STATE OF CONNECTICUT
PUBLIC UTILITIES REGULATORY AUTHORITY

Application for a Connecticut Electric Aggregator Certificate of Registration

Attached is the Application for a Connecticut Electric Aggregator Certificate of Registration (Application). Filing instructions are included to assist the Applicant in the application process. Applicants are advised to consult the Decisions dated March 16, 2011 and March 30, 2011, in Docket No. 10-06-24, DPUC Review of the Current Status of the Competitive Supplier and Aggregator Market in Connecticut and Marketing Practices and Conduct of Participants in that Market, and the Ruling on Motion No. 16 in Docket No. 14-07-20RE01, for guidance on the proper conduct of aggregators.

As defined by C.G.S. §16-1(25)(A) an Electric Aggregator is a person, municipality or regional water authority that gathers together electric customers for the purpose of negotiating the purchase of electric generation services from an electric supplier. The Public Utilities Regulatory Authority has found that Aggregators "are the customers' agents. Aggregators' loyalty must lie with the customers, and as such, Aggregators may not represent or act as agents or representatives for any Suppliers at any time, or in any capacity. As required by statute, Aggregators must represent customers in negotiating the best electric generation price for those customers." March 16, 2011 Decision in Docket No. 10-06-24. **An Aggregator may not accept compensation from any Supplier or serve as an agent for any Supplier.** Therefore, persons who are agents, salespersons and any other persons who receive compensation from an Electric Supplier should not apply because they are not eligible to act as an Electric Aggregator.

When filing the Application, the following requirements apply:

- An electronic copy of the Application must be submitted via the Authority's Web Filing System. To file an Application electronically, please go to the Authority's website at portal.ct.gov/pura. Click the link '*Make a Filing.*' Follow the steps on this page to complete the filing process.

- A registration fee of $500 must be submitted via either a Wire or ACH payment to the Department of Energy and Environmental Protection. The notation on wire transfer should read "Aggregator App." Include in the filing a copy or receipt of the $500 non-refundable registration fee made out to the Treasurer of the State of Connecticut. Directions for making such an electronic payment are as follows:

  Wire To: Bank of America- Treasurer State of Connecticut
  ABA/Transit/Routing # 026009593
  Account # 1130477
  Beneficiary/ Descriptive Detail: DEP43000 & Invoice or Docket Number

  For ACH: Bank of America- Treasurer State of Connecticut
  ABA/Transit/Routing # 011900254
  Account# 1130477
  Beneficiary/ Descriptive Detail: DEP43000 & Invoice or Docket Number

- All attachments, including Exhibits and Affidavits, should be clearly identified. For example, Exhibit A-10 should be marked, "Exhibit A-10: Business Registration". All pages should be numbered and attached in sequential order.

To view any filings made by Suppliers or Aggregators who have already been licensed by the Authority or for any other related documents or information related to Suppliers and Aggregators, please go to the Authority's website at Information for Electric Suppliers and Aggregators.

Not more than 30 days after the Application is filed, the Authority will notify the Applicant in writing that the Application is complete and accepted, or that the Applicant must submit additional information. The Authority will issue its Decision regarding the Application after notice and a hearing (if required), no later than 90 days after the Application is deemed complete by the Authority.

If you have any questions about the Authority's electronic filing requirements, please dial 860-827-1553 (press #3) or submit your question via e-mail at pura.executivesecretary@ct.gov. If you have any other questions regarding the application, please call the Authority's Office of Education, Outreach, and Enforcement at 800-382-4586.

