

Canadian Franchise Association (CFA)

Benