

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Elite Energy Solutions LLC, d/b/a _____, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) [as specified in item #4b below] 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:

Elite Energy Solutions LLC
4585 140TH AVE N, SUITE 1010
Clearwater, Florida 33762
844-378-5701

- 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.

Business Filings Incorporated
600 N 2ND ST STE 401
Harrisburg, Pennsylvania 17101
800-981-7183

- 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 and future inquiries should be addressed.

NOTE: To ensure timely receipt of regulatory information, a contact employed directly by the Applicant, and not a consultant, is preferred.

Rowee Atary, Partner
11030 Meridian Dr. S. Parkland, FL 33076
rowee.atary@elitenrg.com
(754) 224-7762

- 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.

Michael De Biase, Esq.
De Biase/Alvarez
595 S. Federal Highway Suite 620
Boca Raton, FL 33432
mike@dbaalaw.com

- 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.

Daniel Atary, Partner
1206 NE 2nd St. Ft. Lauderdale, FL 33301
daniel.atary@elitenrg.com
(754) 264-6367

Ben Moyal, Partner
715 SW 8th Ave. Ft Lauderdale, FL 33315
ben.moyal@elitenrg.com
(954) 608-7350

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 DSCB: 54-311.

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. § 412 relating to Department of State filing requirements.

or

The Applicant is a:

- domestic general partnership (*)
- domestic limited partnership (15 Pa.C.S. § 8621)
- foreign general or limited partnership (15 Pa.C.S. §§ 411 and 412)
- domestic limited liability partnership (15 Pa.C.S. §§ 8201 and 8221)
- foreign limited liability general partnership (15 Pa.C.S. §§ 411 and 412)
- foreign limited liability limited partnership (15 Pa.C.S. §§ 411 and 412)

- 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. §§ 411 and 412.

or

The Applicant is a:

- domestic corporation (15 Pa.C.S. § 1308)
- foreign corporation (15 Pa.C.S. §§ 411 and 412)
- domestic limited liability company (15 Pa.C.S. § 8821)
- foreign limited liability company (15 Pa.C.S. §§ 411 and 412)
- Other (Describe):

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

Attached as Exhibit A

3. AFFILIATES AND PREDECESSORS

(both in state and out of state)

- a. **AFFILIATES:** Give name and address of any affiliates currently doing business and state whether the affiliates 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.

The applicant does not have any affiliates.

- b. **PREDECESSORS:** Identify any predecessors of the Applicant and provide the names under which the Applicant has operated, including address, web address, and telephone number, if applicable. If the Applicant does not have any predecessors that have done business, explicitly state so.

The applicant has previously done business in PA under the same legal entity:
Elite Energy Solutions LLC
4585 140TH AVE N, SUITE 1010
Clearwater, Florida 33762
844-378-5701

- c. **RELATED DOCKET NUMBERS:** Provide the Docket Numbers for any previous Pennsylvania PUC licenses for the Applicant, all affiliates, and any predecessors. If the Applicant does not have any related Docket Numbers, explicitly state so.

A-2019-3013327

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.

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)*:

- 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.

Elite Energy Solutions is in the business of energy brokerage. We help customers carry out a cost analysis and energy audit which enables them to make informed decisions on which energy supplier fits their needs best. We market our energy consulting services to consumers throughout the deregulated states with a focus on assisting customers find the lowest prices available via telemarketing efforts. As a broker, we have access to all the top rated energy supply companies available, which allows us to aid consumers in getting the best possible rate with a trusted supplier for their electric and gas needs.

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)
- Large Commercial Customers - (Over 25 kW)
- Industrial Customers
- Governmental Customers
- All of above
- Other (Describe):
- Residential and Small Commercial Customers in a Mixed Meter Capacity -

This customer class reflects situations in which a large commercial, industrial, and/or governmental customer account also contains features of residential and/or small commercial customers. In this instance, the residential and/or small commercial portion must be an incidental portion of the larger account. **This customer class alone does not allow marketing targeted directly to residential and/or small commercial customers.** Further information may be found in the Requirements Applicable to Mixed Meter Scenarios Secretarial Letter served March 25, 2011, at Docket No. M-2009-2082042.

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

Upon licensure

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.

The Applicant, affiliates, predecessors of either, nor a person identified in this Application, have ever been nor is currently the defendant of a criminal or civil proceeding within the last five (5) years.

- b. **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.

The license previously held by Elite Energy Solutions LLC was cancelled by PA PUC for failure to renew. There are no other formal or escalated actions or complaints 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.

- c. **SUMMARY:** Provide a statement as to the resolution or present status of any proceedings or actions listed above. Additionally, provide details of any actions the applicant has undertaken that will prevent the items listed above from occurring if licensed in Pennsylvania.

We have put compliance procedures in place internally to ensure that we do not miss any requirements, deadlines, or obligations for current, renewal, and future licenses. As well as using third party software.

