



Control Number: 49779



Item Number: 1467

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2020 MAY 29 AM 9:32

## ELECTRICITY BROKER REGISTRATION FORM

PROJECT NO. 49779

<b>1. Check the most appropriate box to describe this submission:</b>		
<input checked="" type="checkbox"/> This is a new broker registration		
<input type="checkbox"/> This supplies information for a pending broker registration		
<input type="checkbox"/> This amends an existing, completed broker registration		
Provide an explanation of the amendment: _____		
<b>2. Authorized Representative or Attorney to contact about this application:</b>		
<b>Name</b> Jordan Hobfoll	<b>Title</b> CEO	
<b>Business Address</b> 500 Locust Drive		
<b>City</b> Des Moines	<b>State</b> IA	<b>Zip</b> 50309
<b>Telephone Number</b> (832) 821-6228		
<b>Email Address</b> jordan@energysimp.ly		
<b>3. Registering Entity:</b> List the registering entity's legal name, business address, and telephone number.		
<b>Name</b> Energy Simply LLC		
<b>Business address</b> 500 Locust Drive		
<b>City</b> Des Moines	<b>State</b> IA	<b>Zip</b> 50309
<b>Telephone Number</b> (832) 821-6228		
<b>4. Type of organization of registering entity:</b>		
<input type="checkbox"/> Sole proprietor <input type="checkbox"/> Other		
<input type="checkbox"/> Corporation		
<input checked="" type="checkbox"/> Limited Liability Company, L.L.C		
<input type="checkbox"/> Limited Partnership		

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8. Description of the brokerage services provided by the registering entity and type of customers served

Description of Services:

Provide services to electric consumers to help them select and sign up for retail electric plans.

Types of Customers: Check all that apply

☒ Residential

☐ Industrial

☐ Other

☒ Commercial

☐ Municipalities

6. Other Names List any trade, corporate, and doing-business-as (d/b/a) names other than the legal name listed in 3 above under which the registering entity intends to operate. Any entity which the company intends to operate must be registered with the Secretary of State.

1 <sup>st</sup>	2 <sup>nd</sup>
3 <sup>rd</sup>	4 <sup>th</sup>
	5 <sup>th</sup>

7. Officers Provide as Attachment A the names, business addresses, email addresses, and phone numbers of the registering entity's officers, directors, and principal applicants.

☒ Attachment A

8. Customer Service Contact List the telephone number and email address of the customer service department. If the registering entity does not have a dedicated customer service department, then provide the name, title, address, email address, and cell phone number of the customer service contact person.

<b>Customer Service Department</b>	<b>Telephone Number</b> (832) 821-6228	<b>Email Address</b> admin@energysimp.ly
<b>Name</b> Jordan Hobfoll		<b>Title</b> CEO
<b>Business address</b> 500 Locust St		
<b>City</b> Des Moines	<b>State</b> IA	<b>Zip</b> 50309
<b>Telephone Number</b> 8328216228		
<b>Email Address</b> jordan@energysimp.ly		

9. Regulatory contact person List the name, physical business address, telephone number, and email address for a regulatory contact person.

<b>Name</b> Jordan Hobfoll		<b>Title</b> CEO
<b>Business address</b> 500 Locust St		
<b>City</b> Des Moines	<b>State</b> IA	<b>Zip</b> 50309
<b>Telephone Number</b> (832) 821-6228		
<b>Email Address</b> jordan@energysimp.ly		

**10. Secretary of State Record.** Entities who must register with the Secretary of State must provide a copy of the certificate of status issued by the Texas Secretary of State certifying that the registering entity is authorized to transact business in Texas.

☒ Copy of Secretary of State certificate of status is attached.

## AFFIDAVIT

My name is Jordan Hobfoll. I am the CEO of the Registering Entity.

I swear or affirm that I have personal knowledge of the facts stated in the attached registration, that I am competent to testify to them, and that I have the authority to submit this application form on behalf of the registering entity. I further swear or affirm that all statements made in the Registration Form are true, correct and complete and that any substantial changes in such information will be provided to the Public Utility Commission of Texas in a timely manner. I swear or affirm that the registering entity understands and will comply with all requirements of the applicable law and rules, including customer protection provisions, disclosure requirements, and marketing guidelines for retail electric service.



Signature of Registering Entity's Owner, Partner, or Officer

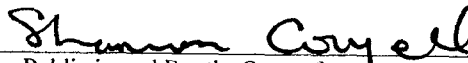
Jordan Hobfoll

Printed Name

Energy Simply LLC

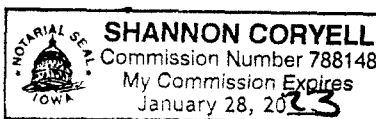
Name of Registering Entity

Sworn and subscribed before me this 18 day of May, 2020  
Month Year



Notary Public in and For the State of Iowa

My commission expires on 1/28/23



**Attachment A: Officers**

Jordan Hobfoll  
500 Locust St  
Des Moines, IA 50309  
T: 832-821-6228

Rob Dolin  
500 Locust St  
Des Moines, IA 50309  
T: 832-821-6228

Gideon Blustein  
500 Locust St  
Des Moines, IA 50309  
T: 832-821-6228



## Office of the Secretary of State

### Certificate of Fact

The undersigned, as Secretary of State of Texas, does hereby certify that the document, Application for Registration for Energy Simply LLC (file number 803382773), a ILLINOIS, USA, Foreign Limited Liability Company (LLC), was filed in this office on July 31, 2019.

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 May 22, 2020.



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

Ruth R. Hughes  
Secretary of State