

Hi Honor,

I'm attaching my visual model which I created to give a snapshot of the people involved on the retail sell-side.

I believe that most problems in retail access (slamming, misrepresentations, etc) are among a select group of companies, and more likely, a select group of individuals. The person who has the short-term view is more likely to act with low integrity, especially if he feels there is little oversight.

One simple and highly effective tool for retail selling would be a state application with the PSC. It could be one page, and include basic items such as name, address, photo, etc (I've attached a full list). The form would be given to Esco's and made available via PDF online, so it would be easy to submit.

Once the state has an application, it could assign a specific number to each agent. This number would have to be on every contract submitted by that agent, which would make it easy to pin point who submitted which account (because according to the Uniform Business Practices, a contract or voice verification must be made on every enrolled account). This would also reduce the confusion of tracking down the ever increasing amount of websites that are popping up, with no clear affiliation of who they are working for.

If you would like, I can also volunteer to create a sample application for the PSC.

Best,

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