



June 13, 2024

Via Electronic Mail

Theresa Leets, Chair of the Project Group  
Bill Beatty, Co-chair of the Section  
Erin Houston, Co-chair of the Section

Re: Public Comments on Proposed NASAA Model Franchise Broker Registration Act (the "Act")

To NASAA,

My name is Mo Pandoria, and I am the Founder and CEO of IDOLIZE Franchising LLC, which was established in 2017. I currently have franchised units in NC, NJ, NH, TX, and FL, with more units on the way.

After reviewing the facts of the NASSA Model Franchise Broker Registration Act, I appreciate the efforts to increase transparency and support the sentiment behind the proposed Act. However, I respectfully request that NASAA extend the comment period and engage more thoroughly with all relevant stakeholders to develop a balanced and effective regulatory framework. This approach will ensure that the final document works for all parties and encourages, rather than discourages, people from considering franchise opportunities.

Thank you for your consideration in this matter. We look forward to working collaboratively with NASAA to achieve our shared goals for responsible franchising.

Kind regards,

A handwritten signature in black ink, appearing to read "Mo Pandoria", is placed over a light gray rectangular background.

Mo Pandoria  
Found and CEO  
IDOLIZE Franchising LLC

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