

**From:** [Katie Baker](#)  
**To:** [NASAA Comments](#)  
**Cc:** [Theresa Leets](#); [bill.beatty@dfi.wa.gov](mailto:bill.beatty@dfi.wa.gov); [Erin Houston](#)  
**Subject:** [EXTERNAL]RE: Request for Public Comment on the Proposed Statement of Policy Regarding the Use of Franchise Questionnaires and Acknowledgments  
**Date:** Thursday, June 13, 2024 9:42:13 PM

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RE: Request for Public Comment on the Proposed Statement of Policy Regarding the Use of Franchise Questionnaires and Acknowledgments

Hello,

I'm grateful that the world of Franchising is starting to get some attention. I am a retired (20 years of service) veteran who has deployed and received a Meritorious Service medal for my time overseas. My husband is also a 23 year retired veteran with multiple deployments and a Meritorious Service medal as well.

At 42 he was diagnosed with congestive heart failure, most likely related to his time spent overseas. Being so young and not financially ready to retire he went seeking an opportunity to continue to bring an income into our home. It was then that we were connected to Franchise Fast Lane. They informed us that they were a broker and would be there to help walk us through the brand that was right for us. They knew that we were not familiar with Franchising and told us to trust them that their job was to walk us through step by step and help us decipher the financial benefits along with stress and time commitment requirements.

They knew my husband's health was of most importance and told us the brand Premier Martial Arts was a "super semi-absentee" business that required only 10-15 hours a week. The profit margins were over 45%. They spent hours of sales pitches telling us this over and over. Then sent marketing material with 100s of pages telling us all about the financials of the business and little time commitment. Their team wasn't a broker, they were a full court press sales team willing to tell us anything we needed to hear to invest our limited capital into this business.

Franchise Fast Lane was fully aware that the numbers were complete fraud with zero basis. They knew they were selling a model/system that had not been proven. But that didn't stop them.

It didn't stop them because they knew, ultimately, there is no accountability. They didn't care because no one is fact checking the material they send out. This broker helped the franchise write the FDD and according to their own website "wording the FDD to be attractive to buyers" is a benefit they provide to franchisors that hire them.

Left completely unchecked by the lack of licensing and regulatory rules they have defrauded hundreds of Americans out of their life's savings. How can I be so bold to say this? I have hours of recordings of these lies. I have documentation of admittance to lying in the FDDs. Franchise Fast Lane is a danger to the American dream. We are told business ownership is the key to wealth and success. Franchising is supposed to provide a proven support system. These brokers were fully aware that the brands they are selling and heavily promoting are misleading at best and at the worst brands, high level fraud. Then to add the icing to this rubber cake, they hide behind embedded releases and other legal trickery.

Franchisors and Franchise Brokers are ruining the industry. We didn't fight for America just to be abused by a broken system. I call on NASAA to adopt and strictly enforce the proposed SOP.

Thank you again for reading this comment and dedicating your time to righting a long overdue wrong.

Kindly,

Katie A. Baker