

From: [Victor Marshall](#)
To: [NASAA Comments](#)
Cc: [Theresa Leets](#); [Erin Houston](#)
Subject: [EXTERNAL]PROPOSED NASAA MODEL FRANCHISE BROKER REGISTRATION ACT
Date: Wednesday, June 12, 2024 3:24:39 PM

Hello, thank you for the opportunity to comment.

I am a Premier Martial Arts franchise owner. Franchise Fastlane was our broker and gave prospective franchisees claims such as that it took owners only 10 hours/week to manage. Any successful school owner I've talked to since then, spends at least 40 hours/week, often more like 60-80.

Franchise Fastlane, along with PMA, told us that schools would break even at about 80 members. We currently have 130 members and are still not profitable. The financials they supplied to us we were told were studio averages, but we later discovered that they were cherry-picked top performers.

Franchise Fastlane organized "Validation Calls" which were supposed franchise owners that told us how easy it was to run and how they only visit their studios at belt testing because they're too busy vacationing in the Caribbean. We were instructed by Franchise Fastlane not to ask financial questions during these calls but said we could follow up privately. I would ask on the call and email Franchise Fastlane asking for contact info of owners and never received a response. I don't even know if they were real franchisees. If anything they were legacy schools that I found out pay a fee like a licensee rather than a percentage like a franchisee and legacy schools vary wildly from what we were told was a complete, full-proof business plan.

Questions around these topics were skillfully dodged by PMA at Discovery Day, often deferring to documents or to Franchise Fastlane.

The misinformation supplied by Franchise Fastlane was a key to our decision and led to extraordinary losses financially and emotionally.

We support more regulations on this industry.

Thank you,
Victor