

1 **STATE OF WASHINGTON**
2 **DEPARTMENT OF FINANCIAL INSTITUTIONS**
3 **SECURITIES DIVISION**

4 IN THE MATTER OF DETERMINING) Order No.: S-16-2064-17-CO01
5 whether there has been a violation of the)
6 Franchise Investment Protection Act of) CONSENT ORDER
7 Washington by:)
8)
9 Purple Forte, LLC,)
10)
11 Respondent)
12)

13 Pursuant to the Franchise Investment Protection Act of Washington, RCW 19.100, the Securities Division
14 and Respondent Purple Forte, LLC enter into this Consent Order to settle the matters set forth below. Respondent
15 Purple Forte, LLC neither admits nor denies the following Findings of Fact or Conclusions of Law:

16 **FINDINGS OF FACT**

17 Respondents

18 1. Purple Forte, LLC is an Oregon limited liability company formed in May 2016 for the purpose of operating a
19 home cleaning franchise system. Purple Forte does business as Maids by Trade, a trademark the company owns. MBT
20 Franchise, LLC, a Washington limited liability company, acted as Purple Forte's predecessor.

21 Offer of Franchises in Washington

22 2. In September 2016, Purple Forte advertised through Craigslist in Seattle, Washington, the sale of a Maids by
23 Trade franchise.

24 3. For a fee of \$2,995, Purple Forte offered prospective franchisees the right to operate home cleaning franchises
25 in Seattle under the Maids by Trade brand. As part of the fee, Purple Forte also offered prospective franchisees the use
of a custom local webpage and the use of proprietary software to manage clients. Purple Forte further offered
prospective franchisees access to its advertising program.

4. The Craigslist advertisement directed prospective franchisees to Purple Forte's website, where the company
continues to generally advertise the sale of Purple Forte franchises.

Registration Status

5. MBT Franchise was registered to offer and sell franchises in Washington from March 2014 to May 2015.
Since these dates, MBT Franchise, Purple Forte, or any other business associated with the Maids by Trade trademark
has not been similarly registered. In its online advertisements, Purple Forte does not indicate that it is not registered to
offer and sell franchises and that it would need to register to do so.

Based upon the above findings of fact, the following conclusions of law are made:

CONCLUSIONS OF LAW

- 1 1. The offer of a Purple Forte home cleaning business in Seattle as described above constitutes the offer of a
- 2 franchise as defined in RCW 19.100.010(6) and RCW 19.100.010(12).
- 3 2. The offer of this franchise was in violation of RCW 19.100.020 because Purple Forte was not registered to
- 4 offer or sell franchises at the time of its online advertisements described above.

CONSENT ORDER

5 Based upon the foregoing and finding it in the public interest:

6 IT IS AGREED AND ORDERED that Respondent Purple Forte, its agents, and its employees shall each
7 cease and desist from offering or selling franchises in violation of RCW 19.100.020, the registration section of the
8 Franchise Investment Protection Act of the state of Washington.

9 IT IS FURTHER AGREED that prior to the entry of this Consent Order, Respondent Purple Forte shall be
10 liable for and shall pay the Securities Division the costs and expenses incurred in the investigation of this matter in
11 the amount of \$625.

12 IT IS FURTHER AGREED that the Securities Division has jurisdiction to enter this Consent Order.

13 IT IS FURTHER AGREED that Respondent Purple Forte enters into this Consent Order freely and
14 voluntarily and with full understanding of its terms and significance.

15 IT IS FURTHER AGREED that in consideration of the foregoing, Purple Forte waives its right to a hearing
16 and to judicial review of this matter.

17 Signed this 16TH day of February 2017.

18 Purple Forte, LLC

19 By /s/
20 Fortino Garibay
21 Owner

22 Approved as to form by:

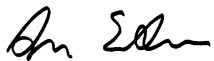
23 /s/
24 Douglas D. Smith, Attorney for Respondent

1 SIGNED and ENTERED this 7th day of March 2017.

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6 _____
7 William M. Beatty
8 Securities Administrator

9 Approved by:

10 

11 _____
12 Suzanne Sarason
13 Chief of Enforcement

14 Presented by:

15 

16 _____
17 Eric Palosaari
18 Financial Legal Examiner

19 Reviewed by:

20 

21 _____
22 Jack McClellan
23 Financial Legal Examiner Supervisor