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 Sections 1.57, 1.58, and 54.32(d) of the Commission's Regulations, 52 Pa. Code §§ 1.57, 1.58, and 54.32(d), 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 Small Business Advocate
Forum Place
555 Walnut Street, 1st Floor
Harrisburg, PA 17101

Attached as Exhibit C

- b. **EDCs:** Pursuant to Sections 1.57, 1.58, and 54.32(d) of the Commission's Regulations, 52 Pa. Code §§ 1.57, 1.58, and 54.32(d), provide Proof of Service of the Application and attachments upon each Electric Distribution Company the Applicant proposes 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.

Attached as Exhibit C

<p>Citizens' Electric Company: Citizens' Electric Company Attn: EGS Coordination 1775 Industrial Boulevard Lewisburg, PA 17837</p>	<p>Duquesne Light Company: Regulatory Affairs Duquesne Light Company 411 Seventh Street, MD 16-4 Pittsburgh, PA 15219</p>
<p>Met-Ed, Penelec, and Penn Power: Legal Department First Energy 2800 Pottsville Pike Reading PA, 19612</p>	<p>PECO: Manager Energy Acquisition PECO Energy Company 2301 Market Street Philadelphia, PA 19101-8699</p>
<p>Pike County Light & Power Company: Vice President – Energy Supply Corning Natural Gas Holding Corporation 330 West William Street Corning, NY 14830</p>	<p>PPL: Office of General Counsel Attn: Kimberly A. Klock PPL Two North Ninth Street (GENTW3) Allentown, PA 18101-1179</p>
<p>UGI: UGI Utilities, Inc. Attn: Rates Dept. – Choice Coordinator 1 UGI Drive Denver, PA 17517</p>	<p>Wellsboro Electric Company: Wellsboro Electric Company Attn: EGS Coordination 33 Austin Street P. O. Box 138 Wellsboro, PA 16901</p>
<p>West Penn Power: Legal Department West Penn Power d/b/a Allegheny Power 800 Cabin Hill Drive Greensburg, PA 15601-1689</p>	

7. FINANCIAL FITNESS

a. **FINANCIAL SECURITY:** In accordance with 66 Pa.C.S. § 2809(c)(1)(i) and 52 Pa. Code § 54.40(a), 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.

Attached as Exhibit B

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, EGS suppliers should email pc-puc-tus-energy@pagov.onmicrosoft.com or call (717)783-5242 to determine the appropriate bonding amount based on a percentage of suppliers gross receipts resulting from the sale of generated electricity consumed in Pennsylvania. Once the amount has been determined, suppliers 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 (preferred), 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.
- 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.
- 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.
- Audited financial statements exhibiting accounts over a minimum two-year period.
- Bank account statements (3-12 recent consecutive months), tax returns from the previous two years, or any other information that demonstrates Applicant's financial fitness.

Attached as Exhibit D

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.

Applicant is applying as a Broker/Marketer only

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

Elite Energy Solutions will generate and collect its fees via an adder on the given suppliers base price. We get compensation directly from given supplier. We never collect payment information or take any sort of payment from customers directly.

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.

Brian Clanin, CPA, Partner
ASC Advisors LLC
(954) 686-8202
550 S Andrews Ave Suite 700
Fort Lauderdale, FL 33301
bclanin@ascadvising.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. Submitting N/A on either the Sales Tax License Number or the Employer ID Number (items 7A and 7B) shall be accompanied by supporting documentation or an explanation validating the absence of such information.

Item 7A on the Tax Certification Statement is designated by the Pennsylvania Department of Revenue. Item 7B on the Tax Certification Statement is designated by the Internal Revenue Service.

Attached as Exhibit E

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.
- Summary and proof of licenses as a supplier of electric services in other states or jurisdictions.
- 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.
- 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.

Attached as Exhibit F

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.

Attached as Exhibit G

- 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.

Attached as Exhibit H

- 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.

N/A

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. 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(b)(4).
- 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 of the Public Utility Code, 66 Pa.C.S. Chapt. 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. § 2809(D) and 52 Pa. Code § 54.41(a). 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. §§ 4902, 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 thirty (30) 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. Attached as Exhibit I
- 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.

Attached as Exhibit I

12. NEWSPAPER PUBLICATIONS

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

All Applicants MUST include a Commission issued Docket Number in their publications. Docket Numbers are issued to new applicants when an application packet is submitted to the PUC's Secretary's Bureau. **Newspaper publications published without a Commission issued Docket No. will be rejected.** For more information, see 52 Pa. Code § 54.35.

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 to the Commission before the applicant is licensed.**

	Erie Times-News	Harrisburg Patriot-News	Philadelphia Daily News or Philadelphia Inquirer	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

(Newspaper Publication Templates are provided at Appendices K and L)

13. SIGNATURE

Applicant: Elite Energy Solutions LLC
 By: 
 Title: Partner

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: Elite Energy Solutions LLC

X	Signature	
X	Filing Fee (CERTIFIED CHECK OR MONEY ORDER ONLY)	
X	Application Affidavit	
X	Operations Affidavit	
X	Bond, Letter of Credit, or Parental/Affiliate Guarantee	
X	Tax Certification Statement	
X	Commonwealth Department of State Verification	
X	Certificate of Service	

Applicant's Use

PUC Secretary's Bureau Use

Exhibit A

BUSINESS ENTITY AND DEPARTMENT OF STATE FILINGS

Proof of Pennsylvania Foreign Qualification

Florida Articles of Organization

Name and Addresses of Officers

Pennsylvania Department of State
Bureau of Corporations and Charitable Organizations
PO Box 8722 | Harrisburg, PA 17105-8722
T:717-787-1057
dos.pa.gov/BusinessCharities

Regarding: Elite Energy Solutions, LLC
Request Type: Certificate of Registration
Request No.: 057933531
Receipt No.: 1750535
Filing Type: Foreign Limited Liability Company
Filing Subtype: Limited Liability Company
Initial Filing Date: May 23, 2019
Status: Active

Issuance Date: June 05, 2025
File No: 0006893281

TO ALL WHOM THESE PRESENTS SHALL COME, GREETING:

I DO HEREBY CERTIFY THAT

Elite Energy Solutions, LLC

is a foreign association duly registered to do business in this Commonwealth as of the issuance date herein.

I DO FURTHER CERTIFY THAT this Certificate of Registration shall not imply that all fees, taxes and penalties owed to the Commonwealth of Pennsylvania are paid.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the seal of my office to be affixed, the day and year above written.

A handwritten signature in cursive script, appearing to read "Albert Schmidt".

Albert Schmidt
Secretary of the Commonwealth

Verify this certificate online at www.file.dos.pa.gov

**Electronic Articles of Organization
For
Florida Limited Liability Company**

L17000119382
FILED 8:00 AM
May 31, 2017
Sec. Of State
slsingleton

Article I

The name of the Limited Liability Company is:

ELITE ENERGY SOLUTIONS, LLC

Article II

The street address of the principal office of the Limited Liability Company is:

14100 US HIGHWAY 19 N
135
LARGO, FL. 33771

The mailing address of the Limited Liability Company is:

14100 US HIGHWAY 19 N
135
LARGO, FL. 33771

Article III

The name and Florida street address of the registered agent is:

BEN MOYAL
14100 US HIGHWAY 19 N
135
LARGO, FL. 33771

Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent.

Registered Agent Signature: BEN MOYAL

Article IV

The name and address of person(s) authorized to manage LLC:

Title: MGR
ADAM WEBMAN
14100 US HIGHWAY 19 N #135
LARGO, FL. 33771

Title: MGR
FRANK MCGRATH
14100 US HIGHWAY 19 N
LARGO, FL. 33771

Title: MGR
BEN MOYAL
14100 US HIGHWAY 19 N # 135
LARGO, FL. 33771 UN

L17000119382
FILED 8:00 AM
May 31, 2017
Sec. Of State
slsingleton

Signature of member or an authorized representative

Electronic Signature: BEN MOYAL

I am the member or authorized representative submitting these Articles of Organization and affirm that the facts stated herein are true. I am aware that false information submitted in a document to the Department of State constitutes a third degree felony as provided for in s.817.155, F.S. I understand the requirement to file an annual report between January 1st and May 1st in the calendar year following formation of the LLC and every year thereafter to maintain "active" status.

Officers

Ben Moyal, CEO

715 SW 8th Ave. Ft Lauderdale, FL 33315

Rowee Atary , CFO

11030 Meridian Dr. S. Parkland, FL 33076

Daniel Atary, COO

1206 NE 2nd St. Ft. Lauderdale, FL 33301

Exhibit B

Surety Bond (Electric Only)

Exhibit C

Proof of Service

Appendix C

CERTIFICATE OF SERVICE

On this the 10th day of July 2025, 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 or a USB flash drive, 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

Office of Small Business Advocate
Forum Place
555 Walnut Street, 1st Floor
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


Ben Moyal, Partner, Elite Energy
Solutions LLC

Exhibit D

Financial Records, Statements, and Ratings

**Financial Records and Bank Statements
have been filed confidentially with the
Pennsylvania Public Utilities Commission
and excluded from this copy.**

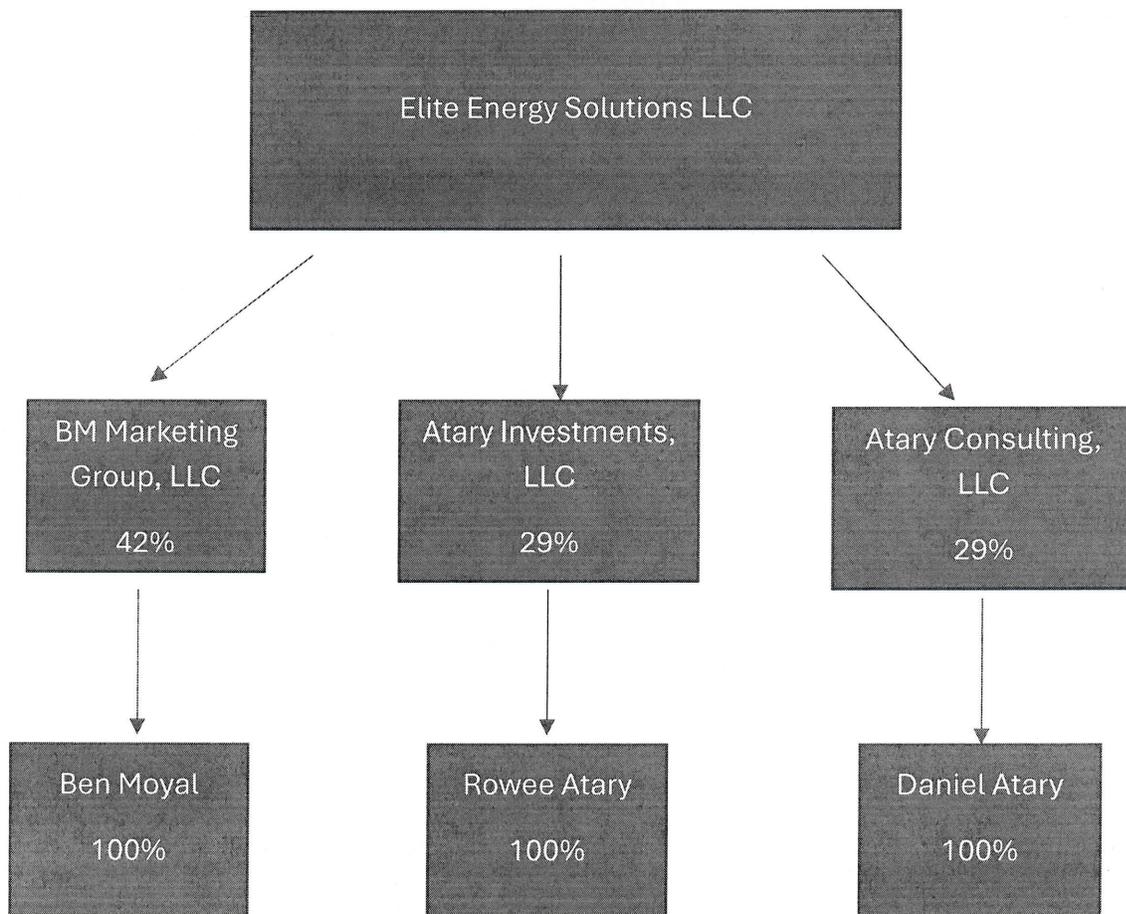
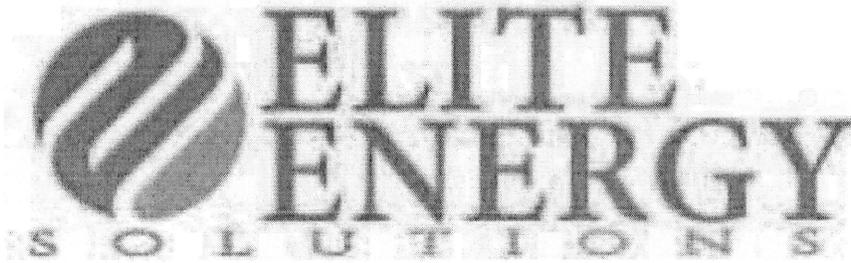


Exhibit E

Tax Certification Statement

Exhibit F

Experience, Plan, Structure



Business Plan

For

Elite Energy Solutions

4585 140th Ave N

Suite 1010

Clearwater, FL 33762

Business Overview

The energy industry is the totality of all the industries involved in the production and sale of energy. Modern society consumes large amounts of fuel, and the energy industry is a crucial part of the infrastructure and maintenance of society in almost all countries. Production and consumption of energy is an integral part of the global economy, widespread demand for energy may encourage competing energy utilities and the formation of retail energy markets.

While there have been tremendous opportunities in the energy industry due to the deregulation of markets across most states in the country, it hasn't been an easy market for the consumers, especially as prices keep fluctuating every day making it almost impossible for these customers to determine which supplier would best suit their needs and requirements. The energy industry just like any other has its fair shares of ups and downs.

There is ample opportunity for brokers in the energy sector especially in the United States of America. The number of small businesses that use a brokerage firm to get their gas and electricity is about 13%; this shows that there is still a significant market that can be tapped into by energy brokerage firms. The reason for this small percentage is due to the fact that most consumers do not really understand what energy firms do and how they operate. Most think that energy firms represent themselves without being aware that they actually represent multiple energy companies. Regardless of this fact, most consumers were impressed with the energy firms that they dealt with.

Due to the evolving markets, things are beginning to look up for energy brokerage firms as more energy suppliers, especially the smaller ones are beginning to partner with brokers so that consumers can be aware and take advantage of available programs. Also, changing contracts has enabled brokerage firms to be able to sign up and partner with as many energy suppliers as they are able to adequately represent.

Executive Summary

Elite Energy Solutions is in the business of energy brokerage. We help customers carry out a cost analysis and energy audit which enables them to make informed decisions on which energy supplier fits their needs best. We market our energy consulting services to consumers throughout the deregulated states with a focus on assisting customers find the lowest prices available via telemarketing efforts. As a broker, we have access to all the top rated energy supply companies available, which allows us to aid consumers in getting the best possible rate with a trusted supplier for their electric and gas needs.

