

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

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

DetailXperts Franchise Systems LLC,  
Respondent

Order No.: S-18-2563-18-CO01

CONSENT ORDER

7  
8           Pursuant to the Franchise Investment Protection Act of Washington, RCW 19.100, the Securities  
9 Division and Respondent DetailXperts Franchise Systems LLC do hereby enter into this Consent Order in  
10 settlement of the matters alleged herein. Respondent DetailXperts Franchise Systems LLC neither admits nor  
11 denies the Findings of Fact or Conclusions of Law as stated below.

12   **FINDINGS OF FACT**

13   **Respondent**

14           1.     DetailXperts Franchise Systems LLC (“DetailXperts”) is a Michigan Limited Liability  
15 Company formed on March 14, 2005 with its principal place of business in Chattanooga, Tennessee.  
16 DetailXperts offers franchises for the establishment and operation of a business that provides mobile vehicle  
17 wash, detailing, and related services.

18   **Registration Status**

19           2.     DetailXperts is not currently registered to sell its franchises in Washington State. There is no  
20 notification of exemption on file with Washington State.

21   **Nature of the Offering**

22           3.     DetailXperts had previously been registered to sell its franchises in Washington State from  
23 December 30, 2015 to December 30, 2017.

CONSENT ORDER

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

1 4. On April 30, 2018, after DetailXperts’s franchise registration lapsed, it submitted a new  
2 application for registration to Washington State.

3 5. During this registration process, in a letter dated August 31, 2018, DetailXperts disclosed to  
4 Washington State that it inadvertently sold an unregistered franchise on February 15, 2018 to a Washington  
5 State resident (“Franchisee”). DetailXperts asserted that it did not realize that its franchise registration had  
6 lapsed when it made the sale to Franchisee.

7 6. DetailXperts provided a copy of its Franchise Disclosure Document to the Franchisee prior to  
8 the sale of its franchise.

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

10 **CONCLUSIONS OF LAW**

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

13 2. The offer or sale of said franchises was in violation of RCW 19.100.020 because no  
14 registration for such offer or sale is on file with the Washington Securities Administrator.

15 **CONSENT ORDER**

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

17 IT IS AGREED AND ORDERED that Respondent DetailXperts Franchise Systems LLC, and its  
18 agents and employees shall each cease and desist from offering or selling franchises in violation of RCW  
19 19.100.020, the registration section of the Franchise Investment Protection Act of the state of Washington.

20 IT IS FURTHER AGREED AND ORDERED that Respondent DetailXperts Franchise Systems LLC,  
21 shall be liable for and shall pay investigative costs of \$250 prior to the entry of this Consent Order.

22 IT IS FURTHER AGREED that the Securities Division has jurisdiction to enter this Consent Order.  
23

1 IT IS FURTHER AGREED that Respondent DetailXperts Franchise Systems LLC, enters into this  
2 Consent Order freely and voluntarily and with a full understanding of its terms and significance.

3 IT IS FURTHER AGREED that in consideration of the foregoing, Respondent DetailXperts Franchise  
4 Systems LLC waives its right to a hearing and to judicial review of this matter.

5  
6 Signed this 22nd day of December, 2018

7 Signed by:  
8 DetailXperts Franchise Systems LLC

9  
10 By /s/  
11 Emmanuel H. Williams  
12 Chief Executive Officer

13  
14 SIGNED and ENTERED this 8th day of January, 2019

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16 

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18 \_\_\_\_\_  
19 William M. Beatty  
20 Securities Administrator

21 Approved by:

21 Presented by:

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23 \_\_\_\_\_  
23 Suzanne Sarason

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23 Brian J. Guerard

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Financial Legal Examiner

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Chief of Enforcement

Reviewed by:

*[Handwritten signature]*

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Jack McClellan  
Financial Legal Examiner Supervisor

CONSENT ORDER

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