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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:

Pro-Lift Doors Franchise, LLC;

Respondent.

Order No. S-22-3399-22-CO02

CONSENT ORDER

8 Pursuant to the Franchise Investment Protection Act of Washington, RCW 19.100, the Securities
9 Division and Respondent Pro-Lift Doors Franchise, LLC do hereby enter into this Consent Order in settlement
10 of the matters alleged herein. Respondent Pro-Lift Doors Franchise, LLC neither admits nor denies the
11 Findings of Fact or Conclusions of Law as stated below.

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FINDINGS OF FACT

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Respondent

1. Pro-Lift Doors Franchise, LLC is a Delaware limited company formed on September 24, 2015
that is based in Charlottesville, Virginia. The Chief Executive Officer (CEO) of Pro-Lift Doors Franchise,
LLC is Paul Flick. Pro-Lift Doors Franchise, LLC sells franchises involving the operation of businesses that
provide garage door installation, maintenance, and repair services. During the relevant time period, Pro-Lift
Doors Franchise, LLC was wholly owned by Premium Services Brands, LLC, a Delaware entity formed on
January 20, 2015.

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Prior Enforcement Action

2. On November 19, 2021, the California Department of Financial Protection and Innovation
entered into a Consent Order with Pro-Lift Doors Franchise, LLC and other franchisors owned by Premium

CONSENT ORDER

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

1 Service Brands, LLC, regarding alleged failure to disclose certain litigation, administrative, or material civil
2 actions.

3 **Nature of the Conduct**

4 3. Beginning in 2017, Pro-Lift Doors Franchise, LLC made franchise registration filings with the
5 Securities Division. As part of the process of applying for and renewing its franchise registration, Pro-Lift
6 Doors Franchise, LLC filed various versions of its Franchise Disclosure Document (FDD). As described
7 below, in at least some instances, the FDD filed with the Securities Division failed to disclose material
8 information regarding lawsuits and government enforcement actions.

9 4. Between 2017 and 2021, Pro-Lift Doors Franchise, LLC sold at least two franchises in
10 Washington. Franchisees paid between \$50,000 and \$62,500 for the franchises. In connection with at least
11 one sale, Pro-Lift Doors Franchise, LLC provided a Franchise Disclosure Document (FDD) that failed to
12 disclose material information regarding lawsuits and government enforcement actions.

13 5. On or about July 11, 2017, Pro-Lift Doors Franchise, LLC filed a franchise registration
14 application with the Securities Division and included a proposed FDD that was dated July 5, 2017.
15 Franchisors must disclose material information in the FDD, including any administrative, criminal, and
16 material civil actions, and litigation against its parent companies and affiliates. The FDD filed with the
17 Securities Division failed to disclose any litigation in Item 3. The FDD failed to disclose material lawsuits
18 involving its affiliate (360 Painting, LLC) and its CEO (Paul Flick). The FDD failed to disclose the Consent
19 Order that 360 Painting, LLC entered with the State of Maryland in August 2016. The FDD also failed to
20 disclose three pending civil lawsuits that were filed in 2017 and two lawsuits that were settled in 2013. Pro-
21 Lift Doors Franchise, LLC sold one franchise in Washington using this FDD in December 2017.

22 6. On April 23, 2018, Pro-Lift Doors Franchise, LLC filed an application with the Securities
23 Division for the renewal of its franchise registration and included an amended FDD that was dated March 20,

1 2018. The amended FDD failed to disclose material information regarding a pending civil lawsuit that was
2 filed against its affiliate (360 Painting, LLC) in July 2017.

3 7. On April 25, 2019, Pro-Lift Doors Franchise, LLC filed an application with the Securities
4 Division for the renewal of its franchise registration and included an amended FDD that was dated April 17,
5 2019. The amended FDD failed to disclose material information regarding a pending civil lawsuit that was
6 filed against its parent company (Premium Service Brands, LLC) in March 2019.

7 **Registration Status**

8 8. On July 11, 2017, Pro-Lift Doors Franchise, LLC filed an initial franchise registration
9 application with the Securities Division (DFI File No. 70016307) to become registered to offer and sell its
10 franchises in Washington, and subsequently filed applications to renew its franchise registration. The last
11 permit issued was effective on July 9, 2021. In December 2021, Pro-Lift Doors Franchise, LLC sent
12 correspondence to the Securities Division stating that it was withdrawing its registration in all franchise
13 registration states, including Washington. In March 2022, Pro-Lift Doors Franchise, LLC filed a new
14 franchise registration application. To date, that franchise application has not yet been approved.

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

16 **CONCLUSIONS OF LAW**

17 1. The offer or sale of franchises as described above constitutes the offer or sale of a franchise
18 as defined in RCW 19.100.010(6), RCW 19.100.010(12), and RCW 19.100.010(17).

19 2. Respondent Pro-Lift Doors Franchise, LLC violated RCW 19.100.170 by failing to disclose
20 material facts in connection with the offer and sale of franchises in the state of Washington and in
21 applications filed with the Securities Division.
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SIGNED and ENTERED this 4th day of October, 2022



/s/
William M. Beatty
Securities Administrator

Approved by:

Presented by:

/s/
Brian J. Guerard
Chief of Enforcement

/s/
Robert Kondrat
Financial Legal Examiner