As a company we know the importance of having the right workforce, and as such we have sourced and recruited experienced and competent professionals to help ensure that our goals and objectives are being met.

Our Products and Services

We engage in services which we know will be beneficial to our customers, and also give us an edge over our competitors. Our services are diversified so as to attract more customers and increase the bottom line of our company. Some of the services we offer include:

- Cost analysis
- Sales agents / Advisors
- Green energy services
- Consulting services
- Energy procurement
- Energy management

Our Vision Statement

Our vision is to be a leader in the energy brokerage industry by delivering only the best value for our customers. We strive to fully educate our clients about their services, costs and expectations to ensure satisfaction and give our customers the ease of mind that they are receiving the best possible rates. It is our mission to be the most trusted and transparent energy consulting firm in the country.

Our Mission Statement

Our mission in achieving our vision is to stay updated and educated on the electricity and natural gas markets and to use this information to educate our customers continually on how they can reduce their energy costs. We will ensure that our price rates for our services are the best that can be obtained in the industry.

Our Business Structure

Having the right business structure is very important for us as a business. Our aim at Elite Energy Solutions is to ensure that we staff only knowledgeable and motivated individuals that will carry and push forth our company's goals, objectives and culture.

In addition to increasing our enrollments we also put a large emphasis on building up a solid book of business and have a huge focus on customer service. We train our customer service executives to thoroughly understand the industry, as well as client needs in order to properly service our existing customers.

Below is the business structure and departments we have built at Elite Energy Solutions.

- Chief Executive Officer
- Chief Operations Officer
- Chief Financial Officer
- President
- General Manager
- Customer Service Manager
- Sales Director
- Sales Managers

Roles and Responsibilities

Chief Executive Officer

- In charge of creating, planning, implementing, and integrating the overall vision, strategies, and policies of the company.
- Meet and conduct negotiations with clients on behalf of the company.
- Communicates the organizational policies and overall direction to the management staff and ensures that the organization's leadership maintains constant awareness of the company's direction.

Chief Operations Officer

- Oversee daily operations of the company and the work of department heads.
- Design and implement business operations as well as develop innovative ideas and strategies on behalf of the company.
- Works hand in hand with the CEO on implementing latest ideas and procedure.
- Oversee and direct all back-end processes.
- Defines the necessary knowledge on existing and emerging regulatory compliance requirements across the organization.
- Coordinates internal compliance reviews and monitoring activities.
- Oversee the quality control team and provide direction on compliance.

Chief Financial Officer

- Creating and reporting all the financial data and statements.
- Drafts the company budget and ensure that all departments' budgets are in accordance with the main budget.
- Administers payroll and prepares all tax documents.

President

- Manages daily operations of Sales and Customer Service. Monitors worker productivity and develop guidelines for personnel evaluations and development.
- Maintains internal control systems to ensure accountability.
- Leads employees to encourage maximum performance and dedication and ensures that daily operations are aligned with companies' protocols and direction.
- In charge of auditing and analyzing costs of energy for customers
- Generate pricing options in the various markets.
- Stays updated on information regarding the energy industry and is in constant communication with suppliers.
- Develop strategies with the CEO to boost the revenue of the company.
- Monitors all sales.

General Manager

- Prepares and updates employment records.
- Responsible for sourcing, recruiting, and carrying out orientation of new employees on behalf of the company.
- Addresses any employment relation issues.
- Maintains administrative workflow.
- Ensure that daily enrollments are executed correctly and customer information is entered into CRM.
- Organize and sort incoming and outgoing customer communication regarding enrollments.
- Develop and oversee all IT functionalities including software, emails, and websites.
- Handles day-to-day IT issues and updates in call center.
- Ensures that dialer and servers are constantly working properly and smoothly, as well as real time management of dialer.
- Manages and maintains CRM system.

Customer Service Manager

- Responsible for answering inquiries, responding promptly to complaints, and reinstating customers who have dropped.
- Manages inbound calls and keeps records of all conversations in the database.
- Oversees customer care team.

Sales Director

- Works closely with sales managers to drive production.
- Understands and effectively communicates the company's sales goals, direction and culture.
- Maintains high level sales by selecting, orienting, counseling and training. As well as developing strong pipelines with agents.

Sales Managers

- Responsible for ensuring that sales goals for the company are met.
- Ensure accuracy of customer information upon enrollment.
- Draft and implement new sales strategies.
- Manage sales team and sales agents.

Our strengths lie in the fact that we are strategically targeting a niche market that we have found to be most receptive to our services, which makes us more likely to attract more customers. Another advantage we have is the fact that we have a competent and experienced leadership team who has a great understanding of what our visions and goals are, ensuring that Elite Energy Solutions becomes an industry leader.

