



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: Good Energy, L.P.

Address: 232 Madison Avenue, Third Floor

City: New York State: NY Zip: 10016

Telephone: 212-792-0222 Website: www.GoodEnergy.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: N/A

Type of Provider:

REDACTED

Nature of business being conducted:

Type of customers: (Check all that apply)

REDACTED

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

Business Name: N/A

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: Good Offices Technology Partners LLC

Contact Name: Maximilian Hoover

Address: 232 Madison Avenue, Third Floor

City: New York State: NY Zip: 10016

Telephone: REDACTED Fax: 800-903-7703

Email Address: REDACTED

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:

N/A

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:

Good Energy, L.P. does not have any decisions or pending escalated regulatory actions in other states.

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

Good Energy, L.P. does not have any current formal investigations being conducted by law enforcement or regulatory entities.

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

Good Energy, L.P. does not have any any acquisitions, mergers, dissolutions, or bankruptcy that occurred in the previous 36 months.

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:

Good Energy, L.P. does not have any security breaches associated with customer proprietary information in the last 36 months.

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: _____	See ATTACHMENT A
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:



List all municipalities in which the registrant is serving in New York State. Further provide an attachment including all municipality permits obtained by the registrant.

Good Energy does not sell to residents within a municipality, therefore registration/permit is required.

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: Maximilian Hoover - Manager

Address: 232 Madison Avenue, Third Floor

City: New York State: NY Zip: 10016

Telephone: REDACTED Fax: 800-903-7703

Email Address: REDACTED

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

Name and Title: Jean Ketchandji - Director, Pricing & Operations

Address: 232 Madison Avenue, Third Floor

City: New York State: NY Zip: 10016

Telephone: REDACTED Fax: 800-903-7703

Email Address: REDACTED

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

Name and Title: Jeff Feith - National Marketing Manager

Address: 232 Madison Avenue, Third Floor

City: New York State: NY Zip: 10016

Telephone: REDACTED Fax: 800-903-7703

Email Address: REDACTED

3. Additional Requirements

(Required for New Registrants) - See additional sheet for responses.

- 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; **See ATTACHMENT B**
- 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:  Print Name: Maximilian Hoover

Title: Manager Date: June 10, 2024

Company Name: GOOD ENERGY, L.P.

By: Good Offices Technology Partners, LLC, its GeneralPartner

3. Additional Requirements

- 1. A sample standard Agreement between the Energy Broker or Energy Consultant and the customer.**
 - a. Not applicable. Good Energy is a broker of electricity and natural gas supply and does not take title to the commodity. An energy service agreement (for electricity and natural gas) is executed between the customer and the selected/winning retail energy provider/ESCO.
- 2. Sample forms of the notices sent upon assignment of sales agreements, discontinuance of service, or transfer of customers to other providers.**
 - a. Not applicable. Good Energy utilizes the incumbent supplier's Assignment and Assumption forms and communicates such to the client.
- 3. Procedures used to obtain customer authorization for access to a customers' historic usage or credit information.**
 - a. See ATTACHMENT B. Good Energy utilizes a Letter of Authorization (LOA), executed by the customer to request or access historical usage information. The executed LOA is provided to all suppliers/ESCOs engaged in the customer's RFP.
- 4. Information on the methods by which the applicant intends to market energy products and services.**
 - a. Good Energy intends and currently uses organic marketing and sales methods such as customer referrals, outbound calls to commercial customers, and leads generated by website inquiries, social media, and search engine optimization.
- 5. Sample copies of informational and promotional materials that the applicant uses for mass marketing purposes.**
 - a. See Exhibits Attached.
- 6. Sample disclosures of compensation.**
 - a. Good Energy will utilize the Supplier's DPS-approved disclosure forms.
- 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.**
 - a. See ATTACHMENT C
- 8. Proof of registration to act as a marketer in any municipality where such registration is required.**
 - a. Good Energy does not sell directly to residents within a Municipality therefore no registration is required.
- 9. An annual \$500 registration.**
 - a. The annual registration fee of \$500 has been submitted with Good Energy's registration package.
- 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.**
 - a. Good Energy's Letter of Credit is in process and will be submitted to the DPS as soon as it's available from our financial institution.

Jurisdictions of Operations				
State	License Type	Docket/License/ Certificate No.	Initial Date of Approval	Current Status
REDACTED				

ATTACHMENT B

REDACTED

Name: _____

Title: _____

Signature: _____

Date: _____

ATTACHMENT C

STATE OF NEW YORK

DEPARTMENT OF STATE

Certificate of Status

I, ROBERT J. RODRIGUEZ, Secretary of State of the State of New York and custodian of the records required by law to be filed in my office, do hereby certify that upon a diligent examination of the records of the Department of State, as of the date and time of this certificate, the following entity information is reflected:

Entity Name: GOOD ENERGY, L.P.
DOS ID Number: REDACTED
Entity Type: FOREIGN LIMITED PARTNERSHIP
Entity Status: AUTHORIZED
Date of Initial Filing with DOS: 07/14/2003

No information is available from this office regarding the financial condition, business activity or practices of this entity.

