

June 13, 2024

Thank you for the opportunity to comment on the proposed NASAA Model Franchise Broker Registration Act. I fully support this proposal and am grateful to see attempts being made to regulate franchise brokers. My husband and I were franchisees of Premier Martial Arts from 2021 to 2023. We purchased 3 territories sold to us by a Franchise Fast Lane broker. Our franchise consultant gave us the initial information on the Franchise and set us up to speak to the broker. The first territory that we developed failed after attempting to implement a business model that was fraudulent. We lost everything and were unable to build out the other two territories that were bought and paid for. We were sold something that would never be successful or meet the numbers that the franchise broker and franchisor provided us throughout our research and discovery.

From our initial call with the Franchise Fast Lane broker, statements made about the financials of this business were in my opinion false. We were given recorded zoom calls of other franchisees discussing their successes and profitability. These calls were recorded by, facilitated by and directed to us by the Franchise Fast Lane Broker. To this day, after being an active franchisee highly involved with all the other Premier Martial Arts franchisees, I have no idea who some of those people were. Other franchisee calls we listened to were of people who followed a completely different model. We would have no way of knowing this, and looking back now, there was clearly no regulations or integrity in this process. We were rushed to sign up for discovery day..." Quick! We don't want to fill up and have to push you to next month!" When we attended discovery day, the broker and the franchisor continued to pitch their false narrative and false financials. The broker was so present and such a part of discovery day, I was confused who he actually represented. This broker suggested that we needed to be our best selves and they don't pick everyone as franchisees. Low and behold, all were chosen to pay them large amounts of money for their false business. "Sign here quick! You have 24 hours! And wire the money to this address quick!!!"

The Franchise Broker Registration Act would protect franchisees in many ways. I strongly support brokers needing to be registered. As far as I know, this particular broker, and Franchise Fast Lane are still selling franchises to unsuspecting people using their hard sell tactics, misleading and trickery. It seems that currently there are no regulations or consequences in place for brokers acting in reckless manners leading to others financial destruction.

Thank you for allowing us to comment on this proposal.

Sincerely,

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