



December 16, 2024

**Secretary to the Commission**

New York State Public Service Commission  
Agency Building 3  
Albany, NY 12223-1350

Dear Hon. Michelle L. Phillips,

I am writing to formally submit my application for a New York State Energy Consultant License. Enclosed are all the required documents and forms necessary to process our request. As a professional committed to providing quality service in the energy industry, I am eager to contribute to New York's dynamic market by adhering to all regulations set forth by the Public Service Commission.

Should you require any further information or documentation, please do not hesitate to contact us at (516) 462-1394 or via email at [Info@garnetenergygroup.com](mailto:Info@garnetenergygroup.com).

Thank you for your time and consideration. I look forward to your positive response and the opportunity to serve as a licensed broker in the state of New York.

Sincerely,

Eli Borochov,

*Eli Borochov*

CEO  
Garnet Energy Group



# Department of Public Service

## ENERGY BROKER AND ENERGY CONSULTANT REGISTRATION FORM

Pursuant to the Public Service Commission's Order Adopting Energy Broker and Energy Consultant Registration Requirements in Case 23-M-0106 and the Uniform Business Practices edits adopted in that order, Energy Brokers<sup>1</sup> and Consultants<sup>2</sup> are required to submit this form. Direct Employees of an Energy Broker or Energy Consultant are not required to submit this form as long as a registered Energy Broker or Energy Consultant is responsible for ensuring compliance.

**FILL OUT AND SUBMIT THIS FORM IN MATTER 23-01227  
IN THE MATTER OF REGISTRATION FOR ENERGY  
BROKERS AND CONSULTANTS<sup>3</sup>**

(Attach additional sheets as necessary)

### **1. Business Information**

Business Name: GARNET ENERGY GROUP LLC

Address: 244 Madison Avenue Suite #1172 New York, NY 10016

City: New York State: NY Zip 10016

Telephone: (516) 462-1394 Website: www.garnetenergygroup.com

<sup>1</sup> Energy Broker is defined within the UBP as "A non-utility entity that performs energy management or procurement functions on behalf of customers or ESCOs, and (1) that assumes the contractual and legal responsibility for the sale of electric supply service, transmission or other services to end-use retail customers, but does not take title to any of the electricity sold, and does not make retail energy sales to customers, or (2) that assumes the contractual and legal obligation to provide for the sale of natural gas supply service, transportation or other services to end-use retail customers, but does not take title to any of the natural gas sold, and does not make retail energy sales to customers."

<sup>2</sup> Energy Consultant is defined with in the UBP as "any person, firm, association or corporation who acts as broker in soliciting, negotiating or advising any electric or natural gas contract, or acts as an agent in accepting any electric or natural gas contract on behalf of an ESCO."

<sup>3</sup> Instructions on registering and filing are available at

<https://dps.ny.gov/dmm-help-electronic-filing-registration-instructions>

If you intend to market your services under a DBA, provide a copy of your certificate of assumed name and list the name(s) here: \_\_\_\_\_

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Type of Provider:

Energy Broker  Energy Consultant  Both

Nature of business being conducted:

Type of customers: (Check all that apply)

Residential  Large Commercial   
Industrial  Small Commercial

Provide the contact information for any affiliates conducting energy-related business (including subsidiaries and parent corporations) within New York State or elsewhere.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Provide the contact information for any parent company or other corporate entity with an ownership interest of 10 percent or more of the registrant:

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

During the previous 36 months, have any criminal or regulatory sanctions been imposed on the registrant, any senior officer of the registrant, any corporate entity with corporate entity with an ownership interest of 10 percent or any energy affiliates listed above?

Yes \_\_\_\_\_

No  \_\_\_\_\_

If yes, identify the entities or individuals subject to sanctions and provide a detailed explanation of the sanctions:

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Disclose any decisions or pending escalated regulatory actions in other states that affect the registrant's ability to operate in that state, such as suspension, revocation, or limitation of operating authority:

None. \_\_\_\_\_

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List and describe any current formal investigations involving the registrant being conducted by law enforcement or regulatory entities:

None. \_\_\_\_\_

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List and explain any acquisitions, mergers, dissolutions, or bankruptcy involving the registrant that occurred in the previous 36 months:

None. \_\_\_\_\_

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List and describe of any security breaches associated with customer proprietary information in the last 36 months that involved the registrant, including a thorough description of the actions taken in response to any such instances:

None.

