

**From:** [Dan Durney](#)  
**To:** [NASAA Comments](#)  
**Cc:** [Theresa Leets](#); [bill.beatty@dfi.wa.gov](mailto:bill.beatty@dfi.wa.gov); [Erin Houston](#)  
**Subject:** [EXTERNAL]Public Comments on Proposed NASAA Model Franchise  
**Date:** Thursday, June 13, 2024 10:32:53 PM

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June 13, 2024

Via Electronic Mail

To:

Theresa Leets, Chair of the Project Group  
Bill Beatty, Co-chair of the Section  
Erin Houston, Co-chair of the Section

Re: Public Comments on Proposed NASAA Model Franchise Broker Registration Act  
(the "Act")

To NASAA,

My name is Daniel Durney, CFE. I've been in Franchise Development for 21 years during which time I've worked almost exclusively with Franchise Brokers, Coaches and Consultants assisting many candidates to enjoy much success with several brands including Massage Envy, Ben's Barketplace, Fantastic Sam's, and now Assisting Hands Home Care.

I appreciate the efforts to increase transparency and support the sentiment behind the proposed Act.

We respectfully request that NASAA extend the comment period and engage more thoroughly with all relevant stakeholders to develop a balanced and effective regulatory framework.

This approach will ensure that the final document works for all parties and encourages, rather than discourages, people from considering franchise opportunities.

Thank you for your attention to this matter. We look forward to working collaboratively with NASAA to achieve our shared goals or responsible franchising.

Best Regards,  
Dan Durney, CFE  
Director of Franchise Development  
Assisting Hands Home Care

[Electronic Business Card](#)



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