

# FORM 4

- Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
- Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

OMB APPROVAL	
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**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person * Maxwell W Keith III		2. Issuer Name and Ticker or Trading Symbol Via Renewables, Inc. [VIA]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> Officer (give title below) Chief Executive Officer <input type="checkbox"/> 10% Owner <input type="checkbox"/> Other (specify below)	
(Last) (First) (Middle) 12140 WICKCHESTER LANE, SUITE 100		3. Date of Earliest Transaction (Month/Day/Year) 06/13/2024			
(Street) HOUSTON, TX 77079		4. If Amendment, Date Original Filed(Month/Day/Year)		6. Individual or Joint/Group Filing(Check Applicable Line) <input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)		<b>Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned</b>			

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	06/13/2024		D	(1)	2,533,205	A	(1)	3,323,329	I	By RetailCo, LLC (2)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the**

SEC 1474 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)				6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Stock Unit	<u>(3)</u>	06/13/2024		D <u>(4)</u>			9,317	<u>(5)</u>	<u>(5)</u>	Class A Common Stock	9,317	\$ 0	0	D	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Maxwell W Keith III 12140 WICKCHESTER LANE SUITE 100 HOUSTON, TX 77079	X		Chief Executive Officer	
TxEx Energy Investments, LLC 12140 WICKCHESTER LANE, SUITE 100 HOUSTON, TX 77079		X		
Retailco, LLC 12140 WICKCHESTER LANE, SUITE 100 HOUSTON, TX 77079		X		

## Signatures

/s/ W. Keith Maxwell III	06/17/2024
<small>**Signature of Reporting Person</small>	Date
/s/ W. Keith Maxwell III, Chief Executive Officer of TxEx Energy Investments, LLC	06/17/2024
<small>**Signature of Reporting Person</small>	Date
/s/ W. Keith Maxwell III, Chief Executive Officer of RetailCo, LLC	06/17/2024
<small>**Signature of Reporting Person</small>	Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- Pursuant to the Agreement and Plan of Merger, dated as of December 29, 2023 (the "Merger Agreement"), by and among the Company, Retailco, LLC, a Texas limited liability company (1) ("Parent"), and NuRetailco, LLC, a Delaware limited liability company and wholly-owned subsidiary of Parent ("Merger Sub"), each share of capital stock of Merger Sub was converted into and represent one fully-paid and nonassessable share of Class A Common Stock.
- (2) In connection with the transactions under the Merger Agreement, all of the reporting person's shares of Class A Common Stock and Class B Common Stock were conveyed to Parent. Parent is a wholly owned subsidiary of TxEx Energy Investments, LLC.
- (3) Each Restricted Stock Unit represented a right to receive, upon vesting, one share of Class A Common Stock, cash, or a combination of both. Each Restricted Stock Unit included tandem dividend equivalents which would vest upon the same schedule as the underlying Restricted Stock Units.
- (4) Pursuant to the Merger Agreement, all of the reporting person's Restricted Stock Units were cancelled and extinguished for no consideration.
- (5) These Restricted Stock Units were scheduled to vest in full on May 18, 2024.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.