Our sales advisors and consultants are some of the bests in the business, getting guidance and training by a President with years of experience and knowledge. Our ability to provide excellent customer care is unrivalled in the industry. Our compliance team ensures that we uphold all fiduciary duties and are complying with all legal requirements.

Our Target Market

The target market we intend to focus on based on our strategy falls into several categories of customers both private and commercial.

We conducted thorough market research to identify a target market that would benefit most from our services. The results were as follows:

- Small privately owned businesses
- Schools
- Car Dealerships
- Salons / Spas
- Hotels / Motels
- Restaurants
- Recreational centers

Marketing and Sales Strategy

Energy brokers are continuously producing different ways to penetrate the market in order to make clients aware of the benefits they stand to gain by using an energy broker. One of them, telemarketing, is what we at Elite Energy Solutions have mastered. The key factor to our strategy is knowledge, both about the industry and about the specific markets and local utilities. Being equipped with extensive knowledge of the energy industry and speaking with decision and influencers at a high volume allows our agents to navigate through the conversations and find opportunities to close more sales.

Having a combined 40 + years of experience in both the energy industry as well as the telemarketing industry between the leadership team, our strategies are time tested and proven to bring high results. Our strategies are the following:

- Highly trained sales force, focused on educating customers on the benefits of using an energy broker.
- Continuous training and constant development for the sales force.
- Real time management of dialer system to ensure leads are flowing properly, connection rates are high and targets are being executed.
- Keeping our website up to date with the latest market information, trends and other energy related current events for customers to review.
- Social media platforms – LinkedIn, Facebook, Twitter, Instagram to promote the business and our services.
- Join local business associations.
- Use top notch SEO services to ensure our firm shows on all major search platforms.
- Advertise in local newspapers and radio.
- Monitor enrolled accounts for pricing fluctuations, renewals and periodically reaching out to customers to keep communication.
- Attend trade shows and meetings to meet with more potential customers.
- Ask for referrals from existing customers.

Our goal is to become the most trusted and transparent energy consulting firm in the nation.



**Department
of Public Service**

KATHY HOCHUL
Governor

RORY M. CHRISTIAN
Chief Executive Officer

September 27, 2024

Ben Moyal
Elite Energy Solutions LLC
4585 140th Ave N Suite 1010
Clearwater, FL 33762

Re: Elite Energy Solutions LLC

Dear Sir/Madam,

Thank you for your recent submittal pursuant to §11.B of the New York State Department of Public Service's Uniform Business Practices (UBP) and §4.B of the Uniform Business Practices for Distributed Energy Resource Suppliers (UBP-DERS), which were adopted by the Commission in Case 23-M-0106. This letter is to inform you that the documentation submitted has been reviewed by DPS Staff and determined to be in compliance with the UBP and UBP-DERS.

YOUR COMPANY HAS RECEIVED ELIGIBILITY TO BE A
Consultant
IN THE STATE OF NEW YORK.

Be advised that to maintain your Energy Broker and/or Energy Consultant eligibility, and per the UBP and UBP-DERS, you must notify Staff of any contact changes and material legal, financial or business-related changes to your company as they occur. If your business plan changes, you must immediately submit the appropriate documentation for Staff review and determination of if and how it may affect your current registration.

Additional requirements to maintain your registration include the annual fee and reporting requirements. More specifically, by August 31st of every year, you must provide a statement that the information and attachments in your registration form and registration package are current, or a description of revisions to the registration form and registration package and a copy of the revised portions. The \$500 non-refundable fee must be sent by August 31, 2025, to the following address:

Department of Public Service
Attn: Finance and Budget Section
New York State Department of Public Service
3 Empire State Plaza, 16th Floor
Albany, NY 12223-1350



**Department
of Public Service**

KATHY HOCHUL
Governor

RORY M. CHRISTIAN
Chief Executive Officer

Please note, at this time, the requirement that Energy Brokers and Energy Consultants provide a method of financial accountability is extended indefinitely for all entities in accordance with a preliminary injunction issued on September 12, 2024, by the New York State Supreme Court, Albany County. Energy Brokers and Energy Consultants should monitor the administrative docket in Case 23-M-0106 to receive updates on any changes regarding the financial accountability requirement that are related to this ongoing litigation.

You can obtain copies of the Order Adopting Energy Broker and Energy Consultant Registration Requirements in Case 23-M-0106 as well as the Uniform Business Practices and Uniform Business Practices for Distributed Energy Resource Suppliers at the following link: <https://dps.ny.gov/energy-broker-and-energy-consultant-registration>.

If you have any questions, please contact us at brokerconsultantquestions@dps.ny.gov.

Regards,

The Retail Access Unit
Office of Consumer Services

Exhibit G

Oversight of Marketing

Elite Energy Solutions is committed to ensuring that all marketing practices are conducted ethically and transparently by both employees and subcontractors. We begin by providing comprehensive training that covers ethical marketing practices, consumer protection laws, and regulatory compliance. Every representative is required to understand and adhere to our Code of Ethics, which outlines acceptable behavior and strictly prohibits any form of misrepresentation or deceptive conduct. We monitor marketing calls and regularly audit sales activities to ensure that all outreach aligns with our values and complies with applicable laws. Our agents are also continuously coached and trained, and kept up to date with changes in market trends, pricing, supplier updates, and regulatory developments to ensure they are providing customers with the most current and accurate information. Representatives are expected to clearly identify themselves and the company at the outset of any communication, while presenting all information in a truthful, easy-to-understand manner. Our approach is centered on consumer education, providing potential customers with all the necessary information to make well-informed decisions about their energy options.

