



1 3. For a sale price of \$46,895, WeatherSkin owners would receive a contract guaranteeing an  
2 exclusive territory. Owners would also receive tools and materials necessary to install the product, including  
3 the waterproofing materials, brushes, sprayers, gloves, and coveralls; and marketing tools, such as  
4 promotional jackets and hats. In addition, owners would receive training on the product and installation  
5 procedures, a website, templates for local advertising, business cards and brochures, and discounts on  
6 WeatherSkin products. In its ads, WeatherSkin stated that owners could “easily earn over \$100,000 within  
7 365 [days] of operation!”

8 4. On or around July 14, 2017, the Securities Division notified WeatherSkin that it was offering  
9 franchises in Washington State through its Craigslist advertisement, that the offer or sale of franchises must  
10 be registered or exempt from registration, that the Division had no record of WeatherSkin being registered to  
11 offer or sell franchises, and that WeatherSkin must cease and desist from any violations of the Franchise  
12 Investment Protection Act.

13 5. After being notified that WeatherSkin must be registered or exempt to offer franchises in  
14 Washington State, WeatherSkin did not apply for registration but continued to post advertisements seeking  
15 Washington residents to become WeatherSkin owners. On July 25, 2017 and August 4, 2017, WeatherSkin  
16 posted advertisements on a Craigslist site directed at Washington residents in and around Yakima. On July  
17 26, 2017, July 29, 2017, and August 4, 2017, WeatherSkin posted advertisements on a Craigslist site directed  
18 at Washington residents in and around Seattle. The advertisements continued to offer an ownership package  
19 for \$46,895 that included an exclusive territory to distribute and install WeatherSkin products, extensive  
20 training, and marketing tools.  
21

22 Registration Status

23 6. Respondent WeatherSkin Corporation is not currently registered to sell its franchises in the state  
24 of Washington and has not previously been so registered. There is no notification of exemption on file with  
25 the state of Washington.

1 Based upon the above Tentative Findings of Fact, the following Conclusions of Law are made:

2 **CONCLUSIONS OF LAW**

3 1. The offer of WeatherSkin ownerships as described above constitutes the offer of a franchise as  
4 defined in RCW 19.100.010(6) and RCW 19.100.010(12).

5 2. The offer of this franchise is in violation of RCW 19.100.020 because WeatherSkin  
6 Corporation was not registered to offer or sell its franchises in Washington State at the time it advertised its  
7 franchise offers on Craigslist.

8 **NOTICE OF INTENT TO ORDER THE RESPONDENT TO CEASE AND DESIST**

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10 Based upon the above Tentative Findings of Fact and Conclusions of Law, the Securities Administrator  
11 intends to order that WeatherSkin Corporation, its agents, and its employees each shall cease and desist from  
12 violations of RCW 19.100.020.

13 **AUTHORITY AND PROCEDURE**

14 This Order is entered pursuant to the provisions of RCW 19.100.248 and is subject to the provisions  
15 of Chapter 34.05 RCW. WeatherSkin Corporation may make a written request for a hearing as set forth in the  
16 NOTICE OF OPPORTUNITY TO DEFEND AND OPPORTUNITY FOR HEARING accompanying this  
17 order. If a respondent does not request a hearing within the allowed time, the Securities Administrator intends  
18 to adopt the above Tentative Findings of Fact and Conclusions of Law as final and enter an order to cease and  
19 desist as to the respondent.  
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21 Signed and Entered this 25th day of August 2017.

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William M. Beatty  
Securities Administrator

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Approved by:



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Suzanne Sarason  
Chief of Enforcement

Presented by:



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Holly Mack-Kretzler  
Financial Legal Examiner

Reviewed by:



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Robert Kondrat  
Financial Legal Examiner Supervisor