

**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:

Mobiledumps Franchising, LLC

Respondents

Order No.: S-23-3546-23-CO01

CONSENT ORDER

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

**FINDINGS OF FACT**

Respondent

1. Mobiledumps Franchising, LLC (“Mobiledumps”) is a Virginia limited liability company organized on September 14, 2021. Mobiledumps maintains a principal place of business in Richmond, Virginia.

Nature of the Conduct

*The Franchise*

2. Mobiledumps sells a franchise that allows purchasers to start a business renting out trailers which customers use to dispose of household and other kinds of refuse. Franchisees use Mobiledumps’ trade names, logos, and other “proprietary marks,” as well as Mobiledumps’ “system” when conducting their franchise’s business. The system consists of the logistics of dropping off and picking up the trailers, the dumpsters’ design, Mobiledumps’ “specialized IT system,” operating standards and procedures, and

CONSENT ORDER

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

1 advertising, promotional, and marketing materials, among other things. Franchisees also must use  
2 Mobiledumps' business management system for booking jobs and to process payments received.

3 3. Franchisees pay a nonrefundable initial franchise fee of at least \$25,000. The population of a  
4 new franchisee's territory will increase the amount of this fee. Franchisees must also pay between \$1,800  
5 and \$3,200 for signage before they begin operating their franchises. Franchisees must also pay seven  
6 percent of gross receipts weekly, a monthly "IT service fee" of up to \$350, and a "brand fund fee" of up to  
7 two percent of gross sales. Franchisees must also pay up to two percent of gross sales on local advertising  
8 monthly.

9 *Offers and Sales to Washington Residents*

10 4. In August 2022, Mobiledumps provided a Franchise Disclosure Document dated May 19,  
11 2022 to two Washington residents. However, at that point, Mobiledumps had not filed an initial franchise  
12 registration application with the Securities Division, and would not do so until October 4, 2022. That  
13 application has not been approved by the Securities Division, and, consequently, the Securities Division has  
14 not issued Mobiledumps a license to offer and sell its franchises in Washington. Despite this, in December  
15 2022, the Washington residents paid an initial \$25,000 franchise fee and entered into a franchise agreement  
16 with Mobiledumps.

17 5. Mobiledumps promotes its franchise on the website [mobiledumps.com](http://mobiledumps.com) (the "website"),  
18 which is available to the general public. The website has a tab labelled "Franchising" on which  
19 Mobiledumps identifies what it believes to be the traits and characteristics that will lead to success as a  
20 franchisee. Elsewhere on the website, Mobiledumps lists reasons why a Mobiledumps franchise is an  
21 appealing investment. Finally, the website invites interested parties to provide their contact information  
22 which Mobiledumps will use to contact them.

1 6. In December 2022, another Washington resident reached out to Mobiledumps to learn more  
2 about the franchise opportunity after viewing the website. Mobiledumps and the Washington resident  
3 exchanged messages thereafter, but Mobiledumps did not sell him a franchise.

4 *False Statements to the Securities Division*

5 7. In January 2023, the Securities Division told Mobiledumps’ counsel that it had found a page  
6 on the website that stated that a Mobiledumps location was “coming soon” to Spokane. The Securities  
7 Division brought this to the attention of Mobiledumps’ counsel, who stated that Mobiledumps had not sold a  
8 franchise in Spokane, that the “coming soon” message was prompted by a prospect who had expressed  
9 interest in operating a franchise in Spokane, and that it had been removed from the website.

10 8. In February 2023, the Securities Division showed to Mobiledumps’ counsel, a December 19,  
11 2022 post on Mobiledumps’ Facebook page that stated, among other things, that Spokane was its “newest  
12 location,” and that it would begin business in February 2023. After speaking to her client, counsel stated to  
13 the Securities Division that Mobiledumps had provided inaccurate information about its activity in  
14 Washington to her, and that Mobiledumps had in fact sold the franchise, discussed in Paragraph 4 above,  
15 that would cover the greater Spokane area.

16 Registration Status

17 9. Respondent, Mobiledumps Franchising, LLC, is not currently registered to sell its franchises  
18 in the State of Washington and has not previously been so registered.

19 **CONCLUSIONS OF LAW**

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

21 1. The offer and/or sale of franchises described above constitutes the offer and/or sale of a  
22 franchise as defined in RCW 19.100.010(6), RCW 19.100.010(12), and RCW 19.100.010(17).  
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Signed this 21st day of April, 2023.

Signed by:  
Mobiledumps Franchising, LLC

Approved as to form by:

By s/Charles Morrison  
Name Charles Morrison  
Title CEO

s/ Leslie Curran  
Attorney for Respondent  
VA 77735  
Bar No.

SIGNED and ENTERED this 17 day of May, 2023



s/  
William M. Beatty  
Securities Administrator

Approved by:

Presented by:

s/  
Brian J. Guerard  
Chief of Enforcement

s/  
Edward R. Thunen  
Financial Legal Examiner

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Reviewed by:

  s/    
Huong Lam  
Financial Legal Examiner Supervisor