

**From:** [Danessa Itaya](#)  
**To:** [NASAA Comments](#)  
**Cc:** [Theresa Leets](#); [bill.beatty@dfi.wa.gov](mailto:bill.beatty@dfi.wa.gov); [Erin Houston](#)  
**Subject:** [EXTERNAL]Public Input Requested for the Franchise Broker Registration Act by NASAA  
**Date:** Wednesday, June 12, 2024 11:03:37 AM  
**Attachments:** [Outlook-zlfkuq21.png](#)

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To Whom It May Concern:

I have been actively involved in the franchising industry for the past three decades, playing a role in establishing various concepts within the home service sector and overseeing multiple franchisors across different categories. At present, I serve as the President of Bio-One Inc., a franchise brand with over 145 franchises, across the United States.

We rely heavily on Franchise Business Consultants to attract new franchisees, accounting for 75% to 80% of our new franchisee growth.

I am concerned about proposed changes to the Franchise Disclosure process. While transparency is important, we must be careful not to burden stakeholders excessively. Many successful franchise concepts rely on consultants to find qualified candidates. Implementing complex regulations in an already regulated industry may discourage Americans from starting new businesses through franchising.

Thank you for your time and consideration.



**Danessa Itaya**  
President | Bio-One



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