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The Honorable Mary Jo White, Chair
Securities and Exchange Commission
100 F Street, NE
Washington, DC 20549

RE: File Number S7-09-13

Dear Chair White:

I am writing again to urge you to prioritize releasing the Title III crowdfunding rules of the JOBS Act. I first commented on this issue on Aug. 11, 2014 and am saddened that no further action has taken place since that time.

As an entrepreneur at heart, I have started several businesses over the past 15 years. I understand the struggle small business owners face from many different perspectives to find the funding needed to make their businesses come to life, so I see great possibilities in the Title III crowdfunding rules.

My latest venture is CrowdFranchise – a startup crowdfunding platform founded in November 2013 where issuers have the ability to crowdfund their own units of an existing franchise brand. This concept was created by my team which has extensive experience in the franchising industry, and is backed by seven franchisors and industry leaders such as the International Franchise Association. All parties involved see great potential for crowdfunding franchises under the Title III crowdfunding rules.

The passage of these rules, permitting new freedom in our platform's operation, will allow our startup to create more local jobs as the company grows. As franchises are proven business models, our platform even has the potential to open many successful new franchise businesses and create hundreds of jobs across the country. We can only succeed at this once the Title III crowdfunding rules are released.

The CrowdFranchise team is eager to offer franchise ownership opportunities to accredited and non-accredited investors alike, building new businesses and helping improve communities through franchising. We urge you to support the timely implementation of the Title III crowdfunding rules to make this happen.

Sincerely,

Mandy Calara