



American Association of Franchisees & Dealers

The Center for Total Quality FranchisingSM

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February 26, 2026

Assemblymember Joshua Hoover
1021 O Street, Suite 4540
Sacramento, CA 95814
(Sent electronically via email)

RE: Assembly Bill 2632, Support, Sponsor

Dear Assemblymember Hoover,

On behalf of the members of the American Association of Franchisees and Dealer (AAFD), we thank you for authoring and introducing Assembly Bill 2632. We are happy to offer our support and ask to be listed as a sponsor of the bill.

AAFD is the oldest and largest national not for profit trade association advocating the rights and interests of franchisees and independent dealer networks. It supports more than 65 independent franchisee associations and trademark specific chapters, representing thousands of franchisee operated businesses. Since 1992, the AAFD has focused on defining and promoting collaborative franchise cultures that respect the legitimate interests of both franchisors and franchisees - what we call *Total Quality FranchisingSM*. AAFD was founded in response to increasingly one-sided and controlling franchise agreements and system cultures that steadily have eroding franchise equity and true business ownership.

Assembly Bill 2632 will require when franchisors collect fees from franchisees for a specified purpose, to use those fees for the intended purpose. It will require the collected fees to be segregated and for the franchisor to provide detailed accounting of the collections and disbursements. AB-2632 will provide accountability and transparency, creating increased trust in franchising, while protecting the local small business franchise owners.

The AAFD enthusiastically endorses this legislation and will put its full support behind its passage.

Respectfully submitted,

Richard E. Stroiney
Chair, Board of Trustees and Chief Executive Officer

Keith R. Miller
Trustee and Director of Public Policy

Robert L. Purvin, Jr.
Trustee, Founder and Chairman Emeritus

Amy Mancuso
Trustee and Chief Development Officer