From: Morris Lifschutz
To: NASAA Comments

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Subject: [EXTERNAL]NASAA REQUEST FOR PUBLIC COMMENT

**Date:** Thursday, June 13, 2024 3:52:00 PM

To whom it may concern,

After being completely defrauded and lied to by several franchise brokers, I support the proposed NASAA Model Franchise Broker Registration Act ("Franchise Broker Act").

Franchise Fastlane and other brokers have made egregious and deceitful claims to bolster their revenue and commissions, by marketing false revenue numbers and potential outcomes to prospects. In the process and in my own personal experience, these brokers would lie about being "owners themselves," would block us to only speaking to current franchisees after being scripted on what information to share, tricked and "pitted" against other prospects to purchase multiple territories as a competition (which would bolster their commission because we paid more money for more territories), used marketing flyers and information that was misleading and untrue, etc.

There must be some standards and regulation for this class of sales broker to protect the franchise industry and prevent individuals like myself to lose hundreds of thousands of dollars, my reputation and my lifesaving on a misleading and fraudulent business model because a franchise broker was more concerned about filling his pocket than anything else.

Please reach out for any further information.

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