

From: [Alex Monteiro](#)
To: [NASAA Comments](#); [Theresa Leets](#); bill.beatty@dfi.wa.gov; [Erin Houston](#)
Cc: Michael.ODonnell@house.mo.gov; [Alex Monteiro](#)
Subject: [EXTERNAL]Please read re: NASAA Model Franchise Broker Act
Date: Wednesday, August 27, 2025 3:48:42 PM

Dear Project Group,

My name is Alex Monteiro and I am a Franchise Broker based out of Kansas City, MO. Brokering is a relatively new career path for me after spending 30 years in technology. I mentored small businesses to growth during my time at Google Cloud & Salesforce, which is why I chose my new career path to mentor prospective business owners towards ownership & freedom. My area of expertise is to assist prospective business owners who are considering a transition from a corporate job to being productive business owners in their communities.

I am writing to express my strong opposition to the proposed NASAA Model Franchise Broker Registration Act. I am concerned about the unintended consequences this legislation would have on my business and business growth as a whole.

I was introduced to the franchise brokering business by my former enterprise VP of sales. He told me, "what you'll love most about this job is helping people - and that we're no longer selling". The definition of "franchise broker" in the Act is far too broad and would capture individuals, like myself, who make referrals and provide information & resources, but are not those who are actually engaged in franchise sales. The regulation proposal, specifically in regards to brokers, threatens not only my business, other franchise broker's businesses, it also threatens the creation of many net-new businesses as a result of hindering access to the services we provide.

The definitions of a franchise broker in the Act merges various parties who do not perform the same function, but are held to the same standards. Recruiter Franchise Brokers, Internal Reps, and FSOs are not the same thing. They perform essentially opposite functions. Regulation should not be a "one-size-fits-all" approach.

This Act is anticompetitive and in direct contradiction to a recent [executive order](#) to eliminate anti-competitive regulatory barriers as well as the FTC's regulatory guidance to reduce anticompetitive regulations that seek to create unnecessary barriers for new market entrants. Please reconsider the Acts' influences, need, and cost on our collective businesses' climate and growth.

Sincerely,

Alex Monteiro
President - RevRatel

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Alex Monteiro
President, RevRatel

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