



**CUSTOMER  
ACQUISITION  
SPECIALISTS OF  
AMERICA, INC.**



NHPUC 17JUL'14PM3:47

601 Cleveland Street, Suite 320 Clearwater, FL 33755 PHONE: (727) 727-286-3076 FAX: (727) 1-866-602-2791

Email: [sovereignenterprisescorp@gmail.com](mailto:sovereignenterprisescorp@gmail.com)

July 7, 2014

Debra A. Howland, Executive Director and Secretary  
New Hampshire Public Utilities Commission  
21 South Fruit Street, Suite 10  
Concord, NH 03301

**RE: Registration of Applications of Customer Acquisition Specialists of America, Inc.  
for Electricity and Gas Aggregator Licenses**

Dear Ms. Howland:

The purpose of this submission is to request that the New Hampshire Public Utilities Commission ("Commission") view and approve Customer Acquisition Specialists of America, Inc.'s Application for Gas Generation Supplier license and Application for Electric Generation Supplier license. Customer Acquisition Specialists of America, Inc. ("CASA") intends to include service, as a broker and marketer, to all customer types including residential customers throughout the State of New Hampshire.

As a broker/marketer, CASA, takes a proactive role in ensuring the highest level of professionalism in its activities regarding its service to the supplier and potential customers it works with.

CASA agrees that it will comply with all applicable PUC rules and service regulations including all local, state and federal laws.

Thank you for your attention to these matters. If you have any questions please feel free to contact me directly. I can be reached by phone at (727) 724-5811 ext. 2020; email [sovereignenterprisescorp@gmail.com](mailto:sovereignenterprisescorp@gmail.com) or cell phone 302-841-8689.

Sincerely,

Eve Witter  
Regulatory Director

cc: Juliana C. Griffiths. National Grid  
Stephen Kaminsky, New Hampshire Electric Cooperative, Inc.  
Jerry Eaton, Esq. Public Service Company of New Hampshire  
Gary Epler, Esq. Unitil Energy Systems, Inc.  
Patricia French, Esq., Northern Utilities  
President, New Hampshire Gas Corp.

Enclosures

- Registration Application for Electricity Aggregator
- Registration Application for Gas Aggregator
- Compact Disc with the above-referenced applications
- Check for \$500 (\$250 per application)

STATE OF NEW HAMPSHIRE  
PUBLIC UTILITIES COMMISSION

REGISTRATION APPLICATION  
FOR ELECTRICITY AGGREGATOR

Pursuant to N.H. Code of Administrative Rules Chapter Puc 2000, PART Puc 2003.02, Customer Acquisition Specialists of America, Inc., provides the following information for registration as a electricity aggregator:

1	Legal Name as well as any Trade Name(s) under which aggregator intends to operate	Customer Acquisition Specialists of America, Inc.
2	Business Address and Principal Place of Business	601 Cleveland Street, Suite 320 Clearwater, FL 33755
	a) Telephone number	844-674-5465
	b) Facsimile Number	866-602-2791
	c) E-mail address	jmathers83@me.com
3	Names, Titles: Business Addresses, Telephone Numbers and Facsimile Numbers of Aggregator's Principal Officers	<p>Jim Mathers, CEO 601 Cleveland Street, Suite 320 Clearwater, FL 33755 Ph: 844-674-5465 Fax: 866-602-2791</p> <p>Patrick J. Clouden, Officer of the Board of Directors 1255 Cleveland Street, Suite 400 Clearwater, FL 33755 Ph: 727-724-5811 Fax: 727-233-0837Fax: 727-748-1546</p>
4	Telephone Number, including Toll Free Number, of Customer Service Contact Person and Facsimile Number	Karen McNealy, Customer Service Manager Ph: 844-674-5465 Fax: 866-602-2791
5	Copy of Authorization to do business in New Hampshire from Secretary of State	<u>See Attachment's A</u>
6	Geographic Area(s) of NH in which applicant intends to provide service	Areas served by Constellation New Energy, Direct Energy, Liberty, First Energy, Glacial, ConEd, NextEra, Liberty, Hess
7	Statement that Aggregator not representing any supplier interest or listing of supplier(s) Aggregator intends to represent	Customer Acquisition Specialists of America, Inc. intends to broker electric services between customers & Constellation New Energy, Direct Energy, Liberty, First Energy, Glacial, Liberty, NextEra of Suppliers
8	Payment of filing fee of \$250.00	Attached to Cover Letter
9.	Electronic copy on diskette of filing	See Attachment B.

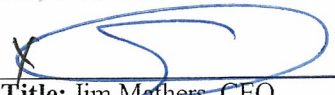
## DECLARATION

I, Jim Mathers, CEO,

declare that I have personally reviewed the above statements and that they are true and correct and complete in all material respects. I, further declare that the information contained in this application was prepared and compiled under my supervision and control. I, further declare that I am authorized by the applicant to file this application on its behalf. I acknowledge that I have a positive duty to ascertain the accuracy and completeness of this application and that I sign this declaration under personal pains and penalties of perjury, including, but not limited to, those provided by New Hampshire law.

Dated this 9 day of July 2014

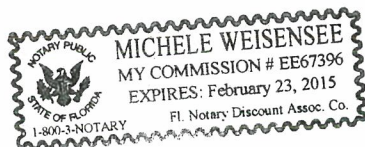
At, 601 Cleveland Street, Suite 320, Clearwater, FL 33755

Signature: 

Title: Jim Mathers, CEO

NOTARIZATION: 

Notarial Seal





Attachment

**State of Incorporation**

**Secretary of State Letter of Good Standing**

Attachment

## **Articles of Incorporation**

# *State of Florida*

## *Department of State*

I certify from the records of this office that CUSTOMER ACQUISITION SPECIALISTS OF AMERICA, INC. is a corporation organized under the laws of the State of Florida, filed on September 8, 1999.

The document number of this corporation is P99000081385.

I further certify that said corporation has paid all fees due this office through December 31, 2014, that its most recent annual report/uniform business report was filed on March 31, 2014, and its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Twenty-seventh day of June,  
2014*



*Ken DeFuria*  
*Secretary of State*

Authentication ID: CU7420192736

To authenticate this certificate, visit the following site, enter this ID, and then follow the instructions displayed.

<https://efile.sunbiz.org/certauthver.html>

Attachment

**Licensee**

**Sec of State Filing**

**Authority to transact business**

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# State of New Hampshire

Filing fee: \$50.00  
Fee for Form SRA: \$50.00  
Total fees \$100.00  
Use black print or type.

Form 40  
RSA 293-A:15.03

## APPLICATION FOR CERTIFICATE OF AUTHORITY FOR PROFIT FOREIGN CORPORATION

PURSUANT TO THE PROVISIONS of the New Hampshire Business Corporation Act, the undersigned corporation hereby applies for a certificate of authority to transact business in New Hampshire and for that purpose submits the following statement:

FIRST: The name of the corporation is Customer Acquisition Specialists of America, Inc.

SECOND: The name which it elects to use in New Hampshire is Energy Link

THIRD: It is incorporated under the laws of Florida.

FOURTH: The date of its incorporation is September 8, 1999 and the period of its duration is \_\_\_\_\_.

FIFTH: The complete address (including zip code and post office box, if any) of its principal office is \_\_\_\_\_  
601 Cleveland Street, Suite 320 , Clearwater, Florida 33755

SIXTH: The name of its registered agent IN NEW HAMPSHIRE is CT Corporation System  
\_\_\_\_\_ and the complete address (including zip code  
and post office box, if any) of its registered office IN NEW HAMPSHIRE is (agent's business address)  
9 Capital Street, Concord, NH 03301

SEVENTH: The sale or offer for sale of any ownership interests in this business will comply with the requirements of the New Hampshire Uniform Securities Act (RSA 421-B).

