address listed below.  
Electric Rate Select LLC  
9901 Brodie Lane  
Suite 160-832  
Austin, TX 78748  
Phone (512) 541-4037  
Fax (512) 282-1116



The Scranton Times (Under act P.L. 877 No 160. July 9, 1976)  
Commonwealth of Pennsylvania, County of Lackawanna

TRANSATLANTIC ENERGY GROUP, LLC  
BRIAN HEREDIA  
SUITE 160-832 9901 BRODIE LANE  
AUSTIN TX 78748

Account # 638051  
Order # 82491654  
Ad Price: 216.32

PENNSYLVANIA PUBLIC UTILI

Sharon Venturi

Being duly sworn according to law deposes and says that (s)he is Billing clerk for The Scranton Times, owner and publisher of The Scranton Times, a newspaper of general circulation, established in 1870, published in the city of Scranton, county and state aforesaid, and that the printed notice or publication hereto attached is exactly as printed in the regular editions of the said newspaper on the following dates:

11/11/2020 11/11/2020

Affiant further deposes and says that neither the affiant nor The Scranton Times is interested in the subject matter of the aforesaid notice or advertisement and that all allegations in the foregoing statement as time, place and character or publication are true Sharon Venturi

Sworn and subscribed to before me  
this 11th day of November A.D., 2020

Kathleen Weaver  
(Notary Public)

COMMONWEALTH OF PENNSYLVANIA  
NOTARIAL SEAL  
Kathleen Weaver, Notary Public  
City of Scranton, Lackawanna County  
My Commission Expires June 14, 2021

PENNSYLVANIA  
PUBLIC UTILITY  
COMMISSION  
NOTICE

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**Electric Rate Select LLC**  
9901 Brodie Lane  
Suite 160-832  
Austin, TX 78748  
Phone (512) 541-4037  
Fax (570) 282-1116

PROOF OF PUBLICATON OF NOTICE IN THE WILLIAMSPORT  
SUN-GAZETTE UNDER ACT NO. 587, APPROVED MAY 16, 1929

STATE OF PENNSYLVANIA

COUNTY OF LYCOMING

SS:

Robert O. Rollev, Jr., Publisher of the Sun-Gazette LLC publishers of the Williamsport Sun-Gazette, successor to the Williamsport Sun and the Gazette & Bulletin, both daily newspapers of general circulation, published at 252 West Fourth Street, Williamsport, Pennsylvania, being duly sworn, deposes and says that the Williamsport sun was established in 1870 and the Gazette & Bulletin was established in 1801, since which dates said successor, the Williamsport Sun-Gazette, has been regularly issued and published in the County of Lycoming aforesaid, and that a copy of the printed notice is attached hereto exactly as the same was printed and published in the regular editions of said Williamsport Sun-Gazette on the following dates, viz:

November 13, 2020

Affiant further deposes that he is an officer daily authorized by the Sun-Gazette LLC, publisher of the Williamsport Sun-Gazette, to verify the foregoing statement under oath and declare that affiant is not interested in the subject matter of the aforesaid notice of publication, and that all the allegations in the foregoing statement as to time, place and character of publication are true.

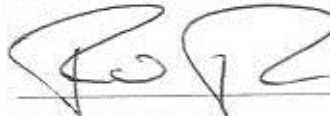
**PENNSYLVANIA  
PUBLIC UTILITY  
COMMISSION  
NOTICE**

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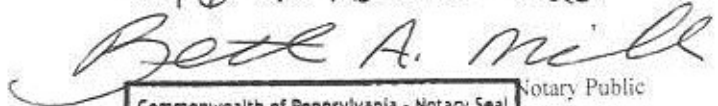
**Electric Rate Select LLC**  
9901 Brodie Lane  
Suite 160-832  
Austin, TX 78748  
Phone (512) 541-4037  
Fax (512) 282-1116



SUN-GAZETTE LLC

Sworn to and subscribed before me

The 16<sup>th</sup> day of November 20 20



Notary Public

Commonwealth of Pennsylvania - Notary Seal  
BETH A MILLER - Notary Public  
Lycoming County  
My Commission Expires Jun 4, 2024  
Commission Number 1297751

STATEMENT OF ADVERTISING COSTS

To the Sun-Gazette LLC, Dr.:

For publishing the notice attached

Hereto on the above state dates .....\$ 237.04

Probated same.....\$

Total.....\$ 237.04

PUBLISHER'S RECEIPT FOR ADVERTISING COSTS

THE SUN-GAZETTE LLC hereby acknowledges receipt of the aforesaid advertising and publication costs and certifies that the same have been fully paid

SUN-GAZETTE LLC

BY Robert O. Rollev, Jr.

**COMMONWEALTH OF PENNSYLVANIA** }  
*County of Cambria* } SS

**PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE**  
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 9901 Brodie Lane,  
 Suite 160-832, Austin, TX 78748  
 Phone (512) 541-4037  
 Fax (512) 282-1116

*publish that th of The interested in the subject matter of said notice or advertising and that all of the allegations as to time, place and character of said publication are true.*

*On this 11th day of November A.D. 2020, before me, the subscriber, a Notary Public in and for said County and State, personally appeared Christine Marhefka, who being duly sworn according to law, deposes and says as Sales Manager / Major Accounts of the Tribune-Democrat, Johnstown, PA, a newspaper of general circulation as defined by the "Newspaper Advertising Act", a merger September 8, 1952, of the Johnstown Tribune, established December 7, 1853; and of the Johnstown Democrat, established March 5, 1863, County of Cambria, and Commonwealth of Pennsylvania and above matter published in said publication in the regular issues PA, on November 11, 2020; and that the Affiant is not*

*Christine Marhefka*

**STATEMENT OF ADVERTISING COSTS**

Signed and sworn to before me on 11th day of November, 2020, by Christine Marhefka making the statement.

*Vivian Ohs*

0.00 Lines @ \$2.50 per line	0.00
6 Inches @ \$25.00 per inch	150.00
Notary Fee	5.00
Clerical Fee	2.50
<b>Total Cost</b>	<b>157.50</b>

Commonwealth of Pennsylvania - Notary Seal  
 Vivian Ohs, Notary Public  
 Cambria County  
 My commission expires December 6, 2020  
 Commission number 1123017  
 Member, Pennsylvania Association of Notaries

To The Tribune-Democrat, Johnstown, PA  
 For publishing the notice or publication  
 attached hereto on the above stated dates.

**PUBLISHER'S RECEIPT FOR ADVERTISING COSTS**

\_\_\_\_\_ for publisher of \_\_\_\_\_  
 a newspaper of general circulation, hereby acknowledges receipt of the aforesaid  
 and publication costs and certifies that the same has been duly paid.

\_\_\_\_\_  
 (Name of Newspaper)

By \_\_\_\_\_