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List all states in which the registrant has received authority to sell/broker services within the past 36 months. Indicate whether the registrant is actively providing services or not:

State: \_\_\_\_\_ Status: \_\_\_\_\_ Date Issued: \_\_\_\_\_  
State: \_\_\_\_\_ Status: \_\_\_\_\_ Date Issued: \_\_\_\_\_

List all states in which registrant or its affiliates has been denied approval and/or had authority revoked:

None.

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List all municipalities in which the registrant will be performing door-to-door marketing activities in New York State. Further provide an attachment including all municipality permits obtained by the registrant.

No door-to-door marketing.

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## 2. Contact Information

The contacts listed below must be direct contacts for individuals, not for a shared mailbox or general phone number.

Executive Contact (Owner, CEO, or Executive responsible for New York service)

Name and Title: Eli Borochov, CEO

Address: 244 Madison Avenue Suite #1172

City: New York State: NY Zip: 10016

Telephone: (516) 462-1394 Fax:

Email Address: [eborochov@garnetenergygroup.com](mailto:eborochov@garnetenergygroup.com)

Regulatory Contact (Individual(s) Responsible for Ensuring Compliance with Regulatory Requirements)

Name and Title: Noah Isaacs, COO

Address: 244 Madison Avenue Suite #1172

City: New York State: NY Zip: 10016

Telephone: (516) 462-1394 Fax: \_\_\_\_\_

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Email Address: [nisaacs@garnetenergygroup.com](mailto:nisaacs@garnetenergygroup.com)

Marketing Contact (Individual(s) Responsible for Responding to Consumer Inquiries and Complaints)

Name and Title: Noah Isaacs, COO

Address: 244 Madison Avenue Suite #1172

City: New York State: NY Zip: 10016

Telephone: (516) 462-1394 Fax:

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nisaacs@garnetenergygroup.com

### **3. Additional Requirements (Required for New Registrants)**

- A sample standard Agreement between the Energy Broker or Energy Consultant and the customer;
- Sample forms of the notices sent upon assignment of sales agreements, discontinuance of service, or transfer of customers to other providers;
- Procedures used to obtain customer authorization for access to a customers' historic usage or credit information;
- Information on the methods by which the applicant intends to market energy products and services;
- Sample copies of informational and promotional materials that the applicant uses for mass marketing purposes;
- Sample disclosures of compensation;
- Proof of registration with the New York State Department of State or proof of an assumed name certificate (DBA) filed with the county clerk;
- Proof of registration to act as a marketer in any municipality where such registration is required;
- An annual \$500 registration fee;
- Proof of an irrevocable standby letter of credit held with a reputable financial institution that identifies that Department as the beneficiary in the amount of:
  - \$100,000 for registering Energy Brokers; and
  - \$50,000 for registering Energy Consultants;
- A completed Service Provider Contact Form, which can be found here, identifying the Energy Broker or Energy Consultant's employee(s) responsible for resolving consumer complaints received by the Department and referred to the Energy Broker or Energy Consultant

### **4. Signature**

The person signing this application attests to the following: that she or he is an owner, partner, or officer of the business named on this registration package, the answers and materials contained in this registration package are true and the registration package submitted is complete and accurate. An Energy Broker or Consultant that knowingly makes false statements in this registration package is subject to denial or revocation of eligibility.

Signature: Noah Isaacs Print Name: Noah Isaacs  
Title: COO Date: \_\_\_\_\_  
Company Name: GARNET ENERGY GROUP LLC

**Additional Requirement #1- A Sample standard Agreement between the Energy Broker  
or Energy Consultant and the customer;**



## Engagement Agreement

This Engagement Agreement grants permission for Garnet Energy Group LLC ("GEG") to represent ["Client" or "You"] in negotiating the procurement of electricity supply from licensed energy suppliers. Garnet Energy Group will create a Request for Proposal (RFP) to be distributed to suppliers to gather competitive electricity supply offers for your organization, considering your risk profile, budget, and future objectives. Additionally, Garnet Energy Group will obtain current and prior electricity supply contracts from suppliers, if necessary. After the sourcing process, GEG will deliver a comprehensive report detailing our findings, including current market conditions and expert recommendations.

