



Mandy Calara, Founder
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August 11, 2014

Elizabeth M. Murphy, Secretary
Securities and Exchange Commission
100 F Street, NE
Washington, DC 20549

RE: File Number S7-09-13

Dear Ms. Murphy:

I am writing to comment on the proposed rules of JOBS Act Title III, file number S7-09-13.

I am the founder of CrowdFranchise – a startup crowdfunding platform founded in November 2013 specifically for franchising. On CrowdFranchise, issuers have the ability to crowdfund their own units of an existing franchise brand. The CrowdFranchise concept was created by my team which has extensive experience in the franchising industry, and has support from industry leaders such as the International Franchise Association. All parties involved see great potential for crowdfunding franchises under the Title III rules.

The CrowdFranchise platform can operate under the Title III rules as proposed. Currently our website operates by only allowing accredited investors to invest in listed franchise units. However, Title III would allow the average, fit person to have the ability to gain ownership in a franchise business they believe in and would like to see open in their community, while providing limited risk and financial exposure by encouraging partnerships with others.

That being said, costs to issuers are much lower than stated in the proposed rules. Issuers on CrowdFranchise will be paying nominal costs to crowdfund a franchise unit on our platform in the range of \$99 - \$199 per month. As a service of our site, CrowdFranchise would provide template documents and assistance to keep costs and risks low for issuers as well.

The proposed rules are workable, and we intend to launch our platform to facilitate Title III crowdfunding.

As franchises are proven business models, our platform has the potential to create hundreds of successful new businesses and thousands of jobs across the country, specifically with the Title III rules in place. The CrowdFranchise team is eager to offer franchise opportunities to accredited and non-accredited investors alike, making new businesses come to life and helping improve communities through franchising.

Sincerely,

Mandy Calara