

From: [Adam Goldman](#)
To: [NASAA Comments](#); [Theresa Leets](#); bill.beatty@dfi.wa.gov; [Erin Houston](#); [Jeff Elgin](#)
Subject: [EXTERNAL]NASAA Model Franchise Broker Act Comments
Date: Wednesday, August 27, 2025 3:31:36 PM

I have been in franchising for 15 years and around 9 years as a Coach and Consultant affiliated with FranChoice.

1. FranChoice and its consultants aren't involved in the sales process. We are just a lead source for franchise companies.
2. For those who are directly engaged in the franchise sales process, this proposed regulation is overkill- duplicative of existing rules and safeguards already in place.
3. Individual state regulation creates hardship and confusion. If we need more regulation it should be done by the FTC on a national level.

Small business is the engine of growth for the US and franchising is a great path for potential franchisees. Any regulation that puts more burdens on small business owners risks job creation in the country and in your state.

--

Adam Goldman
Franchise Consultant, FranchiseCoach
713-309-6776

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.