

From: [Colette Young](#)
To: [NASAA Comments](#)
Cc: [Erin Houston](#); bill.beatty@dfi.wa.gov; [Theresa Leets](#)
Subject: [EXTERNAL]Franchise Fast Lane and Brett Seebohm
Date: Thursday, June 13, 2024 9:03:35 PM

Good evening,

I am reaching out to share my experience with Franchise Fast Lane and the salesman, Brett Seebohm (B.S, who lied and manipulated me out of hundreds of thousands of dollars by sharing false information, broken promises and flat out lies!

In February of 2021, I began communicating with B.S. about the possibility of investing in some units of Premier Martial Arts.

As a mother of 3 (2 with special needs), I was looking for an investment that would enrich lives and promote growth and positive character in kids specifically.

After dozens of hours of phone calls and zooms with B.S. I was bought in. It sounded like a no-brainer. I was excited, however, I was skeptical. It almost sounded too good to be true. I wanted to hope for the best yet be prepared for the worst. So, once on group calls with new franchisees or corporate members, I would ask the negative questions.

To name a few of the questions I asked with B.S. seemingly had great solutions for my every concern.

Q: How can I make this work without having any martial arts experience?

A: We actually prefer non-martial artists as owners. These people will be less set in their ways and more willing to follow our systems.

Q: I have 3 young kids and am an attachment parent, I don't think I have time to run a business on my own.

A: You don't need to be in the business itself. We actually award franchises to people in states other than where they reside.

Q: I am someone who always sees the best in people and I worry about screening employees when I like most people I meet?

A: We hold your hand every step of the way. We have our own website with nothing but qualified applicants who are often excited to relocate for this amazing job opportunity.

Q: If I only have one instructor, what do I do if they have an accident or get sick?

A: We are one team, one family! We have an extensive network of passionate, martial artists with a common goal and we are growing and growing. Chances are, there will be a PMA within a few hour drive from you. Legacy owners or instructors from neighboring schools can come to help out. We even will send someone out from corporate to fill in in certain cases so you don't have to shut down your business.

Q: My husband doesn't believe in this model, how can I invest SO much money without knowing if/when I will see a return?

A: Due to our proven model and success rate of legacy owners as well as new franchisees, you will not fail. We have excellent marketing campaigns and a presale plan set up so that you will be breaking even on all monthly expenses once you have your Grand Opening.

Q: I struggle with migraine headaches and a very demanding family life, won't this be too

overwhelming for me?

A: We have systems in place and a step by step plan that will guide you every step of the way. Your new hire employee will come to corporate training and spend a week with us. They will learn the systems, role play and be set up for success so they can return to your school with all the knowledge and resources they will need. In fact, our model is so easy to run, we are awarding many single owners over 5 units at a time.

On top of all of the above, they promised ongoing support and hand holding through tough times that might arise.

The franchise was sold as a dream come true.

"Simple , 60 day build out" was actually over 7 months.

While only operating 4 partial weekdays from 3 - 9pm you are guaranteed to make an incredible return of investment and be able to use the profit from your first school to open another school, breaking even within 3 - 6 months.

Thank you for listening to my unfortunate experience that I share with at least 70 other fellow franchisees that purchased a Premier Martial Arts franchise.

Please let me know if you need anything else from me. I am very happy to share more details etc.

Sincerely, Colette Young