

**Lance J.M. Steinhart, P.C.**  
Attorney At Law  
1720 Windward Concourse  
Suite 115  
Alpharetta, Georgia 30005

RECEIVED-FPSC  
09 DEC -8 PM 3:05  
COMMISSION  
CLERK

Also Admitted in New York  
and Maryland

Telephone: (770) 232-9200  
Facsimile: (770) 232-9208  
Email: lsteinhart@telecomcounsel.com

December 7, 2009

090532-TX

**VIA OVERNIGHT DELIVERY**

Florida Public Service Commission  
Ann Cole, Commission Clerk  
2540 Shumard Oak Blvd.  
Gunter Bldg.  
Tallahassee, Florida 32399-0850  
(850) 413-6770

Check received with filing and forwarded  
to Fiscal for deposit. Fiscal to forward  
deposit information to Records.

Initials of person who forwarded check:  


DISTRIBUTION CENTER  
09 DEC -8 PM 10:25

Re: Assurance Home Phone Services, Inc.

To Whom It May Concern:

Enclosed please find one original and six (6) copies of Assurance Home Phone Services, Inc.'s (Assurance) Application for Authority to Provide Local Exchange Telecommunications Service Within the State of Florida.

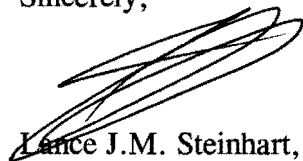
I also have enclosed a check in the amount of \$400.00 payable to the Florida Public Service Commission to cover the cost of filing these documents.

Please return a stamped copy of the extra copy of this letter in the enclosed preaddressed prepaid envelope.

If you have any questions regarding this matter, please do not hesitate to call me. Thank you for your attention to this matter.

- COM \_\_\_\_\_
- APA \_\_\_\_\_
- ECR \_\_\_\_\_
- GCL \_\_\_\_\_
- RAD** \_\_\_\_\_
- SSC \_\_\_\_\_
- ADM \_\_\_\_\_
- OPC \_\_\_\_\_
- CLK \_\_\_\_\_

Sincerely,



Lance J.M. Steinhart, Esq.  
Attorney for Assurance Home Phone Services, Inc.

Enclosures

cc: Gary Wayne Birch

DOCUMENT NUMBER-DATE

11819 DEC-8 8

FPSC-COMMISSION CLERK

**FLORIDA PUBLIC SERVICE COMMISSION**  
**DIVISION OF COMPETITIVE MARKETS AND ENFORCEMENT**  
**APPLICATION FORM**  
**for**  
**AUTHORITY TO PROVIDE COMPETITIVE LOCAL EXCHANGE**  
**TELECOMMUNICATIONS COMPANY SERVICE**  
**WITHIN THE STATE OF FLORIDA**

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**Instructions**

- A. This form is used as an application for an original certificate and for approval of sale, assignment or transfer of an existing certificate. In the case of a sale, assignment or transfer, the information provided shall be for the purchaser, assignee or transferee (See Page 8).
- B. Print or type all responses to each item requested in the application. If an item is not applicable, please explain.
- C. Use a separate sheet for each answer which will not fit the allotted space.
- D. Once completed, submit the original and two (2) copies of this form along with a non-refundable application fee of **\$400.00** to:

**Florida Public Service Commission**  
**Division of the Commission Clerk and Administrative Services**  
**2540 Shumard Oak Blvd.**  
**Tallahassee, Florida 32399-0850**  
**(850) 413-6770**

- E. A filing fee of **\$400.00** is required for the sale, assignment or transfer of an existing certificate to another company (Chapter 25-24.815, F.A.C.).
- F. If you have questions about completing the form, contact:

**Florida Public Service Commission**  
**Division of Competitive Markets and Enforcement**  
**2540 Shumard Oak Blvd.**  
**Tallahassee, Florida 32399-0850**  
**(850) 413-6600**

1. This is an application for (check one):

**Original certificate** (new company).

**Approval of transfer of existing certificate:** Example, a non-certificated company purchases an existing company and desires to retain the original certificate of authority rather than apply for a new certificate.

**Approval of assignment of existing Certificate:** Example, a certificated company purchases an existing company and desires to retain the existing certificate of authority and tariff.

