

From: [Matt Tiefenbrunn](#)
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 5:23:27 PM
Attachments: [image.png](#)

To Whom It May Concern,

My name is Matt Tiefenbrunn and I am a Franchise Consultant with Fran Choice. I started my business with Fran Choice in December of 2024 after years of being self-employed both in and outside of franchising. The reason I am reaching to you is because of the concerns I have with the NASAA Model Franchise Broker Act.

Here are my major concerns

- As a FranChoice consultant I do not participate directly in the franchise sales process; rather, I serve as a lead source for franchise companies. My role involves forwarding leads of prospective franchisees to those franchise companies, who then guide these prospects through their sales process. **It is crucial to clarify that we should not fall under the definition of franchise sellers, as our role does not align with that designation.** The language in this regulation, which currently labels anyone “indirectly” involved in the franchise sales process as a broker, requires revision to prevent significant unintended consequences.
- For the individuals and organization who are actually involved in the franchise sales process, this new regulation is unnecessary, burdensome, costly and duplicates rules and regulations already in place.
- Lastly, I believe that advocating for individual states to create their own rules and fees related to this disclosure process unnecessarily creates confusion and hardship from a compliance standpoint. If we need more regulation of franchise sales brokers, it should be done by the FTC on a national basis.

Please review these concerns and take them under consideration.

Respectfully,

Matt Tiefenbrunn
Franchise Consultant
573-680-1930

mtiefenbrunn@franchoice.com

[Website](#)



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