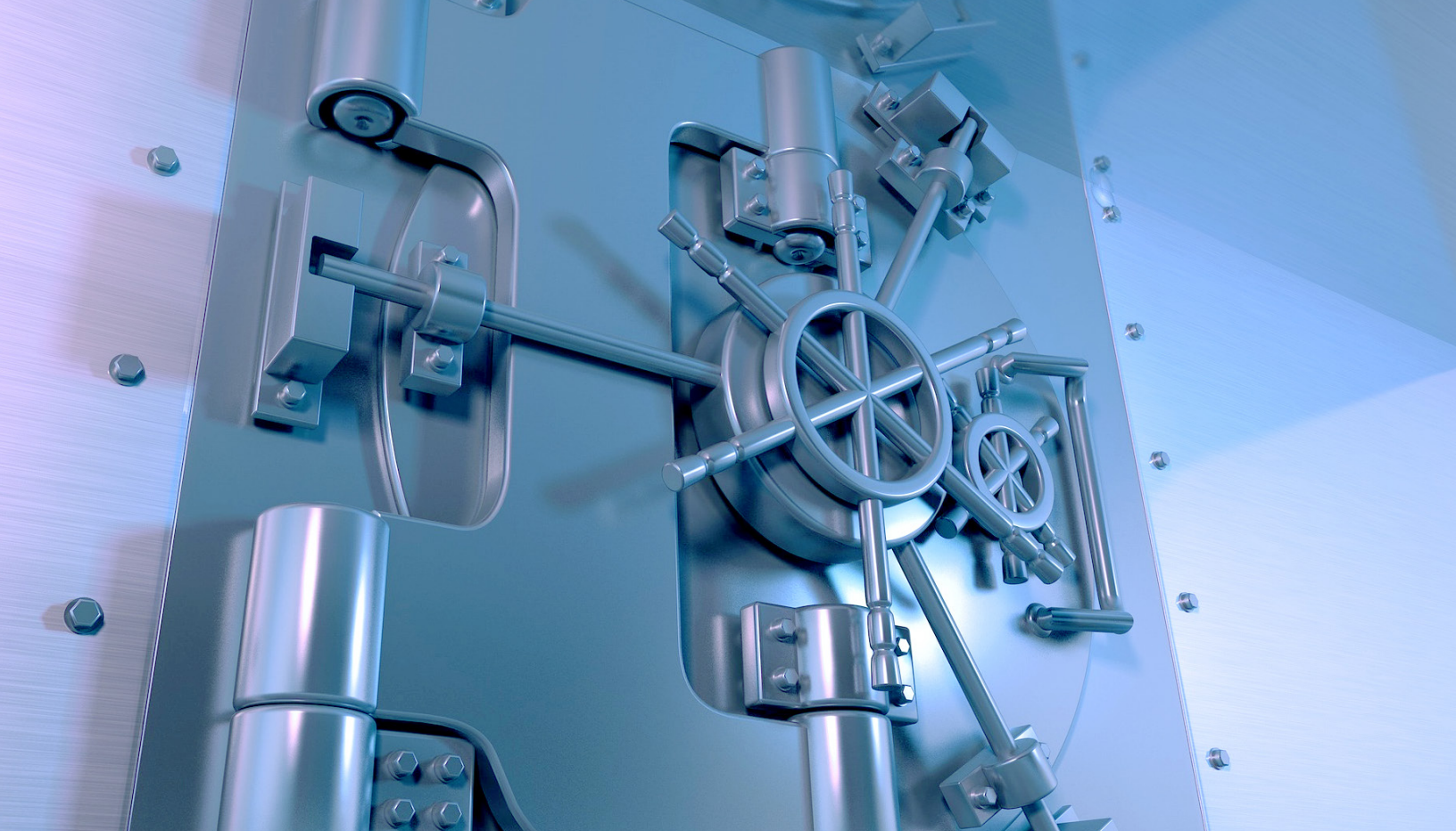


WITNESS my hand and official seal of the Department of State,
at the City of Albany, on August 04, 2023 at 01:44 P.M.