STATE OF CONNECTICUT
PUBLIC UTILITIES REGULATORY AUTHORITY

10 Franklin Square
New Britain, CT 06051
Phone: (860) 827-1553; Main Fax: (860) 827-2613
portal.ct.gov/pura

Application for a Connecticut Electric Aggregator Certificate of Registration

A. APPLICANT'S ORGANIZATION:

(A-1) Legal name of Applicant: The Energy Link LLC

(A-2) Applicant's headquarters:

Address: 2255 Sewell Mill Road, Suite 220, Marietta, GA 30062

Main Telephone: 678-784-4130 ***Fax:*** 404-420-2957

Website: www.theenergylink.com

(A-3) Contact person for regulatory matters:

Name: Darren Novich

Address: 2204 Therrell Way, McKinney, TX 75070

Direct Telephone: 404-420-2957 ***Fax:*** N/A

E-mail address dnovich@theenergylink.com

(A-4) Has Applicant ever applied for a Connecticut Electric Aggregator License or Certificate of Registration? N/A

☐ Yes If yes, under what Docket Number(s):

☐ No

(A-5) Applicant is a:

☐ Sole proprietorship	☐ Corporation
☐ General partnership	☐ Limited partnership
☐ Limited liability partnership	☒ Limited liability company
☐ Other:	

(A-6) Applicant was organized or formed on: 05-13-2008 (date) in: Georgia (state)

(A-7) Applicant's principal office in Connecticut: N/A

Address:

Main Telephone: ***Fax:***

(A-8) Applicant's general contact information for customer service and complaints:

Name: Darren Novich

Address: 2204 Therrell Way, McKinney, TX 75070

Direct Telephone: 404-420-2957 ***Fax:*** N/A

E-mail address dnovich@theenergylink.com

(A-9) **Exhibit A-9: "Director and Officer Information"** See attached.

Provide a complete list identifying all of Applicant's officers, directors, partners or similar officers, including: (a) name; (b) job title; (c) business address and phone number; and (d) resume of each officer and director.

(A-10) **Exhibit A-10: "Business Registration"**

Provide at least one of the following:

(a) Certificate of Incorporation certified by the Connecticut Secretary of the State, including the Articles of Incorporation filed with the state or jurisdiction in which Applicant is incorporated, include any amendments and bylaws thereto;

(b) Certificate of Existence; or

(c) Any other business registration on file with the Connecticut Secretary of the State.

(A-11) **Exhibit A-11: "Corporate Structure"** See attached.

Provide a chart or similar graphical depiction of Applicant's entire corporate structure, clearly indicating the names and relationships of all affiliates. Additionally, identify any affiliates that are licensed electric suppliers in Connecticut. Affiliates would include all subsidiary, peer, or parent companies, as well as any entities with common ownership.

(A-12) **Exhibit A-12: "Financial Statements"** See attached.

Provide the following:

a) A copy of Applicant's most recent financial statements which should, at a minimum, include a comparative balance sheet, income statement, and notes to financial statements[1];

b) A copy of the Applicant's budgeted financial statements for the upcoming 12-month fiscal period;

c) A summary of the Applicant's projected fees for the upcoming 12-month fiscal period broken down by defined fee structures (e.g. monthly, quarterly, annual) in alignment with Applicant's response to B-4(d) below; and

d) If applicable, a detailed description of the Applicant's capital structure and how the Applicant would ensure that prepaid customer funds would be available in the event of service cancellations in alignment with Applicant's response to B-5 below.

(A-13) Is Applicant currently or has Applicant ever been an aggregator, in any state?

☒ Yes If yes, provide **Exhibit A-13: "Operations in other States."** For each state in which Applicant currently operates or has previously operated, provide the following: (a) status of Applicant's operations (e.g., active, inactive, pending); (b) copy of all decisions or orders of the agencies granting or denying Applicant the authority to aggregate; (c) reasons for the cessation of Applicant's operations, if applicable; and (d) any other relevant information or materials.

[1]The comparative financial statements must include copies of the annual income statements for the two most recent years and include balance sheets as of the same year-end dates.

☐ No

(A-14) Is Applicant, any officer or any affiliate currently under investigation in any state?

☐ Yes If yes, provide **Exhibit A-14: "Investigation for Violation of Consumer Protection Law."** For each investigation, provide the following: (a) name of the state and agency conducting the investigation; (b) date on which investigation began; (c) description of the nature of the alleged violation; and (d) status of the investigation.

☒ No

(A-15) Has Applicant, any officer or any affiliate ever been fined, sanctioned, or otherwise penalized?

