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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 by:

Order Number: S-23-3612-23-CO03

CONSENT ORDER

Albert V. Mendoza;  
Respondent.

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

**FINDINGS OF FACT**

**Respondent**

1. Albert V. Mendoza (Mendoza) is a resident of California. Mendoza is the Executive Vice President of ZGrowth Partners, LLC. Mendoza has been the Executive Vice President of ZGrowth Partners, LLC since February 2016.

**Other Person and Entities**

2. Madabolic Franchise System, LLC (d/b/a MADabolic) (Madabolic) is a Delaware limited liability company organized on June 19, 2019 that is based in Charlotte, North Carolina. Madabolic sells franchises involving the operation of an athletic conditioning facility that offers group fitness classes, beverages, supplements, and fitness-related apparel and merchandise.

1 3. ZGrowth Partners, LLC (ZGrowth) is a Florida limited liability company formed on January  
2 19, 2016 that uses a business address in Miami, Florida. ZGrowth is a franchise consulting firm that manages  
3 franchise sales, operations, and brand development.

4 4. Rick Del Sontro (a/k/a Ricky Del Sontro) (Del Sontro) is a resident of the District of  
5 Columbia and the Chief Executive Officer (CEO) of ZGrowth. Del Sontro has been the CEO of ZGrowth  
6 since June 2018.

7 **Nature of the Conduct**

8 5. On August 19, 2019, Madabolic entered into a Franchise Consulting Agreement with  
9 ZGrowth. Under the terms of the agreement, Madabolic paid ZGrowth a monthly retainer for franchise sales  
10 and paid a commission of 50% on each franchise sale. ZGrowth assisted Madabolic in developing a franchise  
11 marketing plan, including marketing strategies, programs, and a budget. ZGrowth assisted Madabolic in  
12 establishing a franchise recruiting process that would be implemented by ZGrowth, including initial lead  
13 generation through discovery day and final execution of the franchise agreement. Madabolic also paid a  
14 monthly retainer to ZGrowth to assist in the operations of the company.

15 6. Between at least 2022 and 2023, Madabolic offered franchises to the public, including  
16 Washington residents, through its website, madabolic.com. Persons visiting the madabolic.com website  
17 could fill out a form to request a copy of the company's "Franchise Brochure." Between 2022 and 2023, at  
18 least eight Washington residents submitted inquiries through the Madabolic website. The website inquiries  
19 generated email "leads" that were sent to ZGrowth personnel including Mendoza.

20 7. In April 2022, Mendoza contacted a Washington resident who submitted a franchise inquiry  
21 through the Madabolic website. Mendoza presented information regarding Madabolic and facilitated a  
22 "Discovery Day" event with a Washington resident in North Carolina.





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SIGNED and ENTERED this 3rd day of October, 2023.



/s/  
William M. Beatty  
Securities Administrator

Approved by:  
  
/s/  
Brian J. Guerard  
Chief of Enforcement

Presented by:  
  
/s/  
Robert Kondrat  
Financial Legal Examiner