



Gas Marketer Licence Application

FirstService Energy Canada Inc.

1. Application Type

1. (a) Application Type

☒ New ☐ Renewal

2. The Applicant

2. (a) Legal Name of the Applicant

FirstService Energy Canada Inc.

2. (b) Business Classification

☐ Sole Proprietorship ☐ Partnership ☒ Corporation ☐ Other

2. (c) Date of Formation or Incorporation

July 14, 2022

2. (d) Province/State of Formation or Incorporation

Ontario

2. (e) Country of Formation or Incorporation

Canada

2. (f) If the applicant is an individual, are they at least 18 years old?

If the applicant is an individual, the applicant must be at least 18 years old.

☐ Yes ☐ No ☒ Not Applicable

2. (g) Head Office or Business Address of the Applicant

Street Address: 1255 Bay Street, 600

City: Toronto

Province/State: Ontario

Country: Canada

Postal/Zip Code: M5R 2A9

Website: <https://www.fsresidential.com/firstservice-energy>

Main Phone Number and Email Address

Phone Number: (416) 450-7989

Toll Free: (877) 322-2462

Email Address: procurement@firstserviceenergy.com

2. (h) Please describe the applicant's current or intended line of business and business activities.

FirstService Energy Canada, Inc. intends to broker gas, conduct benchmarking services, and provide energy advisory services to residential customers managed by FirstService Residential.

3. Licence Primary Contact

The licensee shall designate a person who will act as a primary contact with the Ontario Energy Board (OEB) on matters related to the licence.

3. (a) Licence Primary Contact

Salutation: Mr.

Last Name: Detta Colli

First Name: Rob

Initials: RDC

Title/Position: Senior Director, Energy and Sustainability

Company: FirstService Energy Canada, Inc.

Phone Number: (416) 847-7273

Toll Free: (877) 322-2462

Email Address: rob.dettacolli@firstserviceenergy.com

3. (b) Is the Licence Primary Contact address the same as the Head Office or Business address?

☐ Yes ☒ No

Licence Primary Contact Address

Street Address: 2645 Skymark Avenue Suite 101

City: Mississauga

Province/State: Ontario

Country: Canada

Postal/Zip Code: L4W 4H2

Website: www.firstserviceenergy.ca

NOTE: If the Licence Primary Contact Address is not in Ontario, the applicant must also provide the contact information for service purposes in Ontario. The applicant may provide the address of an agent (an individual who is a resident of Ontario and is at least 18 years old, or a corporation that has its head office or registered office in Ontario) as the contact for service.

3. (c) Contact Information for Service in Ontario

Salutation: Mr.

Last Name: Smith

First Name: Van

Initials: VC

Title/Position: Procurement Specialist

Company: FirstService Energy Canada Inc.

Phone Number: (647) 475-4055

Toll Free: (877) 322-2462

Email Address: Van.Smith@firstserviceenergy.com

Address for Service in Ontario

Street Address: 2645 Skymark Avenue Suite 101

City: Mississauga

Province/State: Ontario

Country: Canada

Postal/Zip Code: L4W 4H2

Website: www.FirstServiceEnergy.ca

4. Application Primary Contact

The primary contact for the licence application may be a person within the applicant's organization other than the licence primary contact noted above. An applicant may also choose to designate a consultant, lawyer, etc. to be the primary contact for the licence application. The OEB will communicate with this person during the course of the application review process, but with the licence primary contact after a licence is issued.

4. (a) Is the Application Primary Contact the same as the Licence Primary Contact?

☒ Yes ☐ No

5. Customer Complaint or Inquiries Primary Contact

Provide contact information of the person to whom correspondence or communication regarding customer complaints or inquiries should be addressed. The mailing address should be in Ontario and the phone number should be listed in Ontario. The applicant should also provide a toll-free phone number for the general public to use.

5. (a) Customer Complaint or Inquiries Primary Contact

Salutation: Mr.

Last Name: Detta Colli

First Name: Rob

Initials: RDC

Title/Position: Senior Director, Energy and Sustainability

Company: FirstService Energy Canada, Inc.

Phone Number: (416) 450-7989

Toll Free: (877) 322-2462

Email Address: rob.dettacolli@FirstServiceEnergy.com

Customer Complaint or Inquiries Primary Contact Address

Street Address: 2645 Skymark Avenue Suite 101

City: Mississauga

Province/State: Ontario

Country: Canada

Postal/Zip Code: L4W 4H2

Website: www.FirstServiceEnergy.ca

6. Trade Names

The gas marketer licence authorizes the licensee to conduct business using the name under which the licence is held (i.e. the applicant's legal name). It also provides for the use of trade names by the licensee.

6. (a) Does the applicant intend to use trade names?

☐ Yes ☒ No

7. Applicant's Licensing Status and History

7. (a) Has the applicant, an affiliate of the applicant, or an associated entity (e.g. a partnership or limited partnership) ever been licensed by the OEB?

☒ Yes ☐ No

The *Business Corporations Act* definition for "affiliate" can be found at www.e-laws.gov.on.ca.

If yes, please provide current and expired licences.

Licensee Name	Relation to the Applicant (e.g. applicant itself, affiliate, partner, etc.)	Licence Number
FirstService Energy Canada Inc.	Applicant itself	ERLA00036

7. (b) Does the applicant, an affiliate of the applicant, or an associated entity (e.g. a partnership or limited partnership) have any other application(s) before the OEB?

☐ Yes ☒ No

7. (c) Has the applicant, an affiliate of the applicant, or an associated entity (e.g. a partnership or limited partnership) ever undertaken energy sector activity in any other jurisdiction within North America?

☒ Yes ☐ No

If yes, please provide information about activities in other jurisdictions.

