

From: [Dan Jenkins](#)
To: [NASAA Comments](#); [Theresa Leets](#); bill.beatty@dfi.wa.gov; [Erin Houston](#)
Subject: [EXTERNAL]NASAA Model Franchise Broker Act
Date: Wednesday, August 27, 2025 4:00:33 PM

Dear NASAA Officials,

My name is Dan Jenkins, and I am writing to voice my strong opposition to the proposed NASAA Model Franchise Broker Registration Act. I have been intimately involved with the franchising industry, and I have helped and influenced hundreds of people pursue their dreams of business ownership through the franchising business model. As a small franchise broker who has dedicated over 21 years to the business, I am deeply concerned about the damaging impact this legislation would have—not only on my business, but on the broader franchise industry.

Excessive and Unnecessary Burden

The registration requirements outlined in the Act would impose significant administrative and financial costs that small operators like myself cannot reasonably absorb. Rather than protecting franchise buyers, this would force many experienced brokers out of business—ultimately leaving prospective franchisees with fewer trusted resources to guide them through an already complex decision-making process.

Definitions That Go Too Far

The Act's definition of "franchise broker" is overly broad. It captures individuals who merely provide information, referrals, or introductions—not those directly involved in franchise sales. Requiring these professionals to register is unnecessary, impractical, and counterproductive.

Unrealistic Recordkeeping Mandates

The proposed five-year record retention rule far exceeds standard practice. Most businesses—and even IRS requirements—maintain records for three years. Imposing a five-year mandate is excessive, creates unnecessary operational challenges, and provides no clear benefit to franchise buyers.

For these reasons, I respectfully urge NASAA to reconsider or substantially revise the proposed Act. As written, it threatens to diminish the availability of knowledgeable, ethical franchise brokers who play a vital role in supporting prospective franchise owners.

Sincerely,

Dan Jenkins

Consultant / The Franchise Consulting Company

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