



Unhappy Franchisee

No-Nonsense Hype-Free Franchise Issues & Discussion Site

- FETCH! PET CARE
- FURRY LAND FRANCHISE
- GREG LONGE
- MARIA SHINABARGER LONGE
- MARK SCHNURMAN
- PHOENIX FRANCHISE BRANDS
- SPOTLIGHT 1
- SPRAY FOAM GENIE FRANCHISE
- THE PERFECT FRANCHISE

Mark Schnurman, The Perfect Franchise, Threatens Me with Legal Action. For

Written Slander.

📅 December 6, 2024 👤 unhappyzee

Mark Schnurman, founder of The Perfect Franchise, never promoted Phoenix Franchise Brands EVER! At least, not for the last three months! by Sean Kelly

[UnhappyFranchisee.Com](https://www.unhappyfranchisee.com)

Mark Schnurman, founder of The Perfect Franchise franchise brokers, is irate.

He's morally outraged.

He's not going to stand idle in the face of such injustice, and may be on the phone with his lawyers RIGHT NOW initiating legal action.

You see, I published a post with a list of links to pages promoting the embattled Phoenix Franchise Brands to prospective franchisees.

[Guess Who's Still Promoting Phoenix Franchise Brands? \(UPDATED\)](#)

With few exceptions, sales of Phoenix Franchise Brands franchises originated with franchise brokers believed to have been paid \$35,000 commissions per sale.

Several dozen franchisees of those brands (Fetch! Pet Care, Spray Foam Genie, Furry Land) have posted public horror stories claiming that they were deceived and exploited.

The horror stories include agonizing descriptions of mothers of special needs children being forced back to work, marriages split apart under the weight of mounting financial pressure, and 100% disabled combat veterans fighting of depression, PTSD and suicidal thoughts.

But none of those things seem to concern Mark Schnurman.

Nothing Outrages a Franchise Broker More Than a Well-Founded Allegation

No, Schnurman's moral outrage and legal threats are directed at a blog post that links to pages *bearing his company name, created by his senior executive.*

Mark Schnurman wrote:

“ You mass email below is slander and I will respond with legal action if it is not retracted.

He is outraged that he and his company are being accused of being associated with a website that he and his company seem to be clearly associated with.

Welcome to the topsy-turvy world of honesty-impaired franchise salespeople.

First Mark says:

“Those brands have never been in good standing in our portfolio”

He reiterates:

“Phoenix brands are not and have not been in good standing with us...”

Then he says::

“TPF consultants have not presented a single phoenix brand in at least 3 months...”

Say what?

Mark Schnurman is livid at the suggestion that he promotes Phoenix Franchise Brands:

“We do not promote them.”

When faced with the nagging fact that there's a website with his company name doing just that, he states, yes, The Perfect Franchise Senior Consultant Marty Greenbaum CFE created it but “the site has never been active.”

The site's not active, just publicly visible and indexed in Google's search engines.

Dear Mark Schnurman: Stop Talking & Delete the Freaking Site.

It's Friday afternoon and I've given up trying to speak rationally to someone who can't (or won't) disengage Victim mode.

If he can argue that the active site is not active, he'll never understand the problem with these statements posted below his own company logo:

- “Fetch! Pet Care stands as one of America's safest and most affordable franchise options...”
- “As [a Spray Foam Genie] Area Developer, you command... fantastic earnings potential with net profits soaring over \$500k. With a small staff that's well-compensated and a flex space requirement of just 2,500 square feet, Spray Foam Genie offers the perfect balance of profitability and operational efficiency.”
- “Incredible Item 19 Earnings Claim
- “Franchisee Investor Model (Absentee): Our Corporate Management Team runs the business for you, requiring just 2 hours a month commitment. Open in any market, not just where you live, expanding your horizons.”
- “Spray Foam Genie is not just a business; it's a family.”
- “Furry Land FULLY ABSENTEE (Investor Model): In this model, you act as an investor while Corporate handles the setup and management of the business for you.”
- “A Convenient and Profitable Venture...”
- “A Lucrative Business Model...”
- “Unlimited Growth Potential: Every metropolitan area in North America has enough business for 20 grooming vehicles, leaving plenty of room for expansion.”

Also Read:

[FETCH! Pet Care Franchise Complaints \(Index\)](#)

Does Greg Longe Make Deceptive Earnings Claims?



Invitation: Please Share Your Opinion of Experience (Anonymity Assured)

Are you familiar with Greg Longe, Maria Longe, Phoenix Franchise Brands?

Are you Familiar with Mark Schnurman, Marty Greenbaum CFE or The Perfect Franchise?

