

From: [Edward Freeman](#)
To: [NASAA Comments](#)
Subject: [EXTERNAL]Re: [EXTERNAL]Fwd: FW: [EXTERNAL]New Message From NASAA
Date: Friday, July 26, 2024 10:44:08 AM

A true Franchise Consultant is not there to sell anyone. They are there to provide enough information so that potential franchisees can make informed decisions. This involves recommending each candidate speak to a franchise attorney and potentially a financial advisor, as we are neither. You could even require providing an email list of franchise attorneys and other valuable contacts.

A franchise attorney's role is to thoroughly review all the franchise documents, ensuring the potential franchisee understands the terms and conditions. They are the only ones, besides the franchise itself, who should go over these documents with the candidate. Franchise consultants don't have all the information, nor are they provided with all the details. They also may not understand every single franchise's specifics. A franchise attorney can help the franchise or potential franchisee get clarity if there's any confusion.

Truly, a Franchise Consultant is essentially a glorified affiliate marketer who helps match potential franchisees to potential franchises—nothing else and nothing more. While middlemen like Franchise Fast Lane and the franchises might hate it, recommending legal counsel has saved my potential franchisees on multiple occasions from agreeing to terms that only benefit the franchise. It also helps them with their lease agreements. The focus should always be on evaluating and interviewing franchises, ensuring candidates have all the information they need to make the best decision for themselves.

You could also require a Franchise Consultant to have a no income claims disclosure form or guarantee, as it's up to the potential franchisee to verify all information provided. Franchise Consultants cannot verify all the information on their own, as they are not given all the information to begin with. Most franchise systems don't provide consultants with all the details. Generally, consultants receive basic information such as net worth requirements, liquid cash requirements, specific background requirements for the franchise type, and management options available. This usually consists of a one-pager stating these requirements and sometimes includes the item 19.

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Your Consultant has not checked the accuracy of the written or website information provided by the franchisor (the seller) and assumes no responsibility for the acts, errors, or omissions of the seller or the outcome of any transaction. The brief highlights are for initial overview only and should be verified with the seller.

"You will receive everything you want in life if you can help enough other people get what they want." Zig Ziglar,