2. Name of company: Assurance Home Phone Services, Inc.

3. Name under which applicant will do business (fictitious name, etc.):

4. Official mailing address:

Street/Post Office Box: 1850 S.E. 18th Avenue, Apt. 3405  
City: Ocala  
State: Florida  
Zip: 34471

5. Florida address:

Street/Post Office Box: 1850 S.E. 18th Avenue, Apt. 3405  
City: Ocala  
State: Florida  
Zip: 34471

6. Structure of organization:

- Individual
- Foreign Corporation
- General Partnership
- Other,

- Corporation
- Foreign Partnership
- Limited Partnership

7. **If individual**, provide:

Name:  
Title:  
Street/Post Office Box:  
City:  
State:  
Zip:  
Telephone No.:  
Fax No.:  
E-Mail Address:  
Website Address:

8. **If incorporated in Florida**, provide proof of authority to operate in Florida. The Florida Secretary of State corporate registration number is: P09000060266

9. **If foreign corporation**, provide proof of authority to operate in Florida. The Florida Secretary of State corporate registration number is:

10. **If using fictitious name (d/b/a)**, provide proof of compliance with fictitious name statute (Chapter 865.09, FS) to operate in Florida. The Florida Secretary of State fictitious name registration number is:

11. **If a limited liability partnership**, please proof of registration to operate in Florida. The Florida Secretary of State registration number is:

12. **If a partnership**, provide name, title and address of all partners and a copy of the partnership agreement.

Name:  
Title:  
Street/Post Office Box:  
City:  
State:  
Zip:  
Telephone No.:  
Fax No.:  
E-Mail Address:  
Website Address:

13. **If a foreign limited partnership**, provide proof of compliance with the foreign limited partnership statute (Chapter 620.169, FS), if applicable. The Florida registration number is:

14. Provide **F.E.I. Number**(if applicable): 30-0573504

15. Who will serve as liaison to the Commission in regard to the following?

(a) The application:

Name: Lance J.M. Steinhart  
Title: Regulatory Counsel  
Street name & number: 1720 Windward Concourse, Suite 115  
Post office box:  
City: Alpharetta  
State: Georgia  
Zip: 30005  
Telephone No.: 770-232-9200  
Fax No.: 770-232-9208  
E-Mail Address: lsteinhart@telecomcounsel.com  
Website Address:

(b) Official point of contact for the ongoing operations of the company:

Name: Gary Wayne Birch  
Title: President  
Street name & number: 1850 S.E. 18th Avenue, Apt. 3405  
Post office box:  
City: Ocala  
State: Florida  
Zip: 34471  
Telephone No.: (352) 362-9250  
Fax No.: (352) 433-2161  
E-Mail Address: garywaynebirch@assurancehomephoneservices.com  
Website Address: www.assurancehomephoneservices.com

(c) Complaints/Inquiries from customers:

Name: Gary Wayne Birch  
Title: President  
Street/Post Office Box: 1850 S.E. 18th Avenue, Apt. 3405  
City: Ocala  
State: Florida  
Zip: 34471  
Telephone No.: (866) 430-3911  
Fax No.: (352) 433-2161  
E-Mail Address: garywaynebirch@assurancehomephoneservices.com  
Website Address: www.assurancehomephoneservices.com

**16. List the states in which the applicant:**

(a) has operated as a Competitive Local Exchange Telecommunications Company.

None

(b) has applications pending to be certificated as a Competitive Local Exchange Telecommunications Company.

None

(c) is certificated to operate as a Competitive Local Exchange Telecommunications Company.

None

(d) has been denied authority to operate as a Competitive Local Exchange Telecommunications Company and the circumstances involved.

None

(e) has had regulatory penalties imposed for violations of telecommunications statutes and the circumstances involved.

None

(f) has been involved in civil court proceedings with an interexchange carrier, local exchange company or other telecommunications entity, and the circumstances involved.

None

17. Indicate if any of the officers, directors, or any of the ten largest stockholders have previously been:

(a) adjudged bankrupt, mentally incompetent (and not had his or her competency restored), or found guilty of any felony or of any crime, or whether such actions may result from pending proceedings. If so, provide explanation.