Please leave a comment below or email us, in confidence, at [UnhappyFranchisee\[at\]Gmail\[dot\]com](mailto:UnhappyFranchisee[at]Gmail[dot]com).

Franchisors: The franchisor, its employees and agents are invited to submit correction, clarifications, rebuttals or other opinions for immediate consideration.

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Tags: Mark Schnurman, Marty Greenbaum CFE, The Perfect Franchise, Sprayfoam Genie, Spray Foam Genie, Phoenix Franchise Brands lawsuit, Greg Longe fraud allegations, Kevin Longe fraud allegations, Rhino7 fraud allegations, Greg Longe, Maria Longe, Rhino7

← Guess Who's Still Promoting Phoenix Franchise Brands? (UPDATED)

Mark Schnurman, The Perfect Franchise, Contributes to Our Cease & Desist Letter Collection →

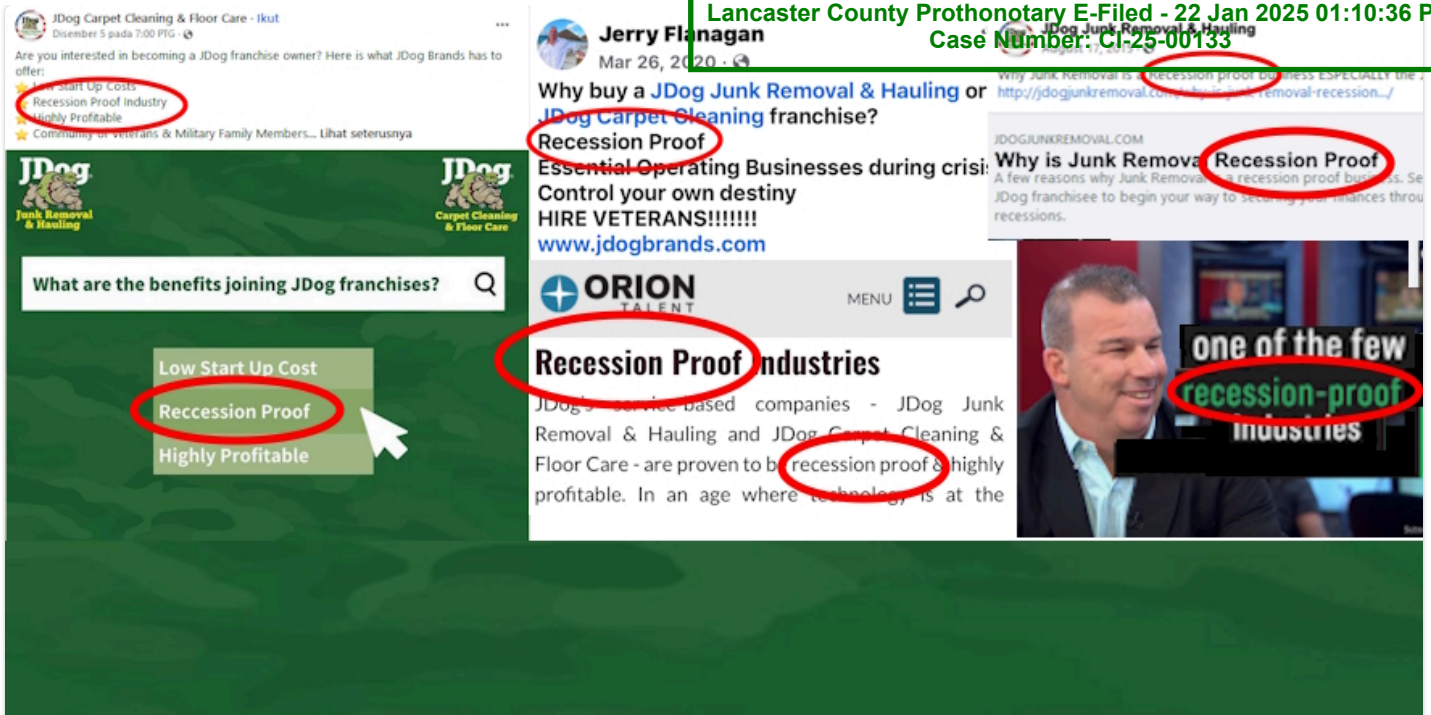
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<!-- Begin Constant Contact Active Forms -->
<script> var _ctct_m = "b7b7e513253efbd4e1bc07e58945a59b"; </script>
<script id="signupScript" src="//static.ctctcdn.com/js/signup-form-
widget/current/signup-form-widget.min.js" async defer></script>
<!-- End Constant Contact Active Forms -->
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