



August 27, 2025

Re: Request for Public Comment on the NASAA Model Franchise Broker Registration Act

Dear NASAA Project Group,

My name is Keith Liscio, and I am an independent franchise broker with 3 years of experience serving the franchising community through my company, Excelsior Franchise Center.

I work with a diverse audience of budding entrepreneurs including women, minorities, and military veterans across the USA. I appreciate the opportunity to provide feedback on the proposed Model Act.

I want to begin by expressing my support for the goals of enhancing ethical standards and education within franchising. These are values that all franchise brokers share, as our success depends entirely on connecting qualified candidates with appropriate franchise opportunities where they can succeed in their own businesses.

I, however, have several concerns about the proposed approach that I believe merit consideration. For instance:

#### Industry Role Clarification

As an independent franchise broker, I serve as a referral source only. I do not sell anything. I'm a broker that brings a buyer (i.e. prospective franchisee) and a seller together. I was an executive recruiter for more than 20 years and this role is like that where I introduced qualified candidates to potential employers. I do not have authority to bind franchisors, cannot provide franchise disclosure documents, and am contractually prohibited from making franchise offers. The eventual franchise decision remains entirely between the franchisor and the candidate. My role is simply educational.

#### Regulatory Framework Alignment

The current draft treats all franchise sales participants identically, despite our different roles and authorities. This approach may create compliance challenges that could inadvertently limit competition, particularly affecting emerging franchise brands that rely on broker referrals for growth. While there may be bad actors in our industry, brokers are largely blameless. Again, we don't sell anything; we merely educate prospects interested in getting into business for themselves – a valuable service for national economic growth.

#### Constructive Solutions

I support the development of standardized national education requirements that could be reciprocally recognized across states. This would address educational concerns while maintaining the viability of franchise brokerage services for emerging brands. The current proposal could lead to the possibility of 50 different standards with 50 different requirements and 50 potential fees. That could dramatically hinder my ability to serve a national audience.

I welcome the opportunity to work collaboratively with regulators to develop effective solutions that serve all stakeholders in the franchising community.

Ever upward!

Keith Liscio, President

Excelsior Franchise Center