None

(b) granted or denied a competitive local exchange certificate in the State of Florida (this includes active and canceled competitive local exchange certificates). If yes, provide explanation and list the certificate holder and certificate number.

None

(c) an officer, director, partner or stockholder in any other Florida certificated or registered telephone company. If yes, give name of company and relationship. If no longer associated with company, give reason why not.

None

18. Submit the following:

(a) Managerial capability: resumes of employees/officers of the company that would indicate sufficient managerial experiences of each.

(b) Technical capability: resumes of employees/officers of the company that would indicate sufficient technical experiences or indicate what company has been contracted to conduct technical maintenance.

(c) Financial Capability: applicant's audited financial statements for the most recent three (3) years. If the applicant does not have audited financial statements, it shall so be stated. Unaudited financial statements should be signed by the applicant's chief executive officer and chief financial officer affirming that the financial statements are true and correct and should include:

1. the balance sheet,
2. income statement, and
3. statement of retained earnings.

**Note:** This documentation may include, but is not limited to, financial statements, a projected profit and loss statement, credit references, credit bureau reports, and descriptions of business relationships with financial institutions.

**THIS PAGE MUST BE COMPLETED AND SIGNED**

**REGULATORY ASSESSMENT FEE:** I understand that all telephone companies must pay a regulatory assessment fee. Regardless of the gross operating revenue of a company, a minimum annual assessment fee, as defined by the Commission, is required.

**RECEIPT AND UNDERSTANDING OF RULES:** I acknowledge receipt and understanding of the Florida Public Service Commission's rules and orders relating to the provisioning of competitive local exchange telecommunications company (CLEC) service in Florida.

**APPLICANT ACKNOWLEDGEMENT:** By my signature below, I, the undersigned officer, attest to the accuracy of the information contained in this application and attached documents and that the applicant has the technical expertise, managerial ability, and financial capability to provide competitive local exchange telecommunications company service in the State of Florida. I have read the foregoing and declare that, to the best of my knowledge and belief, the information is true and correct. I attest that I have the authority to sign on behalf of my company and agree to comply, now and in the future, with all applicable Commission rules and orders.

Further, I am aware that, pursuant to Chapter 837.06, Florida Statutes, "**Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his official duty shall be guilty of a misdemeanor of the second degree, punishable as provided in s. 775.082 and s. 775.083.**"

Company Owner or Officer

Print Name: Gary Wayne Birch  
Title: President  
Telephone No.: (352) 362 - 9250  
E-Mail Address: (352) 433 - 2161

Signature:  \_\_\_\_\_

Date: 11-05-09



## **LIST OF ATTACHMENTS**

**FINANCIAL INFORMATION**

**MANAGEMENT INFORMATION**

**STATEMENT OF FINANCIAL CAPABILITY**

## **FINANCIAL INFORMATION**



**Profit & Loss Forecast**

January through December 2009

Ordinary Income/Expense

Income 601 - Sales  
Total Income

Cost of Goods Sold  
701 - Cost of Goods Sold

Gross Profit

Expense  
Advertising  
Bank Charges  
Billing Software  
Certification Fees  
Computer Equipment  
Internet Costs  
Insurance Expense  
Office Expense  
Payroll Expenses  
Postage  
Rent  
Taxes Incurred  
Travel Expenses  
Utilities

Net Ordinary Income  
Net Income

	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09
						10,000.00	20,000.00	30,000.00	40,000.00	50,000.00	60,000.00	70,000.00
						10,000.00	20,000.00	30,000.00	40,000.00	50,000.00	60,000.00	70,000.00
						7,900.00	13,500.00	19,100.00	24,600.00	31,000.00	36,000.00	42,000.00
						7,900.00	13,500.00	19,100.00	24,600.00	31,000.00	36,000.00	42,000.00
						2,100.00	6,500.00	10,900.00	16,000.00	21,000.00	27,000.00	32,000.00
							500.00	500.00	500.00	1,000.00	1,500.00	2,000.00
							50.00	50.00	50.00	100.00	100.00	200.00
							50.00	100.00	200.00	300.00	400.00	1,000.00
							750.00	750.00	750.00	750.00	750.00	750.00
							250.00	250.00	250.00	250.00	250.00	250.00
							250.00	250.00	250.00	500.00	500.00	500.00
							200.00	200.00	200.00	200.00	200.00	200.00
							250.00	250.00	250.00	250.00	250.00	250.00
							5,500.00	6,000.00	6,500.00	7,000.00	8,000.00	8,500.00
							50.00	100.00	200.00	400.00	800.00	1,000.00
							350.00	350.00	350.00	350.00	350.00	350.00
							-822.00	-328.00	153.00	539.00	930.00	1,326.00
							25.00	25.00	25.00	50.00	50.00	50.00
							200.00	200.00	200.00	200.00	200.00	200.00
							Total Expenses					
							7,603.00	8,697.00	9,878.00	11,889.00	13,780.00	15,876.00
							5,503.00	2,197.00	1,022.00	4,111.00	7,220.00	11,124.00
							5,503.00	2,197.00	1,022.00	4,111.00	7,220.00	11,124.00

