

To Whom it may concern:

I realize that the FTC is assuming the role of protection over the citizens of the USA. The question is- how much protection do we need?

The proposed Business Opportunity Rule, R511993 has a number of unnecessary parts to it:

There should not be a seven day waiting period. When people are presented with a business opportunity, they often take a number of days to think about the idea- we have experienced this with all of the people we have registered.

Business owners should not have to provide disclosure of past litigation. With the advent of the internet people can easily find information such as litigation information. In traditional business, no matter what the venue is, it is up to the person who is deciding to open a business to do their own research. Often times it more impactful and significant when a person does his own research!

It is not necessary and it should not be required that business prospects be given a list of references. It is already our practice to refer a person to others, if they do not seem to respond to our way of doing business. We teach this principle to others, but this should not be mandated. Successful people learn these concepts of business and they are the ones who have the most impact and teach this principle to others.

As far as cancellations- there should be reasonable cancellation policies, but this is something that a person starting a business must consider when choosing which business model to go with. Cancellation policies should be left up to the businesses to decide and business prospects to consider when registering.

Lastly, the \$500 exemption was a well intentioned plan. As far as I understand it was placed into order in 1979, "When the required investment to purchase a business opportunity is comparatively small, prospective purchasers face a relatively small financial risk." In reality, with inflation, the dollar amount should be increased, not eliminated!

Perhaps this is all coming about because of complaints from people previously involved in these types of businesses and the tremendous tax benefits that these people use.

In regards to the complaints- is the FTC responding to the 'squeaky wheel'? How many good things have they heard of people's lives being changed for the positive?

The tax laws were put into place for business owners to utilize. Perhaps during audits prior business owners have complained of these types of businesses. Please realize that some of them may be trying to defend their actions and their ego and cannot afford to pay more taxes..

If someone is taking advantage of the system, that should be dealt with, appropriately, but the majority of people are just trying to 'get by in life'. We see this in 80% of the people to whom we have presented the business plan. Please help to keep from complicating a business concept that is already challenging to grasp.

Thousands of business owners who have families are at risk of losing a lot of potential business and as a result, a lot of money that would have otherwise come into the family budget. Not only does the family suffer, but so does local government who collects taxes from this home-based business. The parent company offering the opportunity is also harmed to a degree. Finally, many people who could very much benefit from such an opportunity will be scared away by the unnecessary amount of information that is meant to 'protect them', a person who is a grown adult! Evidently this is a lose-lose-lose situation.

Let the people choose for themselves. We do not need more regulations.

Thank you for your time,  
Sincerely,  
Mrs. Baklund