

From: [Sean McNally](#)
To: [NASAA Comments](#)
Cc: [Theresa Leets](#); bill.beatty@dfi.wa.gov; [Erin Houston](#)
Subject: [EXTERNAL]Premier Martial Arts
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Hello, I'll start off by apologizing and not realizing today is the deadline for comment. I'm not exactly sure what you need from me but I can tell you I am a franchisee of Premier Martial Arts with one SERIOUSLY STRUGGLING location in Saugus, MA. I never even got to the point of consideration to open my 2nd territory/location in Newburyport, MA, as this first experience has been a nightmare and nothing at all in line with what I was sold. It's clear that we were fed a bil of sale with completely false and unrealistic financials and staffing assumptions, and the idea that one and a half staff could run the operation is laughable. I've been here every single day since getting involved with this mess, as we opened in July of 2022 offering free classes before our official grand opening in October of 2022. In a way it's a minor miracle that we're still open, but that could literally come to an end in the next month or two, as we're not bringing in the revenues to cover our rent or staff. I invested about \$400K into this (from my retirement IRA), and there's less than \$10K remaining in the bank account. I haven't taken a penny in salary since signing on after my Discovery Day in January of 2021. Staffing has been a MAJOR issue (which I always feared, but they claimed they had a network of instructors eager to join and teach at our locations, and would help us out with emergency instructors if needed, but they failed to say it would cost me even more money by flying them in and putting them up in a hotel and providing transportation and paying a per diem on top of a full salary), so I've ended up teaching a large number of the classes myself, and I am not a martial artist. I finally have a semi-stable staff of instructors but they're all essentially part-timers, and I still ended up having to teach all classes last Thursday and Friday and I'll be doing the same tomorrow, which is not anything I ever wanted or planned to do.

We went from having multiple scheduled weekly meetings and calls with our support staff (Brent at Franchise Fastlane, PMA coaches, other 'legacy' studio owners, and management like Myles Baker, Barry Van Over and Aaron Hensley), to having practically my entire support team at corporate quit in mid-to-late 2022, right as we were ramping up for our Grand Opening. The final huge lie was Barry saying he was bringing in Unleashed Brands to help fuel our growth, but the reality was he sold us all out by cashing out for himself and selling the company to Unleashed, where we became just one of 5 or 6 other brands under the Unleashed umbrella, an umbrella and corporate entity with ZERO martial arts industry experience. I think since Unleashed took over PMA, there have been 5 or 6 people they've tried to plug in as the 'PMA brand manager', and I don't think any have made it more than a few months before we find out someone new is now in charge, again. It is beyond frustrating what has happened to what I truly believed was a fantastic segue into my next career, a life of empowering the youth of this country to become the best that they can be while learning how to defend themselves and their families. Whatever can be done to ensure that this type of false advertising and use of unrealistic numbers to entice people to essentially bet their retirement on a brand that never truly existed in the franchise model, would be a great step in the right direction so that more people like me and others in similar situations, won't be bamboozled by flashy presentations and made-up numbers that were based on long-time much larger legacy schools and their student base and revenues, numbers that could never actually be attained with the model they deceptively sold us on.

I'm happy to answer any questions or add more specific details if needed. I thank you for undertaking this very necessary step to protect future franchisees from deceptive and

aggressive tactics used by charlatans who were only interested in taking small business people to the cleaners with their franchise fees, selling us on a model that never truly existed by working in deceitful concert with Franchise Fastlane. In saying things like 'no franchise had ever closed' when in fact there never was a true franchise location at the time, only legacy martial arts studios that provided their inflated revenue numbers because they were long-established and had much higher student counts and hence higher revenues. It was really quite the shady pitch, and I'll go as far to say illegal, as I also find myself in a lawsuit looking for arbitration so I can *hopefully* recover some of my hard-earned retirement money from Barry van Over and his corrupt cronies. Thank you again,

Sean McNally
Boston Black Belt Corporation (Corporate office location)
100 Cummings Center
Suite 246-D
Beverly, MA 01915

Premier Martial Arts (Franchise location)
600 Broadway
Saugus, MA 01906
888-860-0090 Studio
617-686-8884 Cell