

From: [Iric Wexler](#)
To: [NASAA Comments](#); [Theresa Leets](#); bill.beatty@dfi.wa.gov; [Erin Houston](#)
Cc: [Jeff Elgin](#)
Subject: [EXTERNAL]NASAA Model Franchise Broker Act Comments
Date: Wednesday, August 27, 2025 4:07:38 PM

To All Whom It Concerns,

For over 20 years, I've played a small but fulfilling role in helping people across the country explore the possibilities of small business ownership through franchising. As an Independent FranChoice Consultant ("Franchise Broker"), I serve as a lead source for franchisors. I screen candidates as potential business owners based on basic criteria and suggest business models that may match certain characteristics. I then directly introduce vetted candidates to the development teams of the respective franchisors. My role is simple, basic, and preliminary, relative to the thorough diligence conducted between candidates and franchisors. I hope the distinct difference between my role as an Independent FranChoice Consultant and the role of the franchisors' development team is recognized and understood. The consistency of the FTC's involvement is necessary, important, and certainly welcomed. Conversely, individual state regulatory involvement creates inconsistencies and confusion.

I am passionate about the opportunity that business ownership through franchising offers Americans and proud to play a small role in driving such an important part of our economy. Please reach out if I can offer any further input on what I (and we) do as a Franchise Broker.

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