



## **Filing Receipt**

**Filing Date - 2024-07-18 02:47:42 PM**

**Control Number - 49779**

**Item Number - 4105**

## AFFIDAVIT

My name is Saad Rehman. I am the owner, partner, or an officer (Circle One) of the Applicant.

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 the applicant is authorized to do business in Texas under all applicable laws and is in good standing with the Texas Secretary of State; that all statements made in the application are true, correct and complete; and that any material changes in such information will be provided to the Public Utility Commission of Texas in a timely manner. I swear or affirm that the applicant 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

Saad Rehman  
Printed Name

COST EFFECTIVE LLC  
Name of Registering Entity

Sworn and subscribed before me this 18<sup>th</sup> day of July, 2024.  
Month Year

  
Notary Public in and For the State of Texas  
My commission expires on July 28, 2025.





## Public Utility Commission of Texas Application for Electricity Broker Registration

### General Information

**Individual employees and agents of broker firms and persons acting only as agents of retail electric providers are not required to register as brokers.**

Under Public Utility Regulatory Act (PURA) Section 39.3555, any person that provides brokerage services for compensation or other consideration must register as a broker with the Public Utility Commission of Texas (Commission). "Brokerage services" means providing advice or procurement services to, or acting on behalf of, a retail electric customer regarding the selection of a retail electric provider, or a product or service offered by a retail electric provider. Brokers do not sell or take title to electric energy.

Registered brokers must comply with customer protection provisions, disclosure requirements, and marketing guidelines established by the Commission. An administrative penalty may be assessed for failure to comply with PURA or Commission rules.

### Registration Form

Answer all of the questions on the registration form completely, providing all relevant information. If substantive changes occur while the application is pending, promptly notify the Commission by filing seven copies (six copies and one original) of the registration form showing the changes with the Commission's Filing Clerk under the control number assigned to the application.

### Affidavit

The owner, partner, or officer of the registrant must swear to and affirm that the registrant is authorized to do business in Texas under all applicable laws and is in good standing with the Texas Secretary of State; that all statements made in the application are true, correct, and complete; that any material changes in the information will be provided in a timely manner; and that the registrant understands and will comply with all applicable laws and rules.

### Filing Instructions

You can e-file the completed registration form and signed notarized affidavit online through the PUC Interchange Filer (<https://interchange.puc.texas.gov/filer>). Instructions for E-Filing: <https://www.puc.texas.gov/industry/filings/E-FilingInstructions.pdf>.

Or you may mail one copy to:

For USPS:

Public Utility Commission of Texas  
Central Records  
P.O. Box 13326  
Austin, TX 78711-3326

For all other delivery or courier services:

Public Utility Commission of Texas  
Central Records  
1701 N. Congress Ave., 8-100  
Austin, TX 78701



## ELECTRICITY BROKER REGISTRATION FORM

**PROJECT NO. 49779**

### 1. Check the most appropriate box to describe this submission:

- ☒ This is a new broker registration
- ☐ This supplies information for a pending broker registration
- ☐ This amends an existing, completed broker registration

Provide an explanation of the amendment:

We aim to engage residual users, encouraging them to subscribe by leveraging AI to analyze their past history and identify the best-fit plans. If the savings exceed our subscription fee, users will start a paid subscription. Otherwise,

### 2. Authorized Representative or Attorney to contact about this application:

Name \_\_\_\_\_ Title \_\_\_\_\_

Business Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone Number \_\_\_\_\_

Email Address \_\_\_\_\_

### 3. Registering Entity: List the registering entity's legal business name, mailing address, telephone number, and email address.

Business Name Cost Effective LLC

Mailing address 1813 Lake Whitney Ln

City Allen State Tx Zip 75002

Telephone Number 224-422-2248 / (844) 489-2455

Email Address saad88@live.com / saad@costeffectiveenergy.com

**4. Business structure.** Select the form of business being registered.

- ☐ Sole proprietor      ☐ Corporation      ☐ Partnership  
☒ Limited Liability Company (LLC)      ☐ Limited Partnership

**5. Other Names.** List any trade, commercial, 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 name in which a corporation intends to operate must be registered with the Texas Secretary of State.

1 <sup>st</sup> <u>EFFICIENT GENIE</u>	2 <sup>nd</sup> <u>Power Up Experts</u>
3 <sup>rd</sup> <u>COST EFFECTIVE ENERGY</u>	4 <sup>th</sup> <u>SYNC UP ENERGY</u>

**6. Customer Service Contact.** List the telephone number, business mailing address, 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, business mailing address, email address, and telephone number of the customer service contact person.

Name <u>Saad rehman</u>	Title _____	
Business mailing address <u>1813 Lake Whitney Ln</u>		
City <u>Allen</u>	State <u>TX</u>	Zip <u>75002</u>
Telephone Number <u>224-422-2248 / (844) 489-2455</u>		
Email Address <u>saad88@live.com / saad@costeffectiveenergy.com</u>		

**7. Commission contact person.** List the name, business mailing address, telephone number, and email address for a person who Commission Staff may contact.

Name <u>Saad Rehman</u>	Title _____	
Business mailing address <u>1813 Lake Whitney Ln</u>		
City <u>Allen</u>	State <u>Tx</u>	Zip <u>75002</u>
Telephone Number <u>224-422-2248</u>		
Email Address <u>Saad88@live.com / saad@costeffectiveenergy.com</u>		

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

Saad Rehman

\_\_\_\_\_  
Printed Name

COST EFFECTIVE LLC

\_\_\_\_\_  
Name of Registering Entity

Sworn and subscribed before me this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.  
Month Year

\_\_\_\_\_  
Notary Public in and For the State of \_\_\_\_\_.

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

## **Explanation of the Amendment:**

### **1. Objective:**

- To reach out to residual users, encourage them to subscribe, and leverage AI to analyze their past history to identify the best-fit plans.

### **2. User Analysis and Engagement:**

- Utilize AI to conduct an in-depth analysis of the user's past interactions, preferences, and usage history.
- Identify plans and services that would provide the most benefit to the user based on their historical data.

### **3. Subscription Offer:**

- Present a compelling value proposition to the user: If the savings or benefits identified through our AI analysis exceed the subscription fee, the user will be encouraged to start a paid subscription.
- If the savings or benefits do not exceed the subscription fee, offer the user free services until a beneficial deal is found. This ensures the user experiences value without immediate financial commitment.

### **4. Service Management:**

- On behalf of the user, manage all aspects related to contracts, lease durations, and plan changes.
- Ensure that any necessary modifications or optimizations are handled efficiently to maximize the user's savings and satisfaction.

### **5. Implementation:**

- Develop a robust AI system capable of analyzing user data and identifying optimal plans.
- Establish clear communication channels to inform users of potential savings and the value of subscribing.
- Create a seamless process for managing contracts, leases, and plans to ensure a hassle-free experience for the user.

## **Benefits:**

### **• For Users:**

- Access to personalized recommendations and plans that maximize savings and benefits.
- Risk-free trial period where they can experience the service without any initial cost.
- Convenience of having contracts and plans managed by professionals.

### **• For the Service Provider:**

- Increased user engagement and retention by offering tailored, value-driven services.
- Enhanced reputation as a customer-centric organization that prioritizes user benefits.
- Potential for steady revenue growth through successful conversions from free to paid subscriptions.

## **Conclusion:**

This amendment aims to build a win-win scenario where users receive optimized plans and savings, and the service provider gains loyal subscribers. By leveraging AI and providing value-first services, this approach seeks to create long-term satisfaction and trust with residual users.