ROBERT J. RODRIGUEZ, Secretary of State

By Brendan C. Hughes
Executive Deputy Secretary of State

Authentication Number: 100004075129 To Verify the authenticity of this document you may access the
Division of Corporation's Document Authentication Website at <http://ecorp.dos.ny.gov>



Secure Energy Savings for Financial Offices

Financial offices consume enormous amounts of energy because they rely on vast data centers and large computer networks. Also, such offices require a welcoming and comfortable environment for customers and employees. Good Energy balances your energy needs with your bottom line, using sophisticated energy management tools to provide your company with substantial savings. Good Energy experts can also show you how energy-efficient products, such as automated lighting and environmental control systems, can pay deep dividends – no matter the size of your office. In addition, such sustainability measures are also a smart investment, because customers seek environmentally friendly financial institutions, according to Notre Dame researchers.

Customized, Secure Solutions

No financial offices are the same. Energy demands vary based on number of workers and computers per square foot, and variable cooling degree days. A financial center property may use more or less energy for several reasons, including equipment efficiency, energy management practices, variations in daily activity, and climate. However, there's a good chance your company may be wasting energy. How much? Nationwide, about 30 percent of commercial energy costs are wasted through inefficiencies. Good Energy has a complete suite of energy management tools that find these energy inefficiencies and tailor solutions to your specific needs.

Let Good Energy show you how to lock up energy savings. To find out more and receive a free estimate, call (972) 200-9770 or visit goodenergy.com.

\$600
Estimated annual savings per employee after implementing sustainability measures, according to Notre Dame researchers

GoodEnergy 
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Serving Municipal Leaders and their Community

Good Energy services over 5000 municipal and public sector energy accounts across the nation. We service several types of municipal facilities such as waste water treatments plants, public school districts, libraries, correctional facilities, municipal airports and other types of political subdivisions.

Negotiating energy needs for government agencies and municipalities has become one of the largest segments of Good Energy's operations. For about a decade, Good Energy has worked diligently on behalf of governments and localities to manage energy budgets. With sensitivity and a keen understanding of how government procurement processes work, Good Energy has drawn accolades for generating consensus within local governments and managing contract negotiations.

Working with local governments has laid the foundation for expanding into community energy aggregation. Now the national leader in structuring and implementing community and government aggregation programs, Good Energy serves more communities and residents than any other energy consultant. With more than 200 Community Energy Aggregation programs representing more than one million households, Good Energy manages energy procurement for 1 percent of the U.S. population.

Let Good Energy show you how to lock up energy savings. To find out more and receive a free estimate, call (972) 200-9770 or visit goodenergy.com.

1%
With over 200
Community Energy
Aggregation Programs
Good Energy manages
energy procurement for
one percent of the
U.S. population

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Hospital Energy Savings = Better Healthcare

For hospitals, patients' lives literally depend on a stable and secure source of electricity and gas. Operating theaters need to be well lit, and life-saving medical devices need constant power. Because hospitals are open 24 hours a day, utilize sophisticated heating and air conditioning systems, and operate a vast array of complex electrical machinery such as MRI and CAT scans, they require a large amount of energy to operate every day. In fact, hospitals consume about 2.5 percent more energy than commercial buildings of the same size. Controlling energy costs means a hospital will have more money to spend on improving patient care.

Good Energy Customizes Solutions

Hospitals have many energy-intensive activities, such as computers and servers, food service, laundry, medical and lab equipment, refrigeration, and sterilization. A challenge for hospital facility managers is to identify energy inefficiencies and implement cost-saving initiatives. With decades of experience, Good Energy experts can evaluate your facility to find ways to save money through procurement plans and energy management and conservation strategies.

Good Energy can show you how to take the pulse of your energy bill. Find out more and receive a free estimate by calling (972) 200-9770 or visiting goodenergy.com.

\$13,611
Per-bed cost of
electricity and
gas for a 200,000
square-foot hospital,
according to the
**U.S. Energy
Information
Administration**

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A Smarter Way To Buy Energy



Save Energy, Appeal to Eco-Conscious Guests

Creating a comfortable and inviting environment for guests is costly for hotels and vacation properties. Hotels consume 50 percent more energy than similarly sized residential buildings – even with a 65 percent occupancy rate. Fill up a hotel for an event, energy consumption increases. As one of the most energy- and resource-intensive areas of the tourism industry, hotels typically spend 5 to 10 percent of operating budget on energy. For many hospitality properties, energy costs are second only to labor expenditures. But by controlling energy costs, hotel managers and property owners can save a significant amount of money each year.

Customized Procurement, Sustainability Goals

From individual boutique hotels to a national chain spread across the country, Good Energy and its team of consultants understand the complexities of energy procurement for the hospitality industry. A leader in hospitality energy procurement, Good Energy has extensive knowledge that offers clients a tailored, focused approach to implementing energy plans for hotel properties. In addition to saving money, Good Energy can help hospitality facilities go green. Good Energy can show hotels how to purchase energy from more environmentally friendly sources and create sustainable practices, which will attract guests, who are increasingly eco-conscious.

Check in for savings with Good Energy. To find out more and receive a free estimate, call (972) 200-9770 or visit goodenergy.com.