☐ Yes If yes, provide **Exhibit A-15: "History of Penalties"** For each fine, sanction or penalty, provide all of the following: (a) date of the fine, sanction or penalty; (b) name of state and/or agency imposing the fine, sanction or penalty; (c) description of the violation; (d) description of the fine, sanction or penalty, including monetary amounts, if applicable; and (e) a copy of the order imposing the fine, sanction or penalty.

☒ No

(A-16) Is Applicant currently an agent for and/or representing any electric suppliers?

☐ Yes

☒ No

B. PROPOSED SCOPE OF SERVICE:

(B-1) Applicant proposes to serve the following geographic area(s):

☒ The ENTIRE State of Connecticut

☐ Other:

(B-2) Type of customer(s) Applicant proposes to serve: *(check all that apply)*

☐ RESIDENTIAL

☒ COMMERCIAL

☐ INDUSTRIAL

☐ MUNICIPAL

☐ GOVERNMENTAL

☐ OTHER:

(B-3) Date(s) on which Applicant plans to begin operations in Connecticut: 06/01/2026

(B-4) **Exhibit B-4: "Electric Aggregation Program"** See attached.

Provide a detailed statement or explanation regarding how Applicant intends to serve as an electric aggregator in this state. Such statement shall include but not limited to a detailed description of each of the following:

(a) Applicant's electric aggregation program;

(b) Applicant's reasoning for filing an application to be an aggregator. If any suppliers informed the Company that it had to file said application, provide all correspondence from all suppliers to that effect;

(c) Marketing methods Applicant intends to use, specifying who engages with customers on Applicant's behalf, if Applicant contracts with Agents and if applicable how Applicant monitors and trains the individuals engaging with customers on its behalf including applicable training materials;

(d) The requirements or obligations to be imposed on electric customers, including any membership or fee requirements;

(e) Applicant's membership fee structures and schedules, if any, including a copy of any contract issued to a customer;

(f) How Applicant intends to select electric suppliers for Applicant's electric customers;

(g) How Applicant will be compensated for Applicant's electric aggregation services and a description of such compensation or pricing structures or schedules, specifically indicating if Applicant will be compensated by customers, suppliers, and/or both;

(h) Copies of any contracts between the Applicant and electric suppliers;

(i) Copies of any marketing and/or training materials provided by an electric supplier to the Applicant; and

(i) A description of any other services that Applicant intends to offer Applicant's electric customers.

(B-5) **Exhibit B-5: "Customer Termination"** See attached.

Provide a detailed description of the following:

(a) Applicant's termination policy, including the grounds for and process by which customers can be terminated from Applicant's electric aggregation program; if an Early Termination Fee will be charged and in what circumstances; how the Early Termination Fee is calculated; and how customers are made aware of the Early Termination Fee.

(b) The process by which a dissatisfied customer can terminate their relationship with the Applicant, including any policies for refunds of fees or advance payments.

C. CONSUMER SERVICES:

(C-1) **Contact for Regulatory Complaints:** Provide the name, address, telephone number, fax number and e-mail address of the Applicant's/Company's employee that the Authority should contact regarding customer complaints.

Name: Darren Novich

Address: 2204 Therrell Way, McKinney, TX 75070

Direct Telephone: 404-420-2957 ***Fax:*** N/A

E-mail address dnovich@theenergylink.com

(C-2) Provide a sample copy of the notice to be issued to aggregated customers as required pursuant to §16-245-3(d) of the Regulations of Connecticut State Agencies. See attached.

(C-3) Reference Application **Exhibit B-4, "Electric Aggregation Program."** How does the Applicant intend to provide its aggregated customers with the Company's address, toll-free telephone number and all other customer service-related information?

D. AFFIDAVITS: (2 AFFIDAVITS ATTACHED BELOW)

AFFIDAVIT #1

"Veracity of Statements"

State of: Texas

ss. McKinney (town)

County of: Collin

Darren Novich (name), Affiant, being duly sworn/affirmed according to law,

deposes and says that he/she is the CEO/Owner (title) of

The Energy Link, LLC (company name) (Applicant) and that he/she is

authorized to make this affidavit for the Applicant;

That, The Energy Link, LLC (applicant) certifies under penalty of law that

all statements made in this Application for certificate of registration are true and complete and that it will amend its Application while the Application is pending if any changes occur regarding the information provided in the Application, within ten days of any such change.