By signing this Agreement, you authorize Garnet Energy Group as your exclusive representative in the electricity procurement process. GEG will remain neutral in its supplier selection and will not represent any specific energy supplier. You agree to supply GEG with all relevant documentation and data necessary to facilitate the procurement process, as well as any additional information that GEG may reasonably request to provide its services.

You understand that the fees charged by Garnet Energy Group for its services are incorporated into your electricity contract rate. These fees will be collected by the electricity supplier on your behalf and passed through to GEG for its efforts in assisting with the procurement process. You are under no obligation to accept any of the offers provided by Garnet Energy Group.

The client acknowledges that all services and deliverables provided by Garnet Energy Group are "as is," with no expressed or implied warranties, including, but not limited to, the implied warranties of merchantability or fitness for a particular purpose. The client is solely responsible for evaluating any services received from suppliers and for ensuring the proper use of these services in accordance with industry standards.

Garnet Energy Group disclaims any responsibility or liability for the actions, omissions, or financial stability of the electricity supplier. The client assumes all risks associated with accepting and using energy services provided by suppliers. This engagement does not constitute a contract for energy supply. The energy supply will be governed solely by a separate agreement entered into between the client and the supplier.

This authorization may be terminated at any time by contacting customer service at [customercare@garnetenergygroup.com](mailto:customercare@garnetenergygroup.com) or calling (516) 462-1394. However, the terms of this engagement will remain in effect for the duration of any energy supply contract established through this process.

**Garnet Energy Group LLC**

[\_\_\_\_\_]

**By:** \_\_\_\_\_

**By:** \_\_\_\_\_

**Print:** \_\_\_\_\_

**Print:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Garnet Energy Group LLC  
244 Madison Avenue Suite #1172  
New York, NY 10016  
(516) 462-1394  
[info@garnetenergygroup.com](mailto:info@garnetenergygroup.com)

**Additional Requirement #2- Sample forms of the notice sent upon assignment of sales agreements, discontinuance of service, or transfer of customers to other providers.**

**Garnet Energy Group Response:** Garnet Energy Group LLC does not provide forms upon assignment of sales agreements, discontinuance of service, or transfer of customers to other providers. The contracted supplier will provide these notices.

**Additional Requirement #3- Procedures used to obtain customer authorization for access to a customers' historic usage or credit information;**

**Garnet Energy Group Response:** The customer is required to sign a LOA (Letter of Authorization), authorizing the release of historical usage information and credit information to the required party.

**Additional Requirement #4- Information on the methods by which the applicant intends to market energy products and services;**

**Garnet Energy Group Response:** Garnet Energy Group LLC is not currently marketing in New York and does not plan to perform any mass marketing activities. Our business is all referral and relationship based.

**Additional Requirement #5- Sample copies of informational and promotional materials that the applicant uses for mass marketing purposes;**

**Garnet Energy Group Response:** Garnet Energy Group LLC does not engage in mass marketing and does not publish any marketing materials for mass distribution purposes.

**Additional Requirement #6- Sample disclosures of compensation.**

**Garnet Energy Group Response:** Garnet Energy Group LLC's compensation will be disclosed on every supplier agreement entered into between the supplier and customer.

**Additional Requirement #7- Proof of registration with the New York State Department of State or proof of an assumed name certificate (DBA) filed with the county clerk;**



# Department of State

## Division of Corporations

### Entity Name History

[Return to Results](#)[Return to Search](#)

