

1  
2  
3  
4  
5  
6

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

7  
8  
9  
10  
11  
12

IN THE MATTER OF DETERMINING  
Whether there has been a violation of the  
Franchise Investment Protection Act by:  
  
Prime IV Hydration & Wellness, Inc.,  
  
Respondent.

13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23

Order No. S-23-3663-23-CO01  
  
CONSENT ORDER

24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100

**INTRODUCTION**

Pursuant to the Franchise Investment Protection Act, RCW 19.100, the Securities Division and Prime IV Hydration & Wellness, Inc. do hereby enter into this Consent Order in settlement of the matters alleged herein. Prime IV Hydration & Wellness, Inc. neither admits nor denies the Findings of Fact and Conclusions of Law as stated below.

**FINDINGS OF FACT**

**Respondent**

1. Prime IV Hydration & Wellness, Inc. (“Prime IV”), a Wyoming corporation engaged in the business of franchising IV hydration therapy locations, was formed on August 28, 2019.

**Offer and Sale of Franchise**

2. On December 18, 2020, Prime IV received a franchise registration permit from the Washington State Department of Financial Institutions. The permit granted Prime IV the authority to offer and sell franchises in the state of Washington until the permit expired on December 18, 2021.

3. The franchise registration permit also included the following relevant language, “[i]n lieu of an impound of franchise fees, the Franchisor will not require or accept the payment of any initial franchise

1 fees until the franchisee (a) has received all initial training that it is entitled to under the franchise agreement  
2 or offering circular, and (b) is open for business.”

3 4. On or about March 9, 2021, Franchisee A made a \$180,076.65 “Development Fee” payment  
4 to Prime IV.

5 5. On or about March 18, 2021, Franchisee A executed a Franchise Agreement with Prime IV.

6 6. Franchisee A’s Prime IV franchise location did not open until December of 2022.

7 7. On July 25, 2022, Prime IV received a renewed franchise registration permit from the  
8 Washington State Department of Financial Institutions. The permit granted Prime IV the authority to offer and  
9 sell franchises in the state of Washington until the permit expired on July 25, 2023.

10 8. The franchise registration permit included the same language as the December 2020 permit,  
11 prohibiting the collection of franchise fees prior to the franchise location opening for business.

12 9. On or about April 14, 2023, Franchisee B executed a Franchise Agreement with Prime IV to  
13 open a franchise location.

14 10. On May 1, 2023, prior to the opening of the Prime IV franchise location, Franchisee B made a  
15 payment of \$49,000 as an initial franchise fee to Prime IV.

16 11. On September 15, 2023, Prime IV refunded Franchisee B’s initial franchise fee in full.

17 **Registration Status**

18 12. Prime IV Hydration & Wellness, Inc. is currently registered to sell its franchises in the state of  
19 Washington and has previously been so registered.

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

21 **CONCLUSIONS OF LAW**

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



1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23

Signed by:  
Prime IV Hydration & Wellness, Inc.

/s/ Amy Neary  
Amy Neary  
CEO

Approved as to form by:

/s/ Daniel P Matthews  
Daniel Matthews, Attorney for Prime IV Hydration & Wellness, Inc.

SIGNED and ENTERED this 8th day of January, 2024.



/s/ William  
Beatty

/s/ William  
William M. Beatty  
Securities Administrator

Approved by:

Presented by:

/s/ Brian Guerard  
Brian J. Guerard

/s/ Cassidy Smith  
Cassidy Smith

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23

Chief of Enforcement

Financial Legal Examiner

Reviewed by:

/s/ Holly Mack-Kretzler

Holly Mack-Kretzler  
Financial Legal Examiner Supervisor