

From: [Michelle S](#)
To: [NASAA Comments](#)
Cc: [Theresa Leets](#); bill.beatty@dfi.wa.gov; [Erin Houston](#)
Subject: [EXTERNAL]Fwd: Request for public comment about franchise brokers
Date: Wednesday, June 12, 2024 10:18:37 PM

Hello,

This email is to submit a request for public comment about franchise brokers. We were introduced to Franchise Fastlane (FFL) through a franchise consultant in Pittsburgh, PA. My husband Peter was looking for a business opportunity and when Premier Martial Arts (PMA) became the front runner, we were quickly introduced to a representative of FFL. The following is a list of ways we were convinced to invest in PMA beyond the information in the FDD.

- During the process we were strongly encouraged to attend validation calls with current PMA owners who were experiencing great success. The purpose of these calls was to hear first hand how well the schools were doing using the PMA system. After buying three territories, we came to learn they were not using the same business model that was being marketed to franchisees. They were PMA in name only.
- We attended Discovery Days in February 2020 and FFL set up meetings with PMA leadership and owners who talked openly about how franchisees could expect the profits to exceed the numbers listed in the FDD. This was shared with us in conversations and in a presentation given by PMA leadership right before our interviews.
- FFL marketed PMA as an opportunity for non-martial artists who had business experience and a desire to do good in the community. This turned out to be fraudulent. They created a frenzy for PMA that was financially inaccurate. We closed our doors within 6 months of building out our first location. We ran out of money. We have since drained our retirement trying to avoid bankruptcy and the debt we now carry is crippling, even with decent jobs. I am an administrator with a background in education and Library Science. Pete is a warehouse Operations Manager. FFL falsified information to make us and other people think we could be successful as a PMA owner.

Thank you for taking the time to read this email. Please reach out with any questions.

Sincerely,

Peter and Michelle Silberman

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