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Sent to:

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To ALL this may concern,

We would like to first start by saying that we fully support the “Franchise Broker Act” proposed by the NASAA, and also believe that this act should be the minimal first step to correcting the inequitable, unfair, and in many people’s opinion criminal behavior endemic to the franchise world. This act would at least address the corrupt and deceptive nature of the potential franchisee recruiting process, a process in which my wife and I have first hand experience.

Kimberly and I were referred to a recruiter by friends of ours who had recently looked for a correction in their professional lives. This gentleman was more a vocational coach than a franchise recruiter in a pipeline; however, our interactions with him led us to being engaged by Franchise Fast Lane (FFL), a franchise broker who represented Premier Martial Arts (PMA) a company they “paired” us with based on conversations that we had. In these conversations we discussed our financial situation and what was “unofficially” required to be “awarded” a territory.

This is the point that the lies ensued. As a young couple, recently starting our family, and desiring to work for ourselves and have control of our schedules, we had certain needs in a franchise. First, we needed to spend under \$250,000 to get started (low liquid capital and no business lending history), we needed it to be semi-absentee (we required both of our incomes), and we needed it to make a salary for me equivalent to my current salary after the first year (to keep us in line financially while opening my schedule). We were ensured that all of these criteria were easily met; shown charts and graphs and the like.

Upon meeting the first representative from PMA we had the same series of conversations that we did with FFL. What was strange was how similar the presentations were in content and style,

as well as, how identical the financial figures were. At the conclusion of these meetings we were reassured of the same things, having our same questions answered the same way again.

Leading into and at Discovery Day the lies were perpetuated. We were given official documents (the FDD) with figures and charts different from those of FFL and the PMA reps only in detail and format. Given the chance to scrutinize the numbers, we gave simplified explanations for what was required of us financially to start and run the business initially and what we could expect financially out of the business. FFL, PMA reps over Zoom, and their owner Barry VanOver all assured us these assumptions and expectations were correct. The problem is every financial figure we were shown at any point was inaccurate, in our opinion fraudulent, and has proven the ruin of hundreds of franchisees who own a PMA. It is also attempting to ruin us; please pass the *NASAA Model Franchise Broker Registration Act*, and help desperate business owners like us.

Sincerely,

Joshua and Kimberly Ragland

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