#### Entity Details

**ENTITY NAME:** GARNET ENERGY GROUP LLC**DOS ID:** 7464652**FOREIGN LEGAL NAME:****FICTITIOUS NAME:****ENTITY TYPE:** DOMESTIC LIMITED LIABILITY COMPANY**DURATION DATE/LATEST DATE OF DISSOLUTION:****SECTION OF LAW:** LIMITED LIABILITY COMPANY LAW - 203 LIMITED LIABILITY COMPANY LAW - LIMITED LIABILITY COMPANY LAW**ENTITY STATUS:** ACTIVE**DATE OF INITIAL DOS FILING:** 11/14/2024**REASON FOR STATUS:****EFFECTIVE DATE INITIAL FILING:** 11/14/2024**INACTIVE DATE:****FOREIGN FORMATION DATE:****STATEMENT STATUS:** CURRENT**COUNTY:** ALBANY**NEXT STATEMENT DUE DATE:** 11/30/2026**JURISDICTION:** NEW YORK, UNITED STATES**NFP CATEGORY:**[ENTITY DISPLAY](#)[NAME HISTORY](#)[FILING HISTORY](#)[MERGER HISTORY](#)[ASSUMED NAME HISTORY](#)[Search](#)**File Date****Document Type****Entity Name****File Number**

11/14/2024

ARTICLES OF ORGANIZATION

GARNET ENERGY GROUP LLC

241114002844

**Additional Requirement #8- Proof of registration to act as a marketer in any municipality where such registration is required;**

**Garnet Energy Group Response:** Garnet Energy Group LLC does not engage in marketing activities in municipalities where registration is required. Therefore, no such registration is applicable.

**Additional Requirement #9- An annual \$500 registration fee;**

**Garnet Energy Group Response:** The non-refundable \$500 registration fee was mailed to the Department of Public Service, Attn: Finance and Budget Section

**Additional Requirement #10- Proof of an irrevocable standby letter of credit held with a reputable financial institution that identifies that Department as the beneficiary in the amount of : \$100,000 for registering Energy Brokers; and \$50,000 for registering Energy Consultants;**

**Garnet Energy Group Response:** At this time, energy brokers and/or consultants are not required to provide financial accountability as part of their registration package.

**Additional Requirement #11- A completed Service Provider Contact Form, which can be found here, identifying the Energy Broker or Energy Consultant's employee(s) responsible for resolving consumer complaints received by the Department and referred to the Energy Broker or Energy Consultant**



**New York State Public Service Commission**  
Office of Consumer Services  
Service Provider Contact Information

Completed forms should be submitted to OCS.OPERATIONS@DPS.NY.GOV

Date 12/2/2024

Company Name Garnet Energy Group LLC

Service Type (Check all that apply): **Gas**  **Elec**  **ESCO**  **Cable TV**   
**Water**  **ILEC**  **CLEC**  **Toll Only**  **Other** \_\_\_\_\_

**President** Eli Borochov  
Mailing Address 244 Madison Avenue Suite #1172  
New York, NY 10016  
Email Address eborochov@garnetenergygroup.com  
Phone Number (516) 462-1394 Fax Number \_\_\_\_\_

**Vice President / Director of Customer Service** Noah Isaacs  
Mailing Address 244 Madison Avenue Suite #1172  
New York, NY 10016  
Email Address nisaacs@garnetenergygroup.com  
Phone Number (516) 462-1394 Fax Number \_\_\_\_\_

**Primary Regulatory Complaint Manager** Noah Isaacs  
Mailing Address 244 Madison Avenue Suite #1172  
New York, NY 10016  
Email Address nisaacs@garnetenergygroup.com  
Phone Number (516) 462-1394 Fax Number \_\_\_\_\_

**Secondary Regulatory Complaint Manager** \_\_\_\_\_  
Mailing Address 244 Madison Avenue Suite #1172  
New York, NY 10016  
Email Address eborochov@garnetenergygroup.com  
Phone Number (516) 462-1394 Fax Number \_\_\_\_\_

**The PSC electronically transmits consumer complaints to service providers. You must identify a fax number and/or an email address box that is shared by a group of people. (NOTE: WE WILL NOT SEND COMPLAINTS TO PERSONAL EMAIL ADDRESSES. A SHARED EMAIL ADDRESS MUST BE IDENTIFIED OR THE TRANSMISSION WILL DEFAULT TO THE FAX NUMBER) Please identify the address/es to which we should transmit our complaints:**

Email: customercare@garnetenergygroup.com Fax: \_\_\_\_\_