That the facts above set forth are true and correct to the best of his/her knowledge, information and belief and that he/she expects said Applicant to be able to prove the same.

Signature of Affiant

Sworn and subscribed before me this 17th day of September (month), 2026 (year)

Signature of Official Administering Oath

Darsh Radadia Notary Printed Name and Title

DARSH RADADIA
Notary Public, State of Texas
Comm. Expires 03-28-2030
Notary ID 135552590

My commission expires 03-28-2030 (for Notary Publics only)

State of Texas
County of Collin

AFFIDAVIT #2

"National Labor Relations Act and CUTPA"

State of: Texas

ss. McKinney (town)

County of: Collin

The Energy Link, LLC (name), Affiant, being duly sworn/affirmed according to law,

deposes and says that he/she is the CEO /Owner (title) of

The Energy Link, LLC (company name) (Applicant) and that he/she is

authorized to make this affidavit for the Applicant;

That, The Energy Link, LLC (Applicant) affirms that it shall ensure that,

where applicable, it complies with the National Labor Relations Act and regulations, if applicable, and it complies with the Connecticut Unfair Trade Practices Act and applicable regulations.

That the facts above set forth are true and correct to the best of his/her knowledge, information and belief and that he/she expects said Applicant to be able to prove the same.

Signature of Affiant

Sworn and subscribed before me this 17th day of September (month), 2026 (year)

Signature of Official Administering Oath

Darsh Radadia notary

Printed Name and Title

My commission expires 03-28-2030 (for Notary Publics only)

DARSH RADADIA
Notary Public, State of Texas
Comm. Expires 03-28-2030
Notary ID 135552590

State of Texas
County of Collin

Exhibit A-9: “Director and Officer Information”

DARREN M NOVICH dnovich@theenergylink.com **404-304-8688**

Management • Entrepreneurship • Business Development

Strategic Market Planning • Procurement • Risk Management • Key Account Retention & Management • New Business Development • Contract Negotiation • Market Share Growth • Networking & Relationship Building • Project Management

An aggressive, innovative professional with nine plus years of a successful career track in the energy industry. Proactively delivering and sustaining revenue and profit gains within several organizations. Proven ability to set and achieve goals. Exceptional communicator with a consultative sales style, strong negotiation skills, exceptional problem solving abilities, and a keen client needs assessment aptitude.

PROFESSIONAL EXPERIENCE

The Energy Link LLC, Atlanta, GA *2008 – Present*
Founding Partner Entrepreneur
Create strategic business plan, set and manage overall sales and operational goals for the company. Manage day to day operations and development business in multiple deregulated markets around the country. Provide procurement and risk management services for retail natural gas and electric supply clients which include Camden Living, Stonemark Management, RAM Partners, and Ambling Management.

Catalyst Energy LLC, Atlanta, GA *2006 – 2008*
Manager of Business Development
Strategically pursued homebuilder market for continued business opportunities. Created and managed builder services department to provide for the energy needs of builders throughout Georgia and Texas. Responsible for acquiring national builder accounts including DR Horton, Pulte, KB Homes, and Ryland Homes.

Infinite Energy, Inc., Gainesville, FL *2003 – 2006*
Manager of Sales
Performed sales and marketing for large commercial market accounts in Georgia while primarily focusing on the multi-family sector. Focused on new business development while managing and retaining existing accounts. Developed new products and procedures to fulfill customer demands. Key clients: Post Properties, First Communities, Jupiter, Equity Residential, Miles Properties, and Burger King. Renewed corporate Burger King which included over 160 stores in several deregulated natural gas markets.