EIGHTH: The principal purpose or purposes which it proposes to pursue in the transaction of business in New Hampshire are Broker /Marketer in the Deregulated Energy Markets of Gas and Electric  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.

**Form SRA – Addendum to Business Organization and Registration Forms  
Statement of Compliance with New Hampshire Securities Laws**

**Part I – Business Identification and Contact Information**

Business Name: Customer Acquisition Specialists of America, Inc dba EnergyLink

Business Address (include city, state, zip): 601 Cleveland Street , Suite 320 Clearwater, Florida 33755

Telephone Number: (302) 841-8689 E-mail: sovereignenterprisescorp@gmail.com

Contact Person: Eve Witter

Contact Person Address (if different): \_\_\_\_\_

**Part II – Check ONE of the following items in Part II.** If more than one item is checked, the form will be rejected. [**PLEASE NOTE:** Most small businesses registering in New Hampshire qualify for the exemption in Part II, Item 1 below. **However**, you must insure that your business meets all of the requirements spelled out in A), B), and C)]:

1. ☐ Ownership interests in this business are exempt from the registration requirements of the state of New Hampshire because the business meets ALL of the following three requirements:
  - A) This business has **10 or fewer owners**; and
  - B) Advertising **relating to the sale of ownership interests** has not been circulated; and
  - C) Sales of ownership interests – if any – will be **completed within 60 days** of the formation of this business.
2. ☐ This business will offer securities in New Hampshire under another exemption from registration or will notice file for federal covered securities. Enter the citation for the exemption or notice filing claimed - \_\_\_\_\_.
3. ☐ This business has registered or will register its securities for sale in New Hampshire. Enter the date the registration statement was or will be filed with the Bureau of Securities Regulation - \_\_\_\_\_.
4. ☒ This business was formed in a state other than New Hampshire and will not offer or sell securities in New Hampshire.

**Part III – Check ONE of the following items in Part III:**

1. ☒ This business **is not being** formed in New Hampshire.
2. ☐ This business **is** being formed in New Hampshire and the registration document states that any sale or offer for sale of ownership interests in the business will comply with the requirements of the New Hampshire Uniform Securities Act.

**Part IV – Certification of Accuracy**

(NOTE: The information in Part IV must be certified by: 1) all of the incorporators of a corporation to be formed; or 2) an executive officer of an existing corporation; or 3) all of the general partners or intended general partners of a limited partnership; or 4) one or more authorized members or managers of a limited liability company; or 5) one or more authorized partners of a registered limited liability partnership or foreign registered limited liability partnership.)

I (We) certify that the information provided in this form is true and complete. (Original signatures only)

Name (print): Jim Mathers Signature: \_\_\_\_\_

Date signed: \_\_\_\_\_

Name (print): Eve Witter Signature: \_\_\_\_\_

Date signed: \_\_\_\_\_

Name (print): Patrick J Clouden Signature: \_\_\_\_\_

Date signed: \_\_\_\_\_

NINTH: The names and usual business addresses of its current officers and directors are: (If there are additional officers or directors, attach additional sheet OR if the laws of the state of incorporation do not require directors, indicate below.)

<u>Name</u>	<u>Title</u>	<u>Address</u>
<b><u>OFFICERS</u></b>		
Patrick Clouden	Officer	1255 Cleveland Street Suite 400 Clearwater, Florida 33755
Jim Mathers	President	601 Cleveland Street, Suite 320 Clearwater, Florida 33755
<b><u>DIRECTORS</u></b>		
Patrick J. Clouden	Director	1255 Cleveland Street Clearwater Florida 33755

Customer Acquisition Specialists of America, Inc

(Corporate Name)

(Signature)

Jim Mathers

(Print or type name)

President

(Title)

Date signed: ✓

7-9-14

To receive your ANNUAL REPORT REMINDER NOTICE by email, please enter your email address here:  
sovereignenterprisescorp@gmail.com

DISCLAIMER: All documents filed with the Corporation Division become public records and will be available for public inspection in either tangible or electronic form.

Mail fees, **DATED AND SIGNED ORIGINAL AND FORM SRA** to: Corporation Division, Department of State, 107 North Main Street, Concord, NH 03301-4989. Physical location: 25 Capitol Street, 3<sup>rd</sup> Floor, Concord, NH 03301.

Attachment

## **Profit and Loss Statement**



9:23 AM  
02/20/14  
Cash Basis

**CASA, Inc**  
**Profit & Loss**  
November 2012 through October 2013

	Nov '12 - Oct 13
Ordinary Income/Expense	
Income	
Sales	
Agway	2,177,935.90
CNE Gas	15,103.49
Constellation	173,348.31
Direct Energy Broker	2,587,811.80
Gasmark	51,108.93
InfiniteEnergy	2,189.63
Liberty Power	1,128,151.11
Liberty Power Hourly	20,000.00
M&R Resources	4,646.17
NatGasCo (Mitchell)	10,521.81
Total Sales	6,170,817.15
Total Income	6,170,817.15
Expense	
Bank Service Charges	6,827.78
Employer Match 401K	4,467.90
Interest Expense	
Finance Charge	16,072.12
Interest Expense-Brandon 2	15,000.00
Loan Interest	857.71
Total Interest Expense	31,929.83
Miscellaneous	0.00
Owners Draw	
Jim	0.00
Patrick	0.00
Total Owners Draw	0.00
Payroll	
Employee 401K	13,622.08
Payroll - Other	98,086.02
Total Payroll	111,708.10
Payroll Expense	
Payroll Service Fees	1,801.14
Total Payroll Expense	1,801.14
Professional Fees	
Accounting	64,900.00
Consultant	
Brandon 1	5,897.99
Brandon 2	6,115.99
CMG	260,000.00
Total Consultant	272,013.98
Professional Fees - Other	4,756,815.00
Total Professional Fees	5,093,728.98
Taxes and Licenses	
Taxes-NJ	1,149.09
Taxes-Payroll	
ER Futa	383.87
ER SS & Medicare	8,545.72
ER Suta	408.00
FUTA	83.98
Total Taxes-Payroll	9,421.57

9:23 AM  
02/20/14  
Cash Basis

**CASA, Inc**  
**Profit & Loss**  
November 2012 through October 2013

	Nov '12 - Oct 13
	<hr/>
Taxes NY	300.00
Taxes PA	7,736.00
Taxes, Licenses and Permits	484.20
	<hr/>
Total Taxes and Licenses	19,090.86
	<hr/>
Total Expense	5,269,554.59
	<hr/>
Net Ordinary Income	901,262.56
Other Income/Expense	
Other Income	
Interest Income-Officers	105,909.64
Other Income	
Tax Refund	18,941.00
	<hr/>
Total Other Income	18,941.00
	<hr/>
Total Other Income	124,850.64
	<hr/>
Net Other Income	124,850.64
	<hr/>
Net Income	1,026,113.20
	<hr/> <hr/>

9:24 AM  
02/20/14  
Cash Basis

**CASA, Inc**  
**Balance Sheet**  
**As of October 31, 2013**

	<u>Oct 31, 13</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Main	2,657.98
Total Checking/Savings	2,657.98
Other Current Assets	
Loan Receivable CES Comm LOC	127,745.49
Loan to Property Acquisition Sp	508.90
Notes & Accounts Receivable	14,622.40
Total Other Current Assets	142,876.79
Total Current Assets	145,534.77
Other Assets	
Loan Receivable - Officers	4,022,885.45
Total Other Assets	4,022,885.45
<b>TOTAL ASSETS</b>	<b><u>4,168,420.22</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Loan Payable - Liberty	1,161,177.08
Loan Payable CES	2,703,719.34
Regions Commercial LOC	294,493.26
Total Other Current Liabilities	4,159,389.68
Total Current Liabilities	4,159,389.68
Total Liabilities	4,159,389.68
Equity	
Capital Stock	1,000.00
Distributions	-1,018,083.30
Retained Earnings	0.64
Net Income	1,026,113.20
Total Equity	9,030.54
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>4,168,420.22</u></b>

Attachment

CASA, INC

**Letter of Credit From Banking Institution**

Business Banking  
1042 Main St. Second Floor  
Dunedin, FL 34698  
(727) 466-2324

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July 2, 2014

Customer Acquisition Specialists of American Inc  
1255 Cleveland St  
Clearwater, FL 33755

RE:

To Whom It May Concern:

This is confirming that Customer Acquisition Specialists of America Inc has the following business deposit account with Regions Bank.

