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STATE OF WASHINGTON DEPARTMENT OF FINANCIAL INSTITUTIONS SECURITIES DIVISION

IN THE MATTER OF DETERMINING Whether there has been a violation of the Franchise Investment Protection Act of Washington by:

Order No. S-22-3385-22-CO01

IDEAL SIDING FRANCHISING (USA)

CONSENT ORDER

IDEAL SIDING FRANCHISING (USA) INC.,

Respondent.

Pursuant to the Franchise Investment Protection Act of Washington, RCW 19.100 (the "Act"), the Securities Division and Respondent Ideal Siding Franchising (USA) Inc. do hereby enter into this Consent Order in settlement of the matters alleged herein. Respondent neither admits nor denies the Findings of Fact or Conclusions of Law as stated below.

FINDINGS OF FACT

Respondent

1. Ideal Siding Franchising (USA) Inc. ("Ideal Siding") is a Delaware corporation formed on March 18, 2021, with its principal place of business in Coquitlam, British Columbia. Ideal Siding is in the business of selling franchises that provide siding renovation services to homeowners. On August 23, 2021, Ideal Siding filed an application for registration of its franchise offering with the Securities Division.

Nature of the Conduct

Unregistered Franchise Offer

1. In or around May 2020, Ideal Siding's company website launched, which contained offers to sell an unregistered franchise to Washington residents. On the website, Ideal Siding represented to

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prospective franchisees that they will "be a part of a well-marketed and a trusted brand" in an "exclusive territory." Ideal Siding also listed on the website that they offered a training program, and the franchise fee was \$50,000.

- 2. Ideal Siding has also listed the franchise offerings in some other websites including, but not limited to, www.bizbuysell.com and www.entrepreneur.com.
- 3. Between March and April of 2022, three Washington residents responded to the offer and contacted Ideal Siding about the franchise opportunity.
- 4. Ideal Siding sent these three Washington residents an automated email response about the franchise offer with a link to an Ideal Siding brochure and invited each potential franchisee to set up a time to further discuss the franchise opportunity. The brochure stated that Ideal Siding "will give you access to successful models and systems," provide hands-on training and provide an exclusive territory. It is also listed in the brochure that the franchising fee is \$50,000. One of the Washington residents did set up a time and discussed with Ideal Siding the franchise opportunity.

Registration

5. The Respondent, Ideal Siding, is not currently registered and has not been registered to offer and sell franchises in the State of Washington.

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

CONCLUSIONS OF LAW

1. The offer or sale of the Ideal Siding franchise described above constitutes the offer of a franchise as defined in RCW 19.100.010(6) and RCW 19.100.010(12).

1	2. The offer or sale of said franchise was in violation of RCW 19.100.020 because no			
2	registration for such offer or sale was in effect with the Washington Securities Administrator.			
3	CONSENT ORDER			
4	Based upon the foregoing and finding it in the public interest:			
5	IT IS AGREED AND ORDERED that Respondent Ideal Siding Franchising (USA) Inc., and their			
6	agents and employees, shall each cease and desist from any violation of RCW 19.100.020, the franchise			
7	registration section of the Franchise Investment Protection Act of Washington.			
8	IT IS FURTHER AGREED AND ORDERED that Respondent Ideal Siding Franchising (USA) Inc			
9	shall be liable for and shall pay investigative costs of \$3,000.00 prior to the entry of this Consent Order.			
10	IT IS FURTHER AGREED that the Securities Division has jurisdiction to enter into this Consent			
11	Order.			
12	IT IS FURTHER AGREED that Respondent Ideal Siding Franchising (USA) Inc. enters into this			
13	Consent Order freely and voluntarily and with a full understanding of its terms and significance.			
14	IT IS FURTHER AGREED that in consideration of the foregoing, Respondent Ideal Siding			
15	Franchising (USA) Inc. waives their right to a hearing and to judicial review of this matter			
16				
17	WILLFUL VIOLATION OF THIS ORDER IS A CRIMINAL OFFENSE.			
18				
19	Signed this day of			
20	Signed by: Approved as to form by: Ideal Siding Franchising (USA) Inc.			
21	lucar Studing Franchishing (OS/Y) inc.			
22	/s/			
23	Print Name: Alex Filipck Stephanie Grobler			
	CONSENT ORDER DEPARTMENT OF FINANCIAL INSTITUTION			

1	Title: CEO	Attorney for Respondent	
2	//		
3	SIGNED and ENTERED this 11th day of October, 2022.		
4	SIGNED and I	/s/	
5		William M. Beatty	
6	- 2	Securities Administrator	
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12	Approved by:	Presented by:	
13	/ <u>s/</u>	/ <u>s/</u> L-1 D-1-	
14	Brian J. Guerard Chief of Enforcement	Luke Park Financial Legal Examiner	
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17	Reviewed by		
18	/s/		
19	Holly Mack-Kretzler Financial Legal Examiner Supervisor		
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CONSENT ORDER