



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.

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 Borochoy,

Eli Borochoy

CEO

Garnet Energy Group

244 Madison Avenue Suite #1172
New York, NY 10016



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 Brokers¹ and Consultants² 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 CONSULTANTS³

(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

¹ 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."

² Energy Consultant is defined within 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."

³ 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: _____

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 x _____

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

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.

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

None.

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

None.

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.

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: _____
State: _____	Status: _____	Date Issued: _____
State: _____	Status: _____	Date Issued: _____
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.

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.

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 Borochoy, CEO

Address: 244 Madison Avenue Suite #1172

City: New York State: NY Zip: 10016

Telephone: (516) 462-1394 Fax:

Email Address: eborochoy@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:

Email Address: 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:

Email Address: 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 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

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

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Entity Details

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ENTITY NAME: GARNET ENERGY GROUP LLC

FOREIGN LEGAL NAME:

ENTITY TYPE: DOMESTIC LIMITED LIABILITY COMPANY

SECTIONOF LAW: LIMITED LIABILITY COMPANY LAW - 203 LIMITED LIABILITY COMPANY LAW - LIMITED LIABILITY COMPANY LAW

DATE OF INITIAL DOS FILING: 11/14/2024

EFFECTIVE DATE INITIAL FILING: 11/14/2024

FOREIGN FORMATION DATE:

COUNTY: ALBANY

JURISDICTION: NEW YORK, UNITED STATES

DOS ID: 7464652

FICTITIOUS NAME:

DURATION DATE/LATEST DATE OF DISSOLUTION:

ENTITY STATUS: ACTIVE

REASON FOR STATUS:

INACTIVE DATE:

STATEMENT STATUS: CURRENT

NEXT STATEMENT DUE DATE: 11/30/2026

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

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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 Borochoy
Mailing Address 244 Madison Avenue Suite #1172
New York, NY 10016
Email Address eborochoy@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 eborochoy@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:** _____