Routing Number: 063104668  
Account Number: xxxxxx5378  
Account Balance: Low Six Figure (Maintained)

Furthermore, they are handling the accounts in accordance to policies and guidelines set forth by Regions bank, and are in good standing.

If you have any further questions or concerns regarding this matter, please feel free to contact their Business Banker, Kim Veres, at (727) 348-5473 and we will assist you to the best of our ability.

Sincerely,

Matthew Joustra  
Business Banking  
(727) 466-2324  
1042 Main St. Second Floor  
Dunedin, FL 34698

## Live Report : CUSTOMER ACQUISITION SPECIALISTS OF AMERICA INC

D-U-N-S® Number: 78-677-7263

Endorsement/Billing Reference: smartl@dnb.com

### D&B Address

**Address** 1704 Clearwater Largo Rd  
Clearwater, FL - 33756


**Location Type** Single Location

**Phone** 727 692-8871






**Web** www.casainc.net

**Fax**
**Endorsement :** smartl@dnb.com

## Company Summary

**Currency:** Shown in USD unless otherwise indicated 

### Score Bar

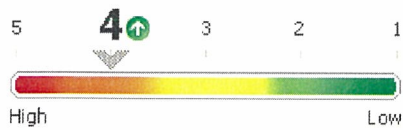
D&B Viability Rating	6	5	E	M	<a href="#">View More Details</a>
PAYDEX®	Unavailable				
Commercial Credit Score Percentile					Moderate to High Risk of severe payment delinquency.
Financial Stress Score National Percentile					Moderate Risk of severe financial stress.
D&B Rating	--				Unavailable.
Total Payment Experiences	1				Total number of trade payment experiences collected by D&B.
Bankruptcy Found	 No				

### D&B Company Overview

This is a single location

<b>Mailing Address</b>	PO BOX 2574 CLEARWATER, FL 33757
<b>Chief Executive</b>	JIM MATHERS, PRESIDENT
<b>Year Started</b>	1999
<b>Employees</b>	85
<b>SIC</b>	5963
<b>Line of business</b>	Sales and marketing in energy industry
<b>NAICS</b>	454390
<b>History Status</b>	CLEAR

### Commercial Credit Score Class



## PAYDEX® Trend Chart



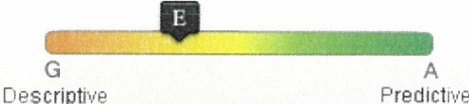
D&B does not have enough information on this company to build a PAYDEX Trend Chart.

## Predictive Scores

Currency: Shown in USD unless otherwise indicated

### D&B Viability Rating Summary

The D&B Viability Rating uses D&B's proprietary analytics to compare the most predictive business risk indicators and deliver a highly reliable assessment of the probability that a company will go out of business, become dormant/inactive, or file for bankruptcy within the next 12 months.

6	Viability Score			
<b>Compared to All US Businesses within the D&amp;B Database:</b>				
<ul style="list-style-type: none"><li>• Level of Risk: <b>Moderate Risk</b></li><li>• Businesses ranked 6 have a probability of becoming no longer viable: <b>13 %</b></li><li>• Percentage of businesses ranked 6: <b>30 %</b></li><li>• Across all US businesses, the average probability of becoming no longer viable: <b>14 %</b></li></ul>				
5	Portfolio Comparison			
<b>Compared to All US Businesses within the same MODEL SEGMENT:</b>				
<ul style="list-style-type: none"><li>• Model Segment : <b>Limited Trade Payments</b></li><li>• Level of Risk: <b>Moderate Risk</b></li><li>• Businesses ranked 5 within this model segment have a probability of becoming no longer viable: <b>10 %</b></li><li>• Percentage of businesses ranked 5 with this model segment: <b>15 %</b></li><li>• Within this model segment, the average probability of becoming no longer viable: <b>11 %</b></li></ul>				
E	Data Depth Indicator			
<b>Data Depth Indicator:</b>				
<ul style="list-style-type: none"><li>✓ Rich Firmographics</li><li>✓ Sparse Commercial Trading Activity</li><li>✗ No Financial Attributes</li></ul>				
Greater data depth can increase the precision of the D&B Viability Rating assessment.				
Company Profile	Financial Data	Trade Payments	Company Size	Years in Business
	Not Available	Available (1-2 Trade)	Large	Established



**Company Profile Details:**

- Financial Data: **Not Available**
- Trade Payments: **Available** (1-2 Trade)
- Company Size: **Large** (Employees: 50+ or Sales: \$500K+)
- Years in Business: **Established** (5+)

**Credit Capacity Summary**

This credit rating was assigned because of D&B's assessment of the company's creditworthiness. For more information, see the D&B Rating Key

D&B Rating : --

The blank rating symbol should not be interpreted as indicating that credit should be denied. It simply means that the information available to D&B does not permit us to classify the company within our rating key and that further enquiry should be made before reaching a decision. Some reasons for using a "-" symbol include: deficit net worth, bankruptcy proceedings, insufficient payment information, or incomplete history information.

Below is an overview of the company's rating history since 07-13-2000

Number of Employees Total: 85

D&B Rating	Date Applied
--	07-13-2000

Payment Activity:	(based on 1 experiences)
Highest Credit:	100
Total Highest Credit:	100

**D&B Credit Limit Recommendation**

Conservative credit Limit	10,000
Aggressive credit Limit:	40,000
Risk category for this business :	<b>MODERATE</b>



The Credit Limit Recommendation (CLR) is intended to serve as a directional benchmark for all businesses within the same line of business or industry, and is not calculated based on any individual business. Thus, the CLR is intended to help guide the credit limit decision, and must be balanced in combination with other elements which reflect the individual company's size, financial strength, payment history, and credit worthiness, all of which can be derived from D&B reports.

Risk is assessed using D&B's scoring methodology and is one factor used to create the recommended limits. See Help for details.

**Financial Stress Class Summary**

The Financial Stress Score predicts the likelihood of a firm ceasing business without paying all creditors in full, or reorganization or obtaining relief from creditors under state/federal law over the next 12 months. Scores were calculated using a statistically valid model derived from D&B's extensive data files.

The Financial Stress Class of 3 for this company shows that firms with this class had a failure rate of 0.24% (24 per 10,000), which is lower than the average of businesses in D & B's database

Financial Stress Class :





Moderately lower than average risk of severe financial stress, such as a bankruptcy or going out of business with unpaid debt, over the next 12 months.