Infinite Energy, Inc., Gainesville, FL *2001 - 2003*
Manager of Market Operations
Oversaw all facets of natural gas supply management in the Southeast region by scheduling, balancing, and trading natural gas supply. Managed interruptible customer supply and pricing while also seeking new wholesale customers and suppliers. Performed capacity valuation studies and developed pipeline-pricing models to track variable costs. Performed operations on the following pipelines: Southern Natural Gas, Transcontinental, Atlanta Gas Light, Gulf South, Gulfstream, and Florida Gas Transmission

EDUCATION & PROFESSIONAL AFFILIATIONS

University of Florida B.S., Business Administration Marketing (2002)

United States Air Force (1995 – 1999)

National Apartment Association (NAA)

2989 Piedmont Road NE Suite 200 Atlanta, GA 30305

(A-10) Exhibit A-10: “Business Registration”

THE ENERGY LINK LLC

ACTIVE

2255 SEWELL MILL RD STE 220, MARIETTA, GA, 30062

Business Details

General Information

Business Name
THE ENERGY LINK LLC

Business ALEI
3472422

Business status
ACTIVE

Date formed
7/2/2026

Citizenship/place of formation
Foreign/GEORGIA

Business type
LLC

Business address
2255 SEWELL MILL RD STE 220, MARIETTA, GA, 30062

Mailing address
2255 SEWELL MILL RD STE 220, MARIETTA, GA, 30062, UNITED STATES

Requires Annual Filing?
Yes

Last report filed

NAICS sub code

Annual report due
3/31/2027

Public substatus
Current

NAICS code
221122

Principal Details

Principal Name
DARREN NOVICH

Principal Title
PRESIDENT

Principal Business address
2255 SEWEKK MILL RD STE 220, MARIETTA, GA, 30062, United States

Principal Residence address
2204 THERRELL WAY, MCKINNEY, TX, 75072, United States

Agent details

Agent name
C T CORPORATION SYSTEM

Agent Business address
357 E CENTER ST STE 2J, MANCHESTER, CT, 06040-4471, United States

Agent Mailing address
357 E CENTER ST STE 2J, MANCHESTER, CT, 06040-4471, United States

Filing History

Business Registration - Foreign Registration Statement

0014186085

Filing date: 7/2/2026 Filing time: 12:46 PM

Volume Type

Volume

Start page

Pages
4

Date generated
7/2/2026

Digital copy
View as PDF

Name History

None

Trade Names

None

Shares

None

(A-11) Exhibit A-11: “Corporate Structure”

Darren Novich, CEO/Owner



Jeremy Roggenkamp, Chief Operating Officer



Camden Sutek, Sales & Marketing Manager

Emily Thatcher, Account Manger

Vivian McGregor, Operations Manager

Paul Richardson, VP Client Relationships

We have no affiliates in CT or any other state.

Since 2008, EnergLink, LLC has been offering energy procurement expertise across various markets nationwide. Our clientele primarily comprises commercial entities in deregulated utility markets. Employing a blend of fundamental research and technical analysis of natural gas and electricity, we formulate risk management strategies to safeguard our clients' budgets against volatile energy price fluctuations. Additionally, we provide support on meter reading discrepancies, and assist in navigating billing complexities for new account numbers, ensuring a seamless experience for our customers.

- Such statement shall include but not limited to a detailed description of each of the following: Applicant's electric aggregation program; Marketing methods Applicant intends to use;
  - **we market by attending networking events and professional memberships**

- The requirements or obligations to be imposed on electric customers, including any membership or fee requirements; Applicant's membership fee structures and schedules, if any, including a copy of any contract issued to a customer;
  - **There are no membership or fee requirements imposed on the customer, we do not contract customers.**

- How Applicant intends to select electric suppliers for Applicant's electric customers; How Applicant will be compensated for Applicant's electric aggregation services and a description of such compensation or pricing structures or schedules, specifically indicating if Applicant will be compensated by customers, suppliers, and/or both;

We select suppliers that are licensed and financially strong. We are compensated by a fixed fee from the suppliers.

- Copies of any contracts between the Applicant and electric suppliers; and description of any other services that Applicant intends to offer Applicant's electric customers:
  - **n/a**

(B-5) Exhibit B-5: “Customer Termination”

N/A

(B-5) Exhibit C-2

N/A