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
FS Energy LLC	Affiliate	Illinois	Energy Broker	15-0620
FirstService Energy, LLC	Affiliate	New Jersey	Energy Broker	EA-0352
FirstService Energy, LLC	Affiliate	Washington D.C.	Energy Broker	GA2022-05-G-2

Company Name	Relation to the Applicant	Jurisdiction	Business Activity	Name of Licensing Body and Licence/Registration No. (if applicable)
FirstService Energy, LLC	Affiliate	Washington D.C.	Energy Broker	EA2022-08-E-2
FirstService Energy, LLC	Affiliate	Maryland	Energy Broker	IR-6078
FirstService Energy, LLC	Affiliate	Maryland	Energy Broker	IR-6079
FirstService Energy, LLC	Affiliate	Massachusetts	Energy Broker	EB-555
FirstService Energy, LLC	Affiliate	Massachusetts	Energy Broker	RA-303
FS Energy LLC	Affiliate	New Jersey	Energy Broker	PA-0176
FS Energy LLC	Affiliate	Pennsylvania	Energy Broker	A-2015-2507077
FS Energy LLC	Affiliate	Pennsylvania	Energy Broker	A-2015-2517131
FirstService Energy, LLC	Affiliate	Texas	Energy Broker	BR210272
FirstService Energy, LLC	Affiliate	Virginia	Energy Broker	A-134

8. Officers, Directors and Key Individuals

8. (a) Please confirm the number of officers, directors and key individuals in your organization.

5

8. (b) In the table below, identify the key individuals that are responsible for executing the following functions for the applicant: matters related to regulatory requirements and conduct, financial matters and technical matters.

Key individuals include the Chief Executive Officer, the Chief Financial Officer, other officers and directors, partners or proprietors.

NOTES:

1. List a minimum of 3 key individuals in the table below. Additional information about each key individual is required in Section 17.
2. One of the listed key individuals must sign the completed application. See Section 19 for signing authority details.

Name of Key Individual	Email	Title/Position within Applicant's Business (or identify company if not the Applicant's Business)
------------------------	-------	--

Kelly Dougherty	kelly.dougherty@FirstServiceEnergy.com	Director and President
John Brea	john.brea@fsresidential.com	Director and Vice President
Michael Natale	mike.natale@fsresidential.com	Director and Chief Financial Officer
David Diestel	David.Diestel@fsresidential.com	Senior Vice President
Benjamin C. Kirschenbaum	ben.kirschenbaum@fsresidential.com	Secretary

9. Intended Markets and Services

9. (a) Identify the applicant's intended markets and services. Select all that apply.

- ☐ To sell or offer to sell gas to low-volume consumers (consuming 50,000m³ or less of natural gas per year) in Ontario.
- ☒ To act as an agent or broker for a gas marketer with respect to the sale or offering for sale of natural gas to low-volume consumers in Ontario.
- ☐ To act as an agent or broker for low-volume consumers with respect to the sale or offering for sale of natural gas in Ontario.

9. (b) Is the applicant currently providing any of the above listed services?

☐ Yes ☒ No

9. (b_no) If no, indicate when the applicant intends to provide these services.

We intend to provide these services as soon as we receive our approved license.

9. (c) Please describe in detail the applicant's intended business model and product offering(s). Include details of all products the applicant intends to offer to its customers and explain how the commodity pricing will be determined for each of the applicant's product offering.

We intend to offer energy brokering, benchmarking/compliance with regulation services, and energy advisory services to residential properties managed by FirstService Residential. We will not be marketing directly to low volume consumers. Our customers will largely be condominium boards, developers and large building owners.

9. (d) Describe how the applicant purchases, or intends to purchase, its commodity supply, including source(s) of supply, pricing terms, hedging mechanisms and timing of purchase relative to customer supply.

N/A

9. (e) Describe in detail the applicant's intended approach to customer acquisition. Please include a detailed description of the marketing/advertising campaign that has been planned to begin customer acquisition and list all sales channels intended to be used.

We will acquire customers through referrals from FirstEnergy Residential Management Canada. We plan to promote our website, as well as provide in-house webinars to FirstService Residential as our main marketing approach.

9. (f) Does the applicant intend to acquire any services from the third-party providers (e.g. customer service, call centre, settlement services)?

☐ Yes ☒ No

CONFIDENTIAL SECTIONS

Information filed as part of or in support of sections 10 to 17 of this application will be treated as confidential and is not available for public view.

18. Notice

The OEB is authorized, under section 4.14 of the [OEB Act](#), to collect personal information for the purpose of carrying out its duties and exercising its powers under the OEB Act or any other Act.

The information provided both on this form and attached to this form is being collected by the OEB for the purpose of determining whether the applicant is qualified to receive the licence for which it is applying.

In order to verify the information on this form and/or determine whether the applicant is qualified to receive the licence for which it is applying, it may be necessary for the OEB to collect additional information from some or all of the following sources: federal, provincial/state, or municipal governments; licensing bodies; law enforcement agencies; credit bureaus; and banks. Only information relevant to the application or the OEB's determination of the application will be collected by the OEB.

The public official who can answer questions about the collection of the information is:

Registrar

Ontario Energy Board

P.O. Box 2319

2300 Yonge Street, 27th Floor

Toronto, ON M4P 1E4

Tel: 416-481-1967 or 1-888-632-6273

Applicants are reminded that the OEB is subject to the [Freedom of Information and Protection of Privacy Act](#) (FIPPA). FIPPA addresses circumstances in which the OEB may, upon request, be required to release information that is in its custody or under its control, and generally prohibits the OEB from releasing personal information. "Personal Information" has the meaning given to it under FIPPA.