Total
Jan-Dec 09
280,000.00
280,000.00
174,100.00
174,100.00
115,500.00
8,000.00
750.00
2,850.00
5,250.00
1,750.00
2,750.00
1,400.00
1,750.00
49,000.00
3,550.00
2,450.00
3,124.00
275.00
1,400.00
84,299.00
38,901.00
38,901.00



**Profit & Loss Forecast for 2010**

January through December 2010

Ordinary Income/Expense	10-Jan	10-Feb	10-Mar	10-Apr	10-May	10-Jun	10-Jul	10-Aug	10-Sep	10-Oct	10-Nov	10-Dec	Total Jan-Dec 10
<b>Income 601 - Sales</b>	80,000.00	90,000.00	100,000.00	110,000.00	120,000.00	130,000.00	140,000.00	150,000.00	160,000.00	170,000.00	180,000.00	190,000.00	1,620,000.00
<b>Total Income</b>	80,000.00	90,000.00	100,000.00	110,000.00	120,000.00	130,000.00	140,000.00	150,000.00	160,000.00	170,000.00	180,000.00	190,000.00	1,620,000.00
<b>Cost of Goods Sold</b>	32,000.00	36,000.00	40,000.00	44,000.00	48,000.00	52,000.00	56,000.00	60,000.00	64,000.00	68,000.00	72,000.00	76,000.00	648,000.00
<b>701 - Cost of Goods Sold</b>	32,000.00	36,000.00	40,000.00	44,000.00	48,000.00	52,000.00	56,000.00	60,000.00	64,000.00	68,000.00	72,000.00	76,000.00	648,000.00
<b>Gross Profit</b>	48,000.00	54,000.00	60,000.00	66,000.00	72,000.00	78,000.00	84,000.00	90,000.00	96,000.00	102,000.00	108,000.00	114,000.00	972,000.00
<b>Expense</b>													
Advertising	2,500.00	2,500.00	3,000.00	3,000.00	3,000.00	3,500.00	3,500.00	4,000.00	4,000.00	4,500.00	4,500.00	5,000.00	43,000.00
Bank Charges	250.00	250.00	300.00	300.00	400.00	400.00	500.00	500.00	500.00	500.00	500.00	500.00	4,900.00
Billing Software	1,000.00	1,500.00	2,000.00	2,500.00	3,000.00	3,500.00	4,000.00	4,500.00	5,000.00	5,500.00	6,000.00	6,500.00	45,000.00
Certification Fees	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	750.00	9,000.00
Computer Equipment	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00
Internet Costs	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
Insurance Expense	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
Office Expense	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00
Payroll Expenses	8,000.00	8,500.00	8,500.00	9,000.00	9,500.00	10,000.00	10,000.00	10,000.00	11,000.00	11,000.00	11,000.00	11,000.00	117,500.00
Postage	1,500.00	2,000.00	2,500.00	3,000.00	3,500.00	4,000.00	4,500.00	5,000.00	5,500.00	6,000.00	6,500.00	7,000.00	51,000.00
Rent	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	350.00	4,200.00
Taxes Incurred	4,095.00	4,648.00	5,226.00	5,811.00	6,383.00	6,903.00	7,540.00	8,125.00	8,645.00	9,230.00	9,880.00	10,465.00	86,951.00
Travel Expenses	250.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	50.00	500.00	500.00	5,300.00
Utilities	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	2,400.00
	<b>20,595.00</b>	<b>22,898.00</b>	<b>25,026.00</b>	<b>27,111.00</b>	<b>29,283.00</b>	<b>31,803.00</b>	<b>33,540.00</b>	<b>35,625.00</b>	<b>38,145.00</b>	<b>39,780.00</b>	<b>41,880.00</b>	<b>43,965.00</b>	389,651.00
<b>Net Ordinary Income</b>	27,405.00	31,102.00	34,974.00	38,889.00	42,717.00	46,197.00	50,460.00	54,375.00	57,855.00	62,220.00	66,120.00	70,035.00	582,349.00
<b>Net Income</b>	27,405.00	31,102.00	34,974.00	38,889.00	42,717.00	46,197.00	50,460.00	1,022.00	4,111.00	7,220.00	11,124.00	15,424.00	310,645.00

