

From: [Andrew Horton](#)
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 3:39:03 PM

Good Afternoon,

I am Andrew Horton from Nashville, TN and am 25 years into my franchising journey. I have been lucky enough to be a part of the team that helped launch the franchise consulting network, FranChoice, 25 years ago. I've also personally invested in our world as a franchisee of both CertaPro Painters and Salons by JC over the years and I am currently an independent Consultant for FranChoice.

We and our consultants are not involved in the franchise sales process for any particular brand.

We are a lead source for franchise companies trying to find the best possible people to become their new franchisees. They communicate the attributes they want in their new franchisees and we send them people who are considering franchising/entrepreneurship who meet those attributes, etc.

After that they are then taken through a sales process by the franchise sales staff (whether internal employees or independent contractors like FSOs). As a lead source for franchise companies, just like internet advertising sites such as the IFA or Entrepreneur.com, or social media sites like Facebook and LinkedIn and we should not be covered in this definition of franchise sellers because that's not what we do.

We are a matchmaker, not a sales agent or salesperson for any of the brands and that is an important distinction. My role/our role is to help our candidates find the best potential franchise matches and conduct the proper research before they make their decision on whether franchising or any particular brand is the right next step for them.

Thank you for your time and consideration,

-Andrew

Andrew Horton
Franchise Consultant, Industry Expert & Franchisee
612.961.9537 – Direct
Andrew@ResearchFranchises.com
Book Time With Me: [Andrew's Availability](#)

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.