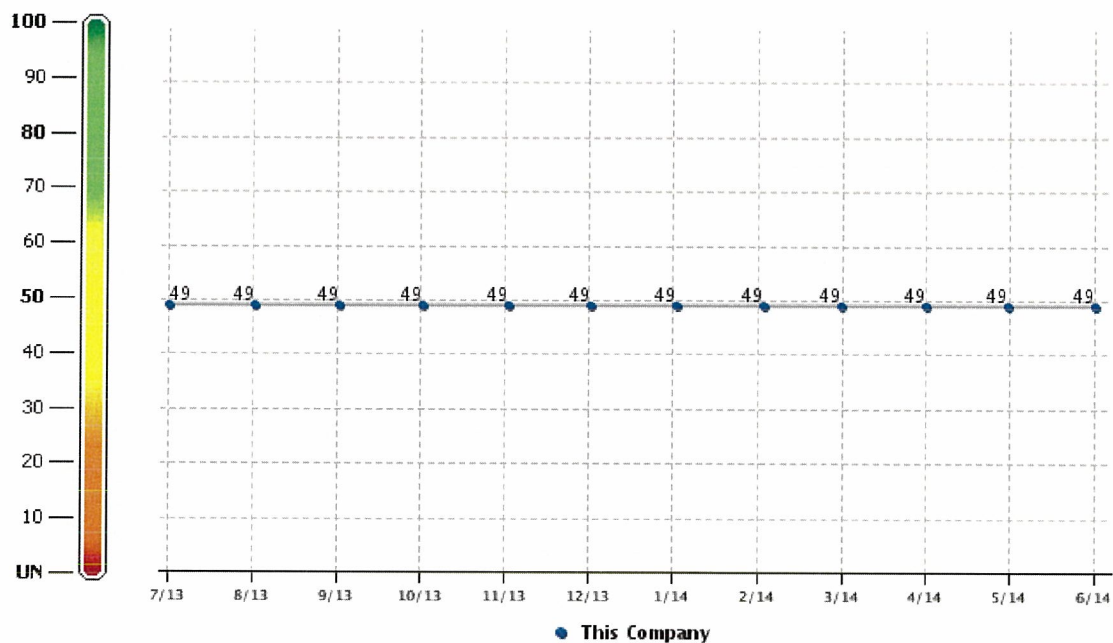
#### Probability of Failure:

Risk of Severe Financial Stress for Businesses with this Class: **0.24 %** (24 per 10,000)  
 Financial Stress National Percentile : **49** (Highest Risk: 1; Lowest Risk: 100)  
 Financial Stress Score : **1475** (Highest Risk: 1,001; Lowest Risk: 1,875)  
 Average Risk of Severe Financial Stress for Businesses in D&B database: **0.48 %** (48 per 10,000)

#### The Financial Stress Class of this business is based on the following factors:

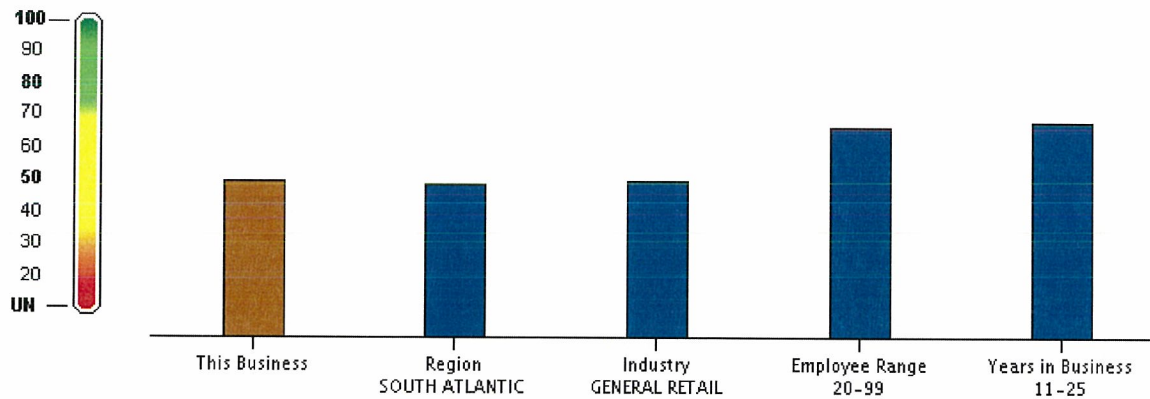
Low proportion of satisfactory payment experiences to total payment experiences.  
 Business does not own facilities.  
 Higher risk legal structure.  
 Insufficient number of payment experiences.

#### Financial Stress Percentile Trend:



#### Notes:

The Financial Stress Class indicates that this firm shares some of the same business and financial characteristics of other companies with this classification. It does not mean the firm will necessarily experience financial stress.  
 The Probability of Failure shows the percentage of firms in a given Class that discontinued operations over the past year with loss to creditors. The Probability of Failure - National Average represents the national failure rate and is provided for comparative purposes.  
 The Financial Stress National Percentile reflects the relative ranking of a company among all scorable companies in D&Bs file.  
 The Financial Stress Score offers a more precise measure of the level of risk than the Class and Percentile. It is especially helpful to customers using a scorecard approach to determining overall business performance.



Norms	National %
This Business	49
Region: SOUTH ATLANTIC	48
Industry: GENERAL RETAIL	49
Employee range: 20-99	66
Years in Business: 11-25	68

This Business has a Financial Stress Percentile that shows:

Lower risk than other companies in the same region.

Similar risk compared to other companies in the same industry.

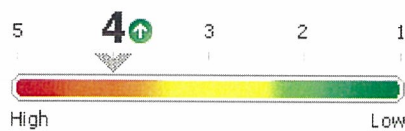
Higher risk than other companies in the same employee size range.

Higher risk than other companies with a comparable number of years in business.

### Credit Score Summary

The Commercial Credit Score (CCS) predicts the likelihood of a business paying its bills in a severely delinquent manner (91 days or more past terms), obtaining legal relief from its creditors or ceasing operations without paying all creditors in full over the next 12 months. The Credit Score class of 4 for this company shows that 9.4% of firms with this class paid one or more bills severely delinquent, which is lower than the average of businesses in D & B's database.

#### Credit Score Class :



#### Incidence of Delinquent Payment

Among Companies with this Classification: **9.40 %**

Average compared to businesses in D&Bs database: **10.20 %**

Credit Score Percentile : **20** (Highest Risk: 1; Lowest Risk: 100)

Credit Score : **472** (Highest Risk: 101; Lowest Risk: 670)

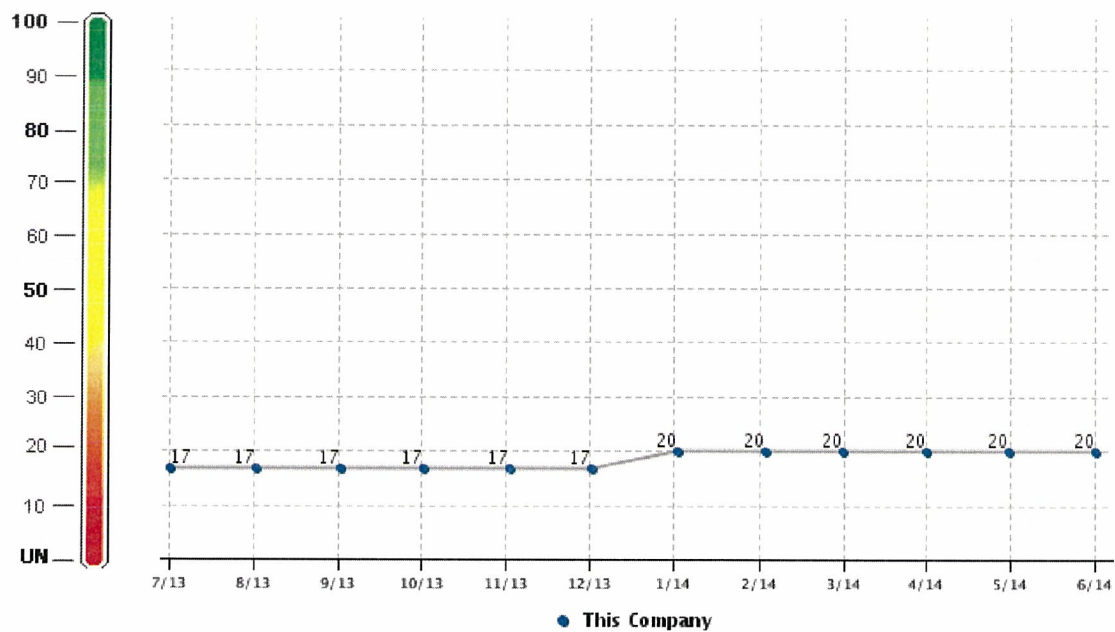
The Credit Score Class of this business is based on the following factors:

No payment experiences reported

Higher risk region based on delinquency rates for this region

Higher risk industry based on delinquency rates for this industry

Credit Score Class Percentile Trend:



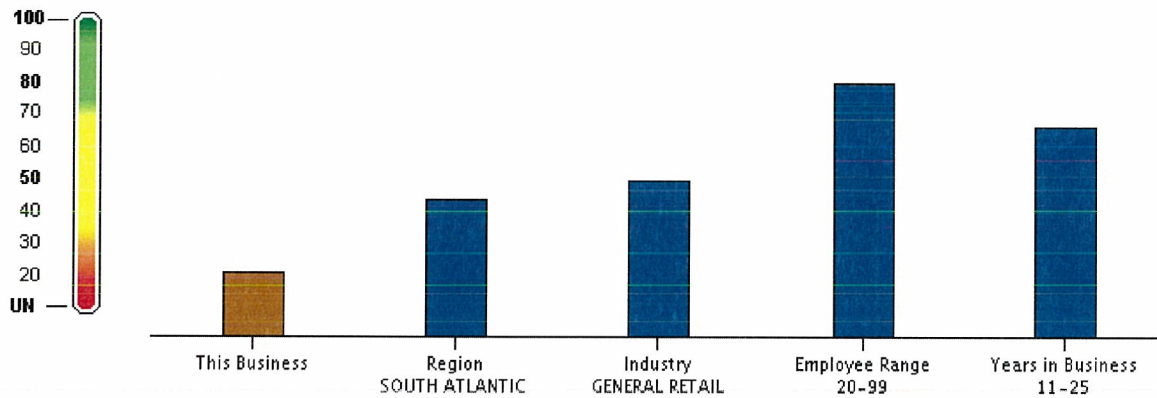
#### Notes:

The Commercial Credit Score Risk Class indicates that this firm shares some of the same business and financial characteristics of other companies with this classification. It does not mean the firm will necessarily experience severe delinquency.

The Incidence of Delinquent Payment is the percentage of companies with this classification that were reported 91 days past due or more by creditors. The calculation of this value is based on D&B's trade payment database.

The Commercial Credit Score percentile reflects the relative ranking of a firm among all scorable companies in D&B's file.

The Commercial Credit Score offers a more precise measure of the level of risk than the Risk Class and Percentile. It is especially helpful to customers using a scorecard approach to determining overall business performance.



Norms	National %
This Business	20
Region: SOUTH ATLANTIC	43
Industry: GENERAL RETAIL	49
Employee range: 20-99	80
Years in Business: 11-25	66

This business has a Credit Score Percentile that shows:

Higher risk than other companies in the same region.

Higher risk than other companies in the same industry.

Higher risk than other companies in the same employee size range.

Higher risk than other companies with a comparable number of years in business.

## Trade Payments

**D&B PAYDEX®**

Timeliness of historical payments for this company.

**Current PAYDEX is** Unavailable  
**Industry Median is** 78 Equal to 3 days beyond terms  
**Payment Trend currently is** Unavailable, compared to payments three months ago

Indications of slowness can be the result of dispute over merchandise, skipped invoices etc. Accounts are sometimes placed for collection even though the existence or amount of the debt is disputed.

<b>Total payment Experiences in D&amp;Bs File (HQ)</b>	1
<b>Payments Within Terms (not weighted)</b>	N/A
<b>Trade Experiences with Slow or Negative Payments(%)</b>	0.00%
<b>Total Placed For Collection</b>	0
<b>High Credit Average</b>	N/A
<b>Largest High Credit</b>	100
<b>Highest Now Owing</b>	0
<b>Highest Past Due</b>	0

D&B has not received a sufficient sample of payment experiences to establish a PAYDEX score. D&B receives nearly 400 million payment experiences each year. We enter these new and updated experiences into D&B Reports as this information is received. At this time, none of those experiences relate to this company.

**Payment Habits**

For all payment experiences within a given amount of credit extended, shows the percent that this Business paid within terms. Provides number of experiences to calculate the percentage, and the total credit value of the credit extended.

\$ Credit Extended	# Payment Experiences	Total Amount	% of Payments Within Terms
Over 100,000	0	0	0%
50,000-100,000	0	0	0%
15,000-49,999	0	0	0%
5,000-14,999	0	0	0%
1,000-4,999	0	0	0%
Under 1,000	0	0	0%

Based on payments collected over last 24 months.

All Payment experiences reflect how bills are paid in relation to the terms granted. In some instances, payment beyond terms can be the result of disputes over merchandise, skipped invoices etc.

**Payment Summary**

There are 1 payment experience(s) in D&Bs file for the most recent 24 months, with 0 experience(s) reported during the last three month period.

The highest **Now Owes** on file is 0. The highest **Past Due** on file is 0

Below is an overview of the company's currency-weighted payments, segmented by its suppliers primary industries:

	Total Revd (#)	Total Amts	Largest High Credit	Within Terms (%)	Days Slow <31 31-60 61-90 90> (%) (%) (%) (%)
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**Top Industries****Other payment categories**

Cash experiences	1	100	100
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Payment record unknown	0	0	0
Unfavorable comments	0	0	0
Placed for collections	0	N/A	0
<b>Total in D&amp;B's file</b>	<b>1</b>	<b>100</b>	<b>100</b>

Accounts are sometimes placed for collection even though the existence or amount of the debt is disputed.

Indications of slowness can be result of dispute over merchandise, skipped invoices etc.


#### Detailed payment history for this company

Date Reported (mm/yy)	Paying Record	High Credit	Now Owes	Past Due	Selling Terms	Last Sale Within (month)
06/13	(001)	100			Cash account	1 mo

**Payments Detail Key:** ■ 30 or more days beyond terms

Payment experiences reflect how bills are paid in relation to the terms granted. In some instances payment beyond terms can be the result of disputes over merchandise, skipped invoices, etc. Each experience shown is from a separate supplier. Updated trade experiences replace those previously reported.

## Public Filings

Currency: Shown in USD unless otherwise indicated 

### Summary

A check of D&B's public records database indicates that no filings were found for CUSTOMER ACQUISITION SPECIALISTS OF AMERICA INC at 1704 Clearwater Largo Rd , Clearwater FL .

D&B's extensive database of public record information is updated daily to ensure timely reporting of changes and additions. It includes business-related suits, liens, judgments, bankruptcies, UCC financing statements and business registrations from every state and the District of Columbia, as well as select filing types from Puerto Rico and the U.S. Virgin Islands.

D&B collects public records through a combination of court reporters, third parties and direct electronic links with federal and local authorities. Its database of U.S. business-related filings is now the largest of its kind.

### Government Activity

#### Activity summary


Borrower (Dir/Guar)	NO
Administrative Debt	NO
Contractor	NO
Grantee	NO
Party excluded from federal program(s)	NO

#### Possible candidate for socio-economic program consideration

Labour Surplus Area	N/A
Small Business	YES (2014)
8(A) firm	N/A

The details provided in the Government Activity section are as reported to Dun & Bradstreet by the federal government and other sources.

