

APPLICATION FOR REGISTRATION
OF RESIDENTIAL LONG DISTANCE, INC.
FILED WITH THE
SOUTH DAKOTA PUBLIC UTILITIES COMMISSION

IN THE MATTER OF THE)
APPLICATION OF)
RESIDENTIAL LONG DISTANCE, INC.)
FOR AN ORDER) Docket No.
AUTHORIZING THE REGISTRATION)
OF APPLICANT AS A)
TELECOMMUNICATIONS COMPANY)

APPLICATION

Application is hereby made to the South Dakota Public Utilities Commission for an Order authorizing Residential Long Distance, Inc. ("Applicant") to register as a telecommunications company within the State of South Dakota. The following information is furnished in support thereof:

1. Name, Address and Telephone Number of Applicant:

Residential Long Distance, Inc.
300 Maple Park Blvd., Ste. 301
St. Clair Shores, Michigan 48081
Telephone: (586) 218-6070
Toll-Free Customer Service: (888) 419-6070
Website Address: www.resi-ld.com

2. The name under which the Applicant will provide these services if different than in 1. above:

Residential Long Distance, Inc.

services in the State of South Dakota. See Exhibit C, which is attached hereto, Applicant's Balance Sheet as of December 31, 2010 and Profit and Loss Statement for the period ended December 31, 2010, which demonstrates that Applicant has the financial ability to provide the services that it proposes to offer. Applicant hereby respectfully requests a waiver of ARSD 20:10:24:02(8) to the extent it requires applicant to file a cash flow statement.

Applicant agrees to restrict its services to exclude offering prepaid cards, collecting advance payments and deposits.

9. **Applicant's complaints and regulatory matters contact.**

All inquiries regarding regulatory matters should be addressed to:

Alicia Treder, Regulatory and Compliance Manager
300 Maple Park Blvd., Ste. 301
St. Clair Shores, Michigan 48081
Telephone: (586) 218-6070
Facsimile: (855) 580-0213
E-Mail: compliance@resi-ld.com

All inquiries regarding complaints should be addressed to:

Nicole Mullen, Customer Service Manager
300 Maple Park Blvd., Ste. 301
St. Clair Shores, Michigan 48081
Telephone: (586) 218-6070; (888) 419-6070 (toll-free)
Facsimile: (855) 580-0213
E-Mail: compliance@resi-ld.com

9a. **Applicant's plans to bill and collect charges from customers.**

The Applicant's customers will be direct billed utilizing "real-time" completed call detail information from Applicant's

underlying carriers. Applicant will bill on a monthly basis. Applicant's bills will include call detail information, and separate line items for all services and charges, including any monthly recurring charges, onetime charges, taxes or surcharges.

9b. Information concerning the Applicant's policies relating to solicitation of new customers and a description of the efforts the Applicant shall use to prevent the unauthorized switching of interexchange service customers by the applicant, its employees, or agents.

The Applicant will not submit a change order for interexchange service until the Applicant has obtained the customer's written authorization to submit the order which includes the following information from the customer: (1) The customer billing name, billing telephone number and billing address and each telephone number to be covered by the change order; 2) The decision to change; and (3) The customer's understanding of the change fee, if any.

10. Regulatory Status:

Applicant is currently in the process of obtaining authorizations to provide long distance service throughout the United States. Applicant is not currently authorized to provide service pursuant to certification, registration, notification or on an unregulated basis in any states.

The Applicant is in good standing with the appropriate regulatory agency in the states where it is registered or

certified. The Applicant has never been denied registration or certification nor withdrawn its request for registration or certification in any state.

11. Description of Marketing

Applicant intends to market its services to primarily to residential customers and to small to mid-sized businesses. All sales personnel will have telecommunications service experience.

Applicant will market through direct sales by employees and agents. Applicant does not intend to engage in multilevel marketing. Applicant's marketing materials are currently being developed and are not available at this time.

12. Cost Support:

Applicant intends to provide services at a price above its cost.

13. Federal Tax Identification Number and South Dakota Sales Tax Number:

Federal Tax ID: 27-3479022

South Dakota Sales Tax Number: 1024-3907-ST

14. The Number and Nature of Complaints filed against the Applicant with any state or federal regulatory commission regarding the unauthorized switching of a customer's telecommunications provider and the act of charging customers for services that have not been ordered:

None

15. Information concerning how the Applicant will make available to any person information concerning the Applicant's current rates, terms, and conditions for all of its telecommunications services.

The Applicant will make available to any person information concerning the Applicant's current rates, terms, and conditions for all of its telecommunications services through a toll-free telephone number, or through the Applicant's web site.

16. Information concerning how the Applicant will notify a customer of any materially adverse change to any rate, term, or condition of any telecommunications service being provided to the customer. The notification must be made at least thirty days in advance of the change.

The Applicant will notify a customer of any materially adverse change to any rate, term, or condition of any telecommunications service being provided to the customer through either a message in the bill, or a bill insert. The notification will be made at least thirty days in advance of the change.