## **MANAGEMENT INFORMATION**

# Gary W. Birch

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**Objective** To own and operate a successful, customer-focused Competitive Local Exchange Carrier.

**Experience** 1/5/2007 to current                      Affordable Phone Services, Inc.                      Ocala, FL

## **Customer Service/Sales Manager**

- Management of all aspects of customer service to include but not limited to: interviews and hiring of Customer Service Associates, education, training and development of said associates, evaluations , reviews and disciplinary actions as needed.
- Manage integrated administration team responsible for all online ordering such as clarification, verification, credits and referrals through AT&T LENS program.
- Supervision of customer refunds, charge-backs and referrals..
- Maintain relationships with vendors.
- Collaborate with all departments to ensure staff is knowledgeable on all aspects of telecommunication requirements to include FCC and state mandating, promos and discounts available to customers through specific marketing campaigns.
- Ensure strict policies set forth in acquiring lifeline customers and the maintenance of said customer population.
- Monitoring of customer service calls, call queue and hold times to evaluate need for staffing.
- Management of PSC and Better Business Bureau and customer complaints.

3-2005 to 1-2007                      Port Charlotte Honda Volkswagen/  
Florida Auto Liquidators                      Port Charlotte, FL

## **Finance Manager**

- Generated profit spreadsheets on a weekly basis, prepare monthly reports per management request, maintained files for all inactive deals.
- Analyzed credit reports: performed credit interviews, preparation and evaluation of accuracy for submission to credit lender.
- Implemented dealership policies and procedures to include training of State Regulations regarding finance and The Fair Credit Reporting Act.
- Assessed accuracy and suitability of lender programs to include sustained relations and contacts of various lenders in accordance with lender and dealership guidelines.
- Tracked sales for each employee per locations (city/region) and the overall sales for each site attended per region and demographic.

9-2003 to 3/2005                      Executive Suzuki/Top Gun Automotive                      Leesburg, FL  
Group

## **Sales Associate**

- Customer service to include but not limited to: evaluating customer needs, provide details for specific vehicles per request and facilitated sales process.
- Liaison between Finance Manager and customer to ensure sale while meeting lender and customer expectations.
- Worked well as a team player to create a great work atmosphere.
- Dedicated to work for high sales and add-on averages.

# Gary W. Birch

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**Education** 6-1993 Vanguard High School Ocala, FL  
**Central Florida Community College**

- 1999 to 2001
- Focus in Criminal Justice

**Summary**

- Skilled at learning new concepts quickly, working well under pressure, and communicating ideas clearly and effectively.
- Strong management background combined with excellent communication skills.
- Demonstrated achiever with leading successful teams, managing day to day business practices, and exceptional knowledge of general operations.

**References** References are available on request.

**STATEMENT OF FINANCIAL CAPABILITY**  
**Assurance Home Phone Services, Inc.**

Applicant has sufficient financial capability to provide the requested service in the State of Florida and has sufficient financial capability to maintain the requested service and to meet its lease or ownership obligations. In support of Applicant's stated financial capability, a copy of its Profit and Loss Forecast from January through December 2009 and 2010 is attached to its application. Applicant intends to fund the provision of service through internally generated cash flow. Applicant also has the ability to borrow funds, if required, based upon its financial capabilities, to provide service in the State of Florida.