Exhibit H

Officers and Resumes

Ben Moyal

715 SW 8th Ave, Ft. Lauderdale, FL 33315 | ben.moyal@elitenrg.com | (954) 608-7350

Professional Experience and Accomplishments

Chief Executive Officer & Partner | Elite Energy Solutions June 2017 – Present

- Create, plan, implement and integrate the overall vision, strategies and policies of the company
 - Developed internal systems and protocols to ensure we are meeting company vision
 - Communicates the organizational policies and overall direction to management staff
- Handle all external company relationships
 - Meeting with channel partners and developing strong relationships
 - Meet with attorneys, accountants, advisors, to ensure the company is operating efficiently and appropriately
- Manage budgets and set company goals
 - Ensure that all departments' budgets are in accordance with main budget
 - Meet with VP of sales to create strategies to achieve sales goals
- Oversee all company activity

Southeast Regional Sales Manager | MIS Implants: May 2017 – May 2018

- Manage and oversee all activity as well as sales reps in Southeast region
 - Covered 10 states, 8 reps, and 1000+ customers
 - Assisted in recruiting new sales reps and interviewing prospects
- Train and support all sales reps in the region
 - Provided coaching and expert guidance on how to effectively run territories to company initiatives
 - Provided support on closing deals to lead to company growth
 - Created synergy amongst the organization and a team atmosphere by leading by example
- Manage territory budgets and set sales quotas
 - Worked closely with company CFO to ensure we stayed on target and maximizing profits
 - Developed processes for managing margins
- Advertise and promote continuing education courses that MIS offers as well as surgical seminars through different marketing campaigns
 - Partners MIS Implants with University of Miami – Miller School of Medicine, Department of Oral Maxillofacial Surgery and Dentistry to launch a continuing education hands-on course

Territory Sales Manager | MIS Implants: January 2012 – May 2017

- Cold call, head hunt, and prospect new doctors and offices daily
 - Grew territory by 23% in first year (from \$900K to \$1.1M)
 - Ranked #1 in company for sales
- Continuous and ongoing follow ups with prospective clinicians
 - Continued revenue growth year after year
 - Ranked #1 in company with highest number of new accounts (2012)
- Manage and provide customer service and support to over 500 accounts (Periodontists, Oral Surgeons, Prosthodontists, GPs, Hospitals, DCOs, and Clinics)

- Fostered strong relationships that created MIS loyal customers with 30+ offices
- Consistently hitting or exceeding sales quota
- Attend trade shows, study clubs, surgical seminars, and product trainings
 - Continuously improving knowledge of industry and networking with new potential MIS users
- Train doctors on new products, techniques, and procedures
 - Positioned myself and a trustworthy and knowledgeable resource in S. Florida dental market

Junior Territory Manager | MIS Implants: August 2011 – January 2012

- Visit the current customer base for service and support
 - Built relationships with top customers in S. Florida territory
- Go on sales call with Territory Manager
 - Gained insight and knowledge from experienced sales rep
- Cold call and prospect for new customers
 - Assisted in closing 7 new accounts for S. Florida territory
- Set up sales appointments with offices
 - Created a pipeline for Territory Manager to call on
- Attend training and courses to learn MIS products as well as implant dentistry
 - Grew knowledge and expertise in implant dentistry

Executive Director | Legal Shield: June 2009 – July 2011

- Sold membership and services through face-to-face sales as well as phone sales
 - Ranked #1 in Los Angeles County with most new memberships sold in a 1-month interval
 - Reached highest level of sales structure in 7 months
- Recruit sales agents and build a team
 - Built a team of over 100 sales agents
- Managed sales agents and helped them generate more sales through consultative efforts
 - Assisted sales agents in their personal day-to-day operations which led to more sales for the team
- Hosted a weekly conference call and business briefing with sales team
 - Motivated and mentored sales team, helped create path for success

Education and Involvement

University of California Santa Barbara: Santa Barbara, CA (2007 – 2011)

UCSB Lacrosse Team (2007 – 2008)

Skills

- Trilingual – Fluent English, fluent Hebrew, light Spanish
- Natural leader and solution oriented
- Effective follow-up and closing skills
- Excellent networker and connector
- Determined sales prospector
- Extremely personally developed with high levels of interpersonal relationship building abilities
- Proficient in Microsoft suite (Excel, PowerPoint, Word)

DANIEL ATARY

1206 NE 2nd St, Fort Lauderdale, FL 33301 | daniel.atary@elitenrg.com.com | (754) 264-6367

SUMMARY

Dynamic and results-driven finance professional with a strong foundation in leadership, operations management, and business development. Proven ability to streamline processes, drive revenue growth, and lead high-performing teams. Passionate about leveraging financial expertise and strategic insights to drive success in the energy sector.