## History & Operations

Currency: Shown in USD unless otherwise indicated 

### Company Overview

**Company Name:** CUSTOMER ACQUISITION SPECIALISTS OF AMERICA INC  
**Street Address:** 1704 Clearwater Largo Rd  
Clearwater , FL 33756  
**Mailing Address:** PO Box 2574  
Clearwater FL 33757  
**Phone:** 727 692-8871  
**URL:** <http://www.casainc.net>  
**History** Is clear  
**Present management control** 15 years

### History

The following information was reported: **06/28/2014**

**Officer(s):** FUMEI MATHERS, TREAS-CFO

**DIRECTOR(S) :** THE OFFICER(S)

Business started 1999 by officers. 100% of capital stock is owned by officers.  
FUMEI MATHERS born 1962. Antecedents not available.

Business address has changed from 2717 Seville Blvd Ste 1201, Clearwater, FL, 33764 to 20505 Us Hwy 19 N, Ste 1201, Clearwater, FL, 33764.

Business address has changed from 20505 Us Hwy 19 N, Ste 1201, Clearwater, FL, 33764 to 1704 Clearwater Largo Rd, Clearwater, FL, 33756.

### Business Registration

CORPORATE AND BUSINESS REGISTRATIONS PROVIDED BY MANAGEMENT OR OTHER SOURCE

**Registered Name:** Customer Acquisition Specialist Of America Inc  
**Business type:** CORPORATION  
**Corporation type:** PROFIT  
**Date incorporated:** Sep 08 1999  
**State of incorporation:** FLORIDA  
**Filing date:** Sep 08 1999  
**Status:** ACTIVE  
**Where filed:** STATE DEPARTMENT/CORPORATION DIVISION , TALLAHASSEE , FL

### Operations

**06/28/2014**

Provides sales and marketing services in the energy industry.

**Description:** ADDITIONAL TELEPHONE NUMBER(S): Facsimile (Fax) 727 724-3562.

Terms are contractual basis. Sells to commercial concerns. Territory : United States.

**Employees:** 85 which includes officer(s).

**Facilities:** Rents premises in building.



## SIC & NAICS

### SIC:

Based on information in our file, D&B has assigned this company an extended 8-digit SIC. D&B's use of 8-digit SICs enables us to be more specific about a company's operations than if we use the standard 4-digit code.

The 4-digit SIC numbers link to the description on the Occupational Safety & Health Administration (OSHA) Web site. Links open in a new browser window.

5963 9904 Direct sales, telemarketing

### NAICS:

454390 Other Direct Selling Establishments

## Financials

Currency: Shown in USD unless otherwise indicated 

### Company Financials: D&B

### Additional Financial Data

The name and address of this business have been confirmed by D & B using available sources.

### Request Financial Statements

#### Request Financial Statements

Requested financials are provided by CUSTOMER ACQUISITION SPECIALISTS OF AMERICA INC and are not DUNSRight certified.

### Key Business Ratios

D & B has been unable to obtain sufficient financial information from this company to calculate business ratios. Our check of additional outside sources also found no information available on its financial performance.

To help you in this instance, ratios for other firms in the same industry are provided below to support your analysis of this business.

#### Based on this Number of Establishments

11

#### Industry Norms Based On 11 Establishments

	This Business	Industry Median	Industry Quartile
<b>Profitability</b>			
Return on Sales %	UN	1.2	UN
Return on Net Worth %	UN	16.6	UN
<b>Short-Term Solvency</b>			
Current Ratio	UN	1.6	UN
Quick Ratio	UN	1.0	UN
<b>Efficiency</b>			
Assets to Sales %	UN	33.8	UN
Sales / Net Working Capital	UN	10.0	UN
<b>Utilization</b>			
Total Liabilities / Net Worth (%)	UN	113.4	UN

UN = Unavailable

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BOND

Attachment

**Chief Officers**

**Background and resume information**



# JAMES MATHERS

1255 Cleveland St, Ste 400 ☐ Clearwater, FL 33755 ☐ (727) 724-5811 ☐

[jmathers@consumerenergysolutions.com](mailto:jmathers@consumerenergysolutions.com) ☐ Born: Mt. Clemens, Michigan, USA

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## EXECUTIVE SUMMARY

### COMMITMENT | LEADERSHIP | INTEGRITY

A proven visionary and strategic leader that translates business strategies into maximum profits commensurate with the best interest of shareholders, customers, employees, and the public. Our company's mission is to be the most effective Brokering agent available to the competitive energy market.. To support that mission, the owners bring over 30 years of sales experience to our clients. Our ability to tap into the commercial natural gas and electric market and attract energy consumers to choose a new supplier in the deregulated markets is a proven commodity. We focus our talents in one direction: acquiring retail energy customers delivering high quality service. By employing well-trained representatives and using proven sales and customer service techniques, we achieve that goal on a daily basis.

### AREAS OF EXPERTISE

- |                                  |                                |                               |
|----------------------------------|--------------------------------|-------------------------------|
| ▪ Strategic / Tactical Planning  | ▪ Business Development         | ▪ Deregulated Electric Market |
| ▪ Deregulated Natural Gas Market | ▪ Operations Management        | ▪ Regulatory Compliance       |
| ▪ Marine Engineering             | ▪ Marketing & Sales Management | ▪ Mechanical Engineering      |

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## PROFESSIONAL EXPERIENCE

CONSUMER ENERGY SOLUTIONS, INC. - CLEARWATER, FL

1999- PRESENT

### EXECUTIVE VICE PRESIDENT

Organized and co-founded a profitable electricity and natural gas brokering company which participates in numerous jurisdictions where a competitive market exists. Brings over eleven years of electric experience from a technical and managerial perspective

- Led senior management business-level discussion and decisions involving business vision and strategy, enterprise-level decisions, standardization of best practices, and project governance oversight.
- Managed administrative, legal, and financial functions for both the electric and natural gas divisions of Consumer Energy Solutions, Inc.
- Conducted regular risk assessments and quality assurance reviews to evaluate compliance with regulatory requirements and to identify potential gaps in policies, procedures and business processes.

CHIROPRACTORS CLINIC, INC. - BREMERTON, WA

1993-1999

### EXECUTIVE DIRECTOR

- Responsible for marketing, promotion and quality of service
- Oversaw staff and was responsible for managerial decisions on a daily basis

### ACHIEVEMENTS:

- Oversees on a daily basis the operations of a nationwide retail electricity and natural gas brokering company for over eleven years.
- Improved supplier and utility partnered relationships.
- Commissioned as ensign in the US Navy Submarine Service
- Served on the USS Flying Fish
- Honorably Resigned from the US Navy - May 1988

CONTINUED ...

- Licensed as a mechanical engineer by the State of Maryland, 1988 – Present
- Co-Founded Consumer Energy Solutions with Patrick Clouden in 1999

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**EDUCATION**

**MARYVILLE HIGH SCHOOL**  
HIGH SCHOOL DEGREE

**UNITED STATES NAVAL ACADEMY – ANNAPOLIS, MD – 1979-1983**  
Bachelors of Science in Marine Engineering

# Patrick Clouden

President Consumer Energy Solutions, Inc  
1255 Cleveland St, Ste 400 ☐ Clearwater, FL 337  
☐ (727) 724-5811 ☐  
[pclouden@consumerenergysolutions.com](mailto:pclouden@consumerenergysolutions.com)  
Website: [www.consumerenergysolutions.com](http://www.consumerenergysolutions.com)

Born: Buffalo, NY, United States of America

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## EXECUTIVE SUMMARY

### COMMITMENT | LEADERSHIP | INTEGRITY

#### Objective

To make Consumer Energy Solutions, Inc. the North American leader in the deregulated energy market by focusing on customer service, regulatory compliance, proven sales and marketing strategies, as well as fiscal discipline.