62%
of travelers
consider the
environment
when choosing
hotels, according
to a TripAdvisor
survey

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Solutions to Cut Manufacturing Energy Costs

Manufacturing requires a lot of energy. A quick look at your annual expenses will show that energy represents a big slice of your operating-expenses pie chart. Indeed, manufacturing now accounts for about 20 percent of total U.S. energy consumption. Good Energy's portfolio of energy-saving strategies is specifically designed to help manufacturing clients lower their energy-supply costs, reduce peak demand and improve efficiency.

Extensive Experience Provides for Long-term Savings

One size doesn't fit all when designing energy plans for manufacturers. Your energy expenses may vary based on changing production schedules and operating hours, fluctuating market demands and unique business processes. You need more than cookie-cutter solutions to cut energy costs — and Good Energy delivers a custom blueprint for long-term savings. For more than a decade, Good Energy has served Fortune 1000 companies, major industrial manufacturers and institutional customers alike. We're devoted to providing value by better understanding your company or institution's practices and systems. Using this tailored approach, we can fully optimize your energy-buying strategy, enabling your business to save money and operate more efficiently.

Cut waste and save every day with Good Energy. To find out more and receive a free estimate, call (972) 200-9770 or visit goodenergy.com.

37%
of energy
delivered to
industrial plants is
wasted annually,
according to a
study by the
U.S. Department
of Energy

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A Smarter Way To Buy Energy



Smart Energy Solutions for Property Managers

Property owners and managers face tremendous energy challenges. One of the greatest challenges is waste. In commercial properties, about 30 percent of energy is wasted. Good Energy management plans can reduce energy waste and save money. Also, volatile energy markets can skew budget projections, making expense forecasting difficult. However, Good Energy's extensive real estate experience enables us to help property owners and managers control energy costs and forecast more accurately than ever.

Save Money by Going Green

Property managers can add value to rental space through environmentally friendly initiatives – more and more renters are seeking green energy solutions. An increasing numbers of real estate companies are incorporating seek environmentally friendly technologies and renewable energy generation sources in their properties. The benefits of developing a green strategy include higher property values, increased tenant retention and improved community relations. With Good Energy, you can stay ahead of these innovations while simultaneously reducing costs.

Let Good Energy show you how an energy management plan and sustainability initiatives can better your bottom line. To find out more and receive a free estimate, call (972) 200-9770 or visit goodenergy.com.

\$2.27

Cost of energy per square foot, making energy the largest operating expense for most property managers, according to U.S. Department of Energy research

GoodEnergy 
A Smarter Way To Buy Energy



Manage Real Estate Energy Costs and Go Green

Property owners and managers face tremendous energy challenges. Energy prices can fluctuate dramatically from season to season and year to year. Such a volatile energy market can skew budget projects, making expense forecasting difficult. Good Energy's extensive real estate experience enables property owners and managers to reel in energy costs and more accurately forecast trends.

Along with helping manage costs, Good Energy can assist real estate companies seeking environmentally friendly technologies and renewable energy generation sources. With a smart green strategy from Good Energy, real estate owners and managers can reduce costs, increase property value, boost tenant retention, and improve community relations.

Expertise Customized to Your Properties

When Good Energy was founded nearly two decades ago, it focused on serving the commercial real estate sector. Some of Good Energy's founders have backgrounds in asset management, working for national property owners and developers with large commercial income-producing properties. This experience enables Good Energy to develop a comprehensive energy plan for asset value appreciation throughout your property portfolio that addresses your specific energy needs.

Let Good Energy show you how to save money by cutting waste and going green. To find out more and receive a free estimate, call (972) 200-9770 or visit goodenergy.com.

30%
of every dollar
spent on energy
use in commercial
buildings is
wasted through
inefficiencies,
according
to Energy Star

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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 06/07/2024

Company Name Good Energy, L.P.

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

President Maximilian Hoover
Mailing Address 232 Madison Avenue, Third Floor
New York, NY 10016
Email Address REDACTED
Phone Number REDACTED Fax Number 800-903-7703

Vice President / Director of Customer Service Javier Barrios
Mailing Address 232 Madison Avenue, Third Floor
New York, NY 10016
Email Address REDACTED
Phone Number REDACTED Fax Number 800-903-7703

Primary Regulatory Complaint Manager Jean Ketchandji
Mailing Address 232 Madison Avenue, Third Floor
New York, NY 10016
Email Address REDACTED
Phone Number REDACTED Fax Number 800-903-7703

Secondary Regulatory Complaint Manager Sangene Scott
Mailing Address 232 Madison Avenue, Third Floor
New York, NY 10016
Email Address REDACTED
Phone Number REDACTED Fax Number 800-903-7703

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: info@goodenergy.com Fax: 800-903-7703