



NEW PARTNER APPLICATION

Please complete the requested information below for potential partnership evaluation with AEP Energy.

Company Information

Company Name _____

Address _____ City _____ State _____ Zip _____

Website _____ Primary Phone Number _____

Number of Sales Reps _____ Number of Sub-Agents _____ Estimated Number of Clients _____

Number of years in business _____ Number of years in Retail Electric _____ Portfolio in MWh _____

Primary Contact

First Name _____ Last Name _____ Title _____

Phone Number _____ Email _____

Additional Contact

First Name _____ Last Name _____ Title _____

Phone Number _____ Email _____

Electric Broker's License Number - check each applicable state and current license number

IL _____ MD _____ OH _____ DE _____ PA _____ D.C. _____ NJ _____

Natural Gas Broker's License Number - check each applicable state and current license number

IL _____ MD _____ OH _____ DE _____ PA _____ D.C. _____ NJ _____



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Sales Strategy

1. Describe your marketing and client acquisition strategy.

2. Electricity Sales

Total annual sales (MWh) _____

Percentage of Book by State

OH		DC	
IL		DE	
PA		NJ	
MD			

Average number of matrix contracts you expect to submit per week _____

Percentage of Book by Customer Class

	Under 1,000 MWh
	1,000-25,000 MWh
	Over 25,000 MWh

Average number of custom price requests you expect to submit per week _____

3. Natural Gas Sales

Total annual Gas sales (therms) _____

Percentage of Book by State

OH		DC	
IL		DE	
PA		NJ	
MD			

Average number of matrix contracts you expect to submit per week _____

Percentage of Book by Customer Class

	Choice Gas
	Transport Gas

Average number of custom price requests you expect to submit per week _____

4. List below the other electric and natural gas suppliers you work with.

5. Describe attributes that are important to you when working with a supplier.

For AEP Energy Use Only

Date Received

Date Processed

Assigned Sales Representative

Partner Agreement Version

Commission Agreement Version