#### Technical and Managerial Experience

- Over eleven years' experience in the deregulated electricity market
- Over eleven years' experience in the deregulated natural gas market
- Extensive experience in regulatory compliance, legal affairs, customer acquisition and retention
- Day-to-Day managerial, financial, and compliance officer of multi-jurisdictional electricity and natural gas brokering firm.

#### Education

<b>High School Diploma</b>	West Seneca East High School, West Seneca NY
<b>Bachelor's Degree</b> <i>Business Management</i>	Canisius College, Buffalo New York

#### Current Employment

<b>President &amp; CEO</b> 1999 – Current.	Consumer Energy Solutions, Inc.
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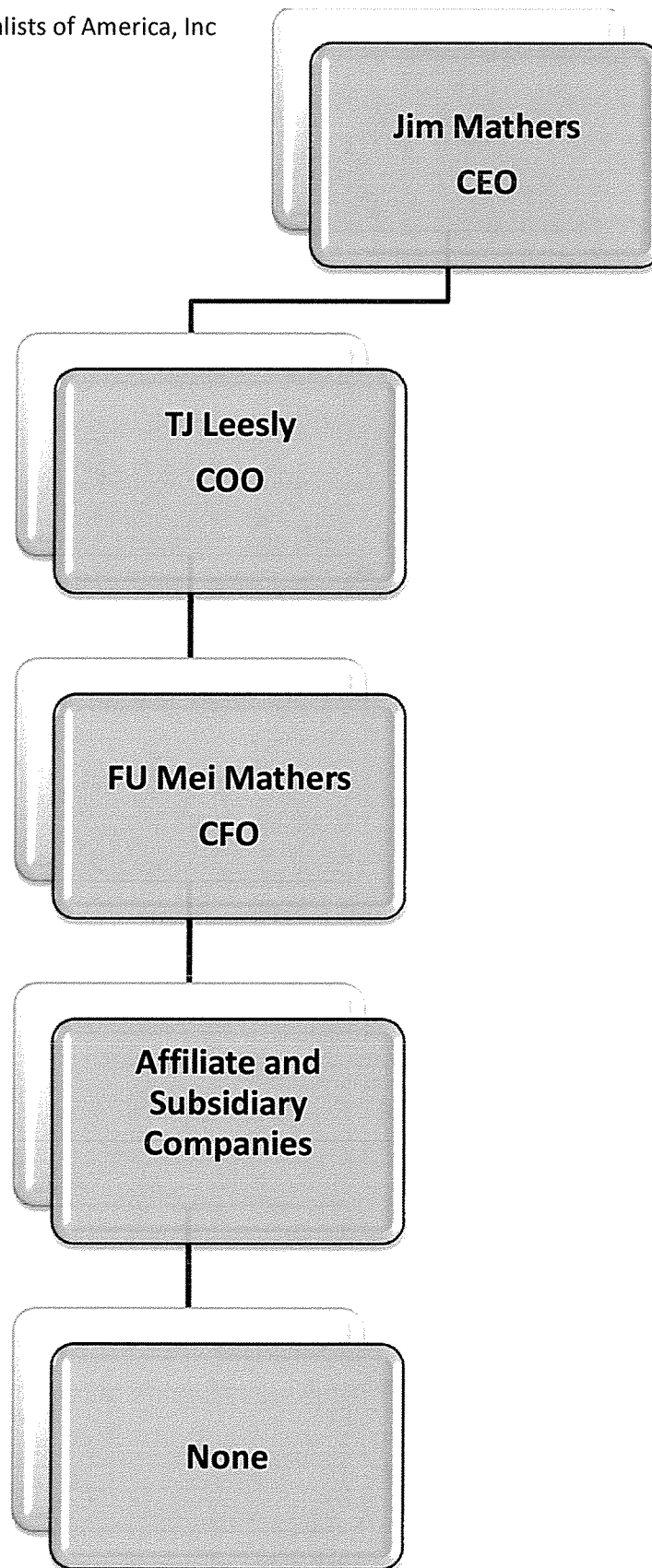
*Our company's mission is to be the most effective Brokering agent available to the competitive energy marketing industry. To support that mission, the owners bring over 30 years of sales experience to our clients. Our ability to tap into the commercial natural gas and electric market and attract energy consumers to choose a new supplier in the deregulated markets is a proven commodity. We focus our talents in one direction: acquiring energy customers and providing the highest quality customer service to those clients. By employing well-trained representatives and using proven sales and customer service techniques, we achieve that goal on a daily basis. I personally bring over eleven years of experience in the deregulated electricity market enabling our company to properly position itself in the competitive retail market while remaining fully compliant with all applicable state and federal regulatory requirements.*

#### Work History

<b>President &amp; CEO</b> 1999 - Present	Consumer Energy Solutions, Inc.
<b>President &amp; CEO</b>	Least Cost Routing, Inc.

Attachment

## **Organizational Chart**



Attachment

**Technical and Managerial Capability**

COMPANY EXPERIENCE

See attached Documents

CASA, INC

Company History – See attached

Length of time in business of Gas and Electric Markets

Broker Marketer to all customer levels, commercial, industrial, residential





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## **OUR MISSION**

Our mission is to be the most effective Brokering agent available to the energy marketing industry and to help the consumer manage their energy costs through effective energy purchasing strategies in small retail, commercial into, and including industrial, large commercial and renewable energy resources as they come available.

## **OVERVIEW**

Since 1999, CASA has acquired more than 2 million residential and commercial energy customers in Ohio, Pennsylvania, New York, New Jersey, Illinois, Michigan, Kentucky, Texas, California, Connecticut, Florida, Maine, New Hampshire, Massachusetts, Ontario and Georgia.

CASA has operated in more than 30 major utilities, representing over 125 million customers.

### **COMMERCIAL & INDUSTRIAL PROGRAMS...**

Commercial and Industrial customers have special needs, are more market savvy, and have more defined buying models. Enrolling these customers is a more involved process. With over five years experience, CASA's sales professionals understand the special needs of this market segment. Our expertise is in explaining the choices available to the right decision makers.

### **RESIDENTIAL PROGRAMS...**

Historically, residential accounts have the highest loyalty index. They are generally unaware of energy deregulation. Their needs are simple and their time is precious. CASA is skilled at reaching these millions of individual households. We believe that educating the residential consumer about their choice of supplier will led to effective sales.



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## OUR EXECUTIVES

TO SUPPORT OUR MISSION, THE OWNERS BRING OVER 30 YEARS OF SALES EXPERIENCE TO OUR CLIENTS AND CUSTOMERS, WITH 11 YEARS DIRECTLY RELATED TO THE ENERGY MARKETS IN BOTH GAS AND ELECTRIC. BY EMPLOYING WELL-TRAINED REPRESENTATIVES, STRINGENT POLICIES RELATED TO THE INDUSTRY RULES, EFFECTIVE MANAGEMENT, AND SALES TECHNIQUES, CASA GUARANTEES A DEGREE OF EXCELLENCE IN THE FIELD WHICH SUPPORTS OUR EFFORTS IN SUCCESSFULLY ATTAINING OUR MISSION GOALS.



