

August 27, 2025

To: NASAA Officials

From: Charles Barson, Franchise Consultant

Subject: NASAA Model Franchise Broker Act

Dear NASAA Officials:

I am a Franchise Consultant that works with potential business owners from across America. My father bought a franchise in the 1960's when I was 12 years old. That is when I was introduced to what it is like to be a proud business owner in the United States. I support franchisees from all ethnic group including immigrants and minorities.

The Franchise Broker Registration Acts concerns me deeply because owning a business is an American dream that I believe we need to support.

Reduced Consumer Options:

This legislation would eliminate many franchise professionals who help consumers learn about franchise opportunities, ultimately reducing the information and options available to prospective business owners.

Market Concentration:

By creating barriers that disproportionately affect smaller players, this Act would concentrate market power among large franchise systems that don't need broker relationships.

Information Access:

Many consumers rely on Franchise brokers to educate them about franchise ownership and help them evaluate opportunities. Eliminating these independent resources would leave consumers with less guidance and fewer information sources.

Impact on Innovation:

New and innovative franchise concepts often depend on broker networks to reach early adopters. This regulation would make it harder for innovative business models to compete with established brands.

Free Market Principles:

This legislation represents government intervention that would distort natural market forces and reduce competition, ultimately harming consumers through reduced choice and innovation.

Please consider these market impacts and work with stakeholders to address specific problems without broad regulations that harm consumer choice and market competition.

Sincerely,
Charles Barson
Franchise Consultant
The Franchise Consulting Company