

**From:** [Rob Friend](#)  
**To:** [NASAA Comments](#)  
**Cc:** [Theresa Leets](#); [bill.beatty@dfi.wa.gov](mailto:bill.beatty@dfi.wa.gov); [Erin Houston](#)  
**Subject:** [EXTERNAL]Public Comments on Proposed NASAA Model Franchise Broker Registration Act (the "Act")  
**Date:** Thursday, June 13, 2024 5:26:06 PM

---

My name is Rob Friend. I am a franchise Consultant and Owner of FranchisEdge LLC. I am also a member of IFPG - International Franchise Professionals Group, and was a franchise business owner for several years.

I appreciate the efforts to increase transparency and support the sentiment behind the proposed Act.

We 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 attention to this matter. We look forward to working collaboratively with NASAA to achieve our shared goals or responsible franchising.

Best Regards,

Rob Friend  
Managing Partner and Owner  
FranchisEdge LLC