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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:

IDEAL SIDING FRANCHISING (USA)
INC.,

Respondent.

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

CONSENT ORDER

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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.

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FINDINGS OF FACT

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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.

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Nature of the Conduct

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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

CONSENT ORDER

DEPARTMENT OF FINANCIAL INSTITUTIONS
Securities Division
PO Box 9033
Olympia, WA 98507-9033
360-902-8760

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

4 2. Ideal Siding has also listed the franchise offerings in some other websites including, but not
5 limited to, www.bizbuysell.com and www.entrepreneur.com.

6 3. Between March and April of 2022, three Washington residents responded to the offer and
7 contacted Ideal Siding about the franchise opportunity.

8 4. Ideal Siding sent these three Washington residents an automated email response about the
9 franchise offer with a link to an Ideal Siding brochure and invited each potential franchisee to set up a time
10 to further discuss the franchise opportunity. The brochure stated that Ideal Siding “will give you access to
11 successful models and systems,” provide hands-on training and provide an exclusive territory. It is also
12 listed in the brochure that the franchising fee is \$50,000. One of the Washington residents did set up a time
13 and discussed with Ideal Siding the franchise opportunity.

14 *Registration*

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

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

19 **CONCLUSIONS OF LAW**

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

Attorney for Respondent

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SIGNED and ENTERED this 11th day of October, 2022.

/s/

William M. Beatty
Securities Administrator



Approved by:

Presented by:

/s/ _____
Brian J. Guerard
Chief of Enforcement

/s/ _____
Luke Park
Financial Legal Examiner

Reviewed by

/s/ _____
Holly Mack-Kretzler
Financial Legal Examiner Supervisor