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

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

Lory Meyerson,

Respondent.

Order No.: S-19-2776-20-CO02

CONSENT ORDER

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

**FINDINGS OF FACT**

**Respondent**

1. Lory Meyerson (Meyerson) is a resident of Weston, Florida. Meyerson was engaged by Dental Fix Rx, LLC in 2011 to sell its franchise offering.

**Related Party**

2. Dental Fix Rx, LLC (Dental Fix) is a Florida entity formed on June 28, 2009, with its principal place of business in Davie, Florida. Dental Fix franchises its mobile dental equipment repair concept to franchisees nationwide.

**Conduct**

3. As part of its franchise offering, Dental Fix agreed to pay a franchise broker network the higher of 40% of all initial franchise fees or \$20,000.00 for the sale of a franchise, 30% of initial fees for

CONSENT ORDER

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

1 each additional franchise sold to the same franchisee, and a \$1,000.00 marketing and administrative fee  
2 for all franchise sales facilitated by the broker network. On April 16, 2013, Meyerson signed a non-  
3 exclusive representation agreement with Dental Fix to act as an advisor and receive compensation for  
4 selling Dental Fix's franchise offering. Meyerson was held out as the "director of sales" for Dental Fix,  
5 and communicated about Dental Fix's franchise offering using a Dental Fix email address.

6 4. Meyerson corresponded with a Washington resident, who eventually became a Dental Fix  
7 franchisee in 2014, as part of Dental Fix's franchise offering. Meyerson organized the Washington  
8 resident's visit to Dental Fix's offices to learn more about the franchise.

9 5. As part of registering their franchises to offer and sell in Washington, franchisors file the  
10 FDD with the Securities Division. Franchisors can make financial performance representations in the  
11 FDD to potential franchisees. Franchisors must have a reasonable basis and written substantiation for  
12 these claims, and must present the information in a way so that their representations are not misleading.

13 6. Alternatively, a franchisor can elect not to include financial performance representations in  
14 the FDD, but it cannot then make financial performance representations to prospective franchisees except  
15 for providing the actual operating results of a particular franchise to potential purchasers of that franchise.

16 7. Dental Fix elected to not provide financial performance representations in its FDD.

17 8. Despite this election, Meyerson made financial performance representations on behalf of  
18 Dental Fix. Meyerson represented to the Washington resident that he could bill \$200.00 per hour and that  
19 Dental Fix would schedule five to six jobs for him a day. Meyerson also directed the Washington resident  
20 to a news article which contained the claim by Dental Fix's chief executive officer that Dental Fix  
21 franchisees could make \$175.00 an hour and have a return on investment after they completed their  
22 franchise training. Dental Fix gave Meyerson this article to share with potential franchisees.  
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1           9.     Additionally, Meyerson represented to the Washington resident that a particular Dental Fix  
2 franchisee was independent of the franchisor, when he was, in fact, paid a biweekly salary by Dental Fix  
3 at the time of the franchise sale to the Washington resident and was previously Dental Fix’s “Vice  
4 President for Technical Management.” Meyerson encouraged the Washington resident to contact this  
5 franchisee as the resident conducted his franchise due diligence, representing that he was one of the  
6 higher-earning Dental Fix franchisees. Additionally, Meyerson organized a visit to the Dental Fix offices  
7 for the Washington franchisee which included a “ride-along” with this Dental Fix franchisee. During this  
8 ride-along, the Dental Fix franchisee made an unauthorized financial performance representation to the  
9 Washington resident, which accorded with a statement Meyerson made previously to the Washington  
10 franchisee, by claiming that his monthly average earnings were \$36,000.00 a month. The franchisee’s  
11 representations and statements about the franchise were not qualified by his previous industry experience,  
12 larger-than-average territory, and relationship with the franchisor.

13           10.    Meyerson failed to substantiate the independence of the franchisee before making this  
14 representation to the Washington franchisee, and, along with making unauthorized financial performance  
15 representations to Washington resident, failed to ensure that unauthorized financial performance  
16 representations were not made by others in the franchise sales process under her purview.

17           11.    The Washington resident decided to buy a Dental Fix franchise and signed his franchise  
18 agreement shortly after his on-site visit. He did not learn of the Dental Fix franchisee’s full affiliation with  
19 Dental Fix until sometime in 2015. The Washington resident closed his franchise after a year when his  
20 Small Business Association loan funds ran out.

21           12.    Meyerson was compensated by Dental Fix for this sale in or about 2014. Meyerson was not  
22 registered as a franchise broker in Washington at the time of this sale. Meyerson ended her contract with  
23 Dental Fix in August 2016.

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

2 **CONCLUSIONS OF LAW**

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

5 2. The offer and sale of said franchise was in violation of RCW 19.100.140 because  
6 Respondent Meyerson was not registered as a franchise broker in Washington at the time of the offer and  
7 sale of the Dental Fix franchise to a Washington resident.

8 3. The offer and sale of said franchise was in violation of RCW 19.100.170 because  
9 Respondent Meyerson made untrue statements of material fact or omitted to state material facts necessary  
10 to make the statements, in light of the circumstances in which they were made, not misleading.

11 **CONSENT ORDER**

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

13 IT IS AGREED AND ORDERED that Respondent Meyerson shall cease and desist from offering or  
14 selling franchises in violation of RCW 19.100.140, the franchise broker registration section of the Franchise  
15 Investment Protection Act of Washington.

16 IT IS FURTHER AGREED AND ORDERED that Respondent Meyerson shall cease and desist from  
17 any violation of RCW 19.100.170, the violations section of the Franchise Investment Protection Act of  
18 Washington.

19 IT IS FURTHER AGREED AND ORDERED that Respondent Meyerson shall be liable for and shall  
20 pay investigative costs of \$281.25 prior to the entry of this Consent Order.

21 IT IS FURTHER AGREED that the Securities Division has jurisdiction to enter this Consent Order.  
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IT IS FURTHER AGREED that Respondents Meyerson enters into this Consent Order freely and voluntarily and with a full understanding of its terms and significance.

IT IS FURTHER AGREED that in consideration of the foregoing, Respondent Meyerson waives her right to a hearing and to judicial review of this matter.

**WILLFUL VIOLATION OF THIS ORDER IS A CRIMINAL OFFENSE.**

Signed this 3rd day of August, 2021.

Signed by:

Approved as to form by:

By /s/  
Lory Meyerson

/s/  
Adam G. Wasch, Attorney for Respondent  
Fla Bar No. 071082

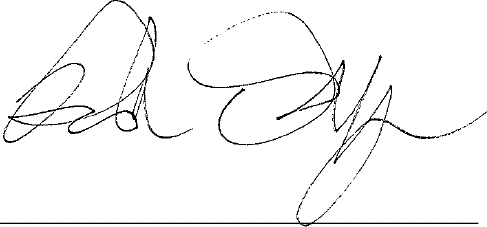
SIGNED and ENTERED this 16th day of August, 2021.



William M. Beatty  
Securities Administrator

Approved by:

Presented by:



Suzanne Sarason  
Chief of Enforcement

Patrick Stickney  
Financial Legal Examiner

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Reviewed by:



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Jack McClellan  
Financial Legal Examiner Supervisor