

Submitter: Alkesh Patel

On Behalf Of:

Committee: House Committee On Business and Labor

Measure: HB4152

I am with Evergreen Hospitality who is a hotel development company with brands like Hilton, Marriott, Ihg, Choice. My name is Alkesh Patel and our company creates employment for over 100 people. Following are some of the items that is impacting us a franchisee:

we pay higher product costs due to kickbacks to the franchisor from vendors who franchisor mandate franchisee to purchase products from, which can be bought for less in market from other non mandated vendors or suppliers for equal or higher quality product.

- no transparency on franchisee funded marketing or loyalty programs.

- restrictions and unreasonable transfers fees which devalue the equity we worked for, including not being able to pass my business to my heirs.