Jim Mathers

**President  
Jim Mathers**

With over five years of experience in retail energy sales, Jim has built a large group of professional energy sales representatives. Jim has always been hands on in his role within CASA, from forming the initial sales teams, training employees, and seeing to the implementation of the licensing, and regulations necessary in the Energy Markets, and continues to play an active role in those areas today

After receiving his Marine Engineering degree from the U.S. Naval Academy in 1983, Jim drove and built nuclear submarines for the U.S. Navy until 1990. He was licensed as a Professional Engineer in 1989. Leaving the field of engineering in 1990, Jim took over the training and management of the direct-sales force at East Cost Promotions, the leading marketing firm for

We accomplish our goals by continuous research into the energy markets around the country. CASA has built over the last 11 years a successful team of Sales Managers and Sales Consultants



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who are well educated in the Energy Supplier services industry. CASA is proud to serve the industry and its customers in maintaining and ensuring a degree of excellence and competence by training all those who work within CASA on the important issues in the Energy Supplier Industry to provide the best services possible.

## **TECHNICAL SKILLS AND INTERNAL PROCEDURES**

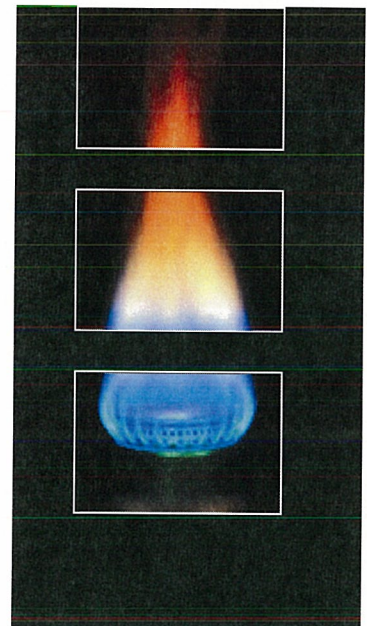
Our sales training, state of the art customer verification and quality control standards have made us a trusted partner to many energy marketers who wanted to outsource their residential and commercial customer acquisition.

### **1. Rigorous Sales Training**

Each new sales rep is fully trained on our client's procedures and apprenticed to ensure success. Our policies must be adhered to or the sales rep can be terminated. All employees who will have contact with the public are trained in the Energy Industry basics and then, are trained specific to each program it offered to the consumer with the program patters and guidelines.

### **2. Carefully Controlled Sales**

All offers, promotional materials and call scripts are reviewed and







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approved in advance by our clients. Our conservative approach ensures that we use no hidden "gimmicks" to procure customers. All new accounts have a full understanding of what they are enrolling in.

**3. Dedicated Sales Force**

Our staff is paid well to do one thing - add to our record of satisfied energy customers. Once we begin a sales and marketing campaign, we are dedicated to making that campaign a complete success for our client and for the customers we contact.

**4. Thorough Quality Control Procedures**

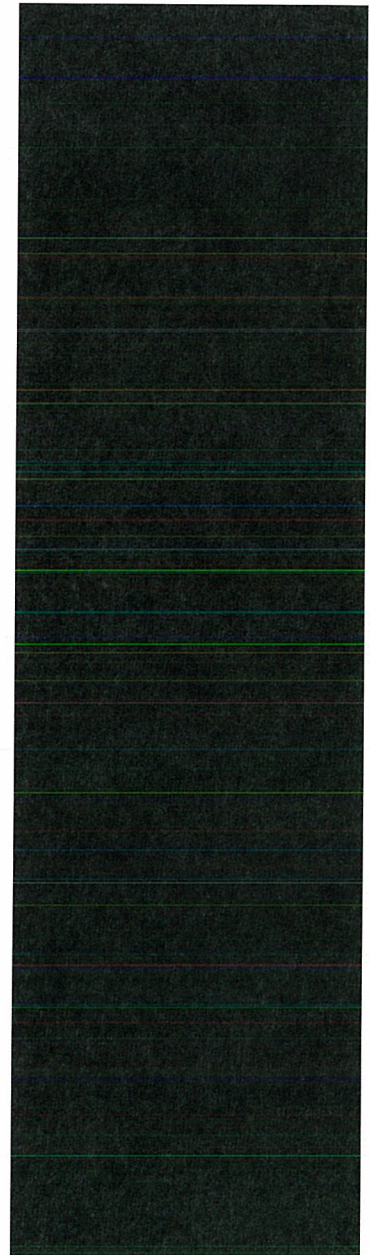
We monitor all sales reps closely to maintain high quality calls and to ensure proper client representation and brand protection. Our systems enable our clients to remotely monitor any out-going calls.

**5. Independent Customer Verification**

We use an independent company for a third party digitally recorded verification of each account that wants to enroll with our client. These recordings are available at any time for instant access by Customer Service.

**6. Do Not Call Laws and strict adherence to Regulatory Rules**

We understand these laws and have a zero tolerance policy. We are registered with State and Federal "do not call" registries and comply fully with all guidelines established for the industry.





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## **INTERNAL PROCEDURES**

### **TECHNICAL CAPABILITIES :**

Customer Acquisition Specialists of America established in 2001 and in conjunction with its sister company Consumer Energy Solutions, Inc has a successful 10 year track record in the industry as an agent for Suppliers and as a broker/marketer licensed in and serving the Energy Supplier Markets in Pennsylvania, Maryland, Maine, New Hampshire, Rhode Island, New Jersey, Massachusetts, Connecticut, Ohio, Illinois, and Texas.

Neither CASA, nor any of its affiliated interests have been denied approval by a State Commission to sell electricity to Retail Electric Consumers or has had its authority revoked in the Gas and Electric markets it serves.

Customer Acquisition Specialists of America has established the successful patterns necessary in the industry to monitor and control the entire business life cycle and the quality of its outreach to fulfill its duties in serving the Suppliers and in keeping with the industry's State Regulatory Rules and important issues in the following ways;

1. CASA maintains a Customer Service department dedicated to quickly resolve any customer questions or complaints that may occur with its own dedicated call lines and customer service representatives.
2. Company disciplinary procedures and implementation of those procedures are also keyed to the industry and designed from the view of complete professionalism on the part of every company employee.





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3. CASA 's operating procedures comply to regulations through recorded calls, and through routine and daily call monitoring from its Quality Control Department, in maintaining an assurance of Supplier related and industry standards in its marketing activities.
  4. In addition to the above, CASA uses a third party verification company to verify all its offers and acceptances of offers from the consumers who wish to take advantage of the energy programs they are informed of. The verification service employs recorded verification procedures which are then provided to CASA for its obligations in record keeping management of all marketing calls.
  5. CASA maintains an advanced IT Department to enable it to effectively reach, monitor and maintain its internal record keeping obligations, as well as custom designed programs to monitor and track all aspects of the business life cycle involved.
- 
6. Lastly CASA retains a dedicated Corporate Regulatory Assistant, who in liaison with the company attorneys, monitors, tracks, and keeps its licensing and other obligations as an industry supplier current in each of the states it operates in, as well as assists and coordinates with company executives, and managers regarding the internal procedures to track and ensure correct handling of marketing related regulations and rules as applicable to such items as , Do Not Call lists, Slamming prohibitions, and any other items related to regulations and offers ,as the various individual program offers from suppliers are implemented and presented to the consumer.

CASA has takes pride in itself as a company to effectively serve the Energy Industry in the current retail and commercial markets and through diligent attention to detail has created itself as



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a model to serve future markets in existing and emerging resources in renewable energy and biotechnologies as they become available.

**CLIENT SUCCESSES...**

"CASA has done an outstanding job helping us expand our customer base over the past several years. In addition to being highly effective and thoroughly professional, their understanding of the deregulated energy industry is directly reflected in the quality of the customers that have enrolled with us. Their internal policies on compliance are so effective that there wasn't a single regulatory complaint from the first one million calls they made on our behalf in New Jersey. CASA is a vital part of our marketing team and will undoubtedly remain so well into the future."

