

# COMPETITIVE RETAIL ELECTRIC SERVICE

(check all that apply):

Y AGGREGATOR

N RETAIL ELECTRIC GENERATION PROVIDER

N GOVERNMENTAL AGGREGATOR

Y POWER BROKER

N POWER MARKETER

## INTRASTATE ANNUAL REPORT

OF

Reflective Energy Solutions LLC

(Exact legal name of respondent)

If name was changed during the year, show also the  
previous name and date of change.

One University Plaza Suite 407 Hackensack, NJ 07601-6204

(Address of principal business office at end of year)

TO THE  
PUBLIC UTILITIES COMMISSION OF OHIO



FOR THE  
YEAR ENDED DECEMBER 31, 2011

Name, title address and telephone number (including area code) of the person to be contacted concerning this report.

Avram Keilson, Regulatory Counsel, 337 Central Avenue, Bldg. R, Lawrence, NY 11559

Email: [akeilson@keilsonlaw.com](mailto:akeilson@keilsonlaw.com), Phone: (516) 295-7718, Fax:(516) 303-7006



**IDENTITY OF RESPONDENT**

1. State whether respondent is a corporation, a joint stock association, a firm or partnership, or an individual.

Limited Liability Company

2. Identify names of affiliate and subsidiary companies of the respondent.

N/A

3. Date when respondent began operations in Ohio.

November 14, 2009

4. If a consolidated or merged company, give names of each such incident, date, and Commission authority. If a reorganized company, give name of original corporation.

N/A

5. If incorporated specify:

- a. Date of filing of articles of incorporation: August 07, 2009
- b. State in which incorporated: New Jersey

6. Ohio certificate number, case number granting authority and date issued.

Certificate 09-176E(2)

Case Number 09-0949-EL-AGG

Date Issued: 12/6/2011

7. State whether or not the respondent during the year conducted any part of its business under a name or names other than that shown on Title Page. If so, give full particulars.

The respondent did not conduct any part of its business under a name or names other than that shown on Title Page during the year 2011.

8. Description of Ohio service territory served by respondent.

All Ohio service territories.



**STATEMENT OF INTRASTATE GROSS RECEIPTS AND KWH SALES**

<u>Customer Class</u>	<u>Sales (kWh)</u>	<u>Earnings (\$)</u>
Residential	0	\$0
Commercial	0	7,000
Industrial	0	10,000
<u>Other</u>	<u>0</u>	<u>0</u>
<b>Total</b>	<b>0</b>	<b>\$17,000</b>

## Instructions:

This information is used for PUCO annual assessment purposes pursuant to Section 4905.10, Revised Code. The reporting company shall report its intrastate gross earnings for the provision of retail services (e.g. Retail Electric Generation, Broker, Marketer, Governmental Aggregator) for which it is subject to certification by the PUCO under Section 4928, Revised Code. In addition, power providers please provide all corresponding sales of kilowatt hours of electricity. Sales of kilowatt hours of electricity are deemed to occur at the meter of the retail customer.

The reporting company shall maintain supporting and/or subsidiary records to separately record receipts and sales of electricity derived from operations other than in Ohio. Information presented herein is subject to audit by the PUCO.

**IN ORDER TO ENSURE THAT PUCO CORRESPONDENCE/INVOICES IS/ARE DIRECTED TO THE APPROPRIATE PERSON AT THE CORRECT ADDRESS, PLEASE COMPLETE THE FOLLOWING.**

**Name, Title, E-mail, Address, and Phone Number of the Company's Contact Persons**

Eric Zimmerman  
Name

President  
Title

ericz@reflectivees.com  
E-mail

1 University Plaza, Suite 407 Hackensack, NJ 07601  
Address

(201) 880-1997  
Phone Number (Including Area Code)

**Name, Title, E-mail, Address, and Phone Number of Person to whom Invoice  
should be Directed**

Eric Zimmerman  
Name

President  
Title

ericz@reflectivees.com  
E-mail

1 University Plaza, Suite 407 Hackensack, NJ 07601  
Address

(201) 880-1997  
Phone Number (Including Area Code)

**Name and Address of the President**

Eric Zimmerman, President  
Name

1 University Plaza, Suite 407 Hackensack, NJ 07601  
Address

**VERIFICATION**

The foregoing report must be verified by the President or Chief Officer of the company.

**OATH**

State of New Jersey

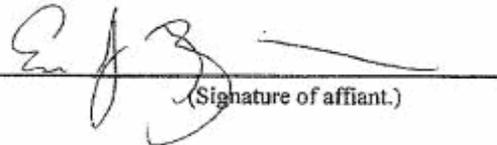
County of Bergen

makes oath and says that Eric Zimmerman

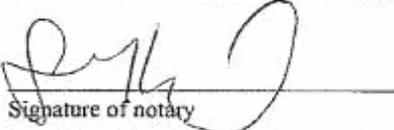
s/he is President

of Reflective Energy Solutions LLC

that s/he has examined the foregoing report; that to the best of her/his knowledge, information, and belief, all statements of fact contained in the said report are true and the said report is a correct statement of the business and affairs of the above-named respondent in respect to each and every matter set forth therein during the period from and including January 1, 2011 to and including December 31, 2011.

  
\_\_\_\_\_  
(Signature of affiant.)

Sworn and subscribed before me this 22 day of June, 2012 Month/Year

  
\_\_\_\_\_  
Signature of notary

Saul Kaszovitz  
Notary Public, State of New Jersey  
No. 2410306  
Qualified in Bergen County  
Commission Expires July 7, 2016

My commission expires on \_\_\_\_\_



**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**6/22/2012 11:17:13 AM**

**in**

**Case No(s). 12-0003-GE-RPT**

Summary: Annual Report electronically filed by Mr. Avram Keilson on behalf of Reflective Energy Solutions LLC