EDUCATION

Florida State University, Tallahassee, FL
Bachelor of Science – Finance (Cum Laude)

- GPA: 3.56/4.0 | Dean's List | Florida Bright Futures Scholar

LICENSES & CERTIFICATIONS

- **2-15 Health & Life License** (Including Annuities & Variable Contracts)

PROFESSIONAL EXPERIENCE

Elite Energy Solutions – Chief Operating Officer | Partner

June 2017 – Present

- Lead internal operations, overseeing team roles, performance metrics, and process improvements.
- Establish and enforce internal controls to enhance efficiency, effectiveness, and overall productivity.
- Manage financial reconciliations, including payments and commission reports from channel partners.
- Develop and execute long-term strategies to drive company growth and market positioning.

National Health Solutions – Sales Manager

January 2016 – March 2017

- Managed a sales team of 20+ insurance agents, exceeding sales quotas.
- Designed and implemented a comprehensive sales training program for new hires.
- Cultivated long-term client relationships through customized policy recommendations and superior customer service.

Northwestern Mutual – Financial Representative

May 2015 – January 2016

- Conducted in-depth financial analyses and developed customized investment strategies.
- Built a client base through a consultative, relationship-driven approach.
- Prepared financial proposals and collaborated with teams to deliver optimal solutions.
- Led portfolio reviews to ensure clients' long-term financial goals were met.
- Recognized as **Team Captain** of the internship program for exceptional leadership and performance.

SKILLS

- Strategic Leadership & Operations Management
- Sales & Business Development
- Financial Analysis & Portfolio Management
- Relationship Building & Client Retention
- Microsoft Office Suite (Excel, Word, PowerPoint)

Rowee Atary

11030 Meridian Dr S Parkland FL, 33076 | rowee.atary@elitenrg.com | (754) 224-7762

Professional Experience and Accomplishments

Chief Financial Officer & Partner | Elite Energy Solutions June 2017 – Present

- Oversee all financial and accounting policies of the company
- Oversee preparation of company financial statements
- Work with external accountants to prepare company tax returns
 - Ensure company is tax compliant in all applicable jurisdictions
- Approve all material financial transactions

Tax Senior Manager | Daszkal Bolton LLP: January 2015 – October 2020

- Manage staff
 - Oversee staff responsibilities
 - Review tax returns prepared by staff
- Advise Clients
 - Work closely with clients to develop and implement tax strategy
 - Meet with clients to review tax returns and financial statements
- Prepare and review annual tax returns, quarterly estimates, and year-end tax planning strategies for clients
- Guide clients with financial planning pertaining to tax savings strategies
- Business Development
 - Help the company grow its client base by expanding marketing efforts

Tax Associate | PwC: January 2010 – December 2014

- Prepare tax returns
 - Preparation of entity tax returns including C-Corporations, S-Corporations and Partnerships
- Work with tax managers in developing tax savings strategies for clients
- Meet with clients to review tax returns and tax strategies

Education

- Florida Atlantic University: Boca Raton, FL (2008 – 2010) Master of Business Administration with a concentration in accounting
- University of Central Florida: Orlando, FL (2003-2007) Bachelors Degree in Finance and Accounting
- Certified Public Accountant: FL (2012-Present)

Skills

- Effective managerial and leadership skills
- Proficient in Microsoft suite (Excel, PowerPoint, Word)

Exhibit I

Affidavits

Appendix A

APPLICATION AFFIDAVIT

[Commonwealth/State] of Florida :

ss.

County of Broward :

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

[He/she is the Partner (Office of Affiant) of Elite Energy Solutions LLC(Name of Applicant);]

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

That the Applicant herein Elite Energy Solutions 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) and 52 Pa. Code § 54.37.

That the Applicant herein Elite Energy Solutions LLC has answered the questions on the application correctly, truthfully, and completely and provided supporting documentation as required.

That the Applicant herein Elite Energy Solutions 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 Elite Energy Solutions 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.

[Signature]
Signature of Affiant

Sworn and subscribed before me this 19th day of May, 2025.



ALIN PINO
Notary Public
State of Florida
Comm# HH161268
Expires 8/4/2025

[Signature]
Signature of official administering oath

My commission expires 8/4/2025

Appendix B

OPERATIONS AFFIDAVIT

[Commonwealth/State] of Florida :

: ss.

County of Broward :

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

[He/she is the Partner (Office of Affiant) of Elite Energy Solutions LLC
(Name of Applicant);]

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

That Elite Energy Solutions 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 Elite Energy Solutions 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 Elite Energy Solutions 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 Code of 1971, 72 P.S. §§ 7101 et seq., 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 Elite Energy Solutions 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.



Signature of Affiant

Sworn and subscribed before me this 19th day of May, 2025.



AILIN PINO
Notary Public
State of Florida
Comm# HH161268
Expires 8/4/2025



Signature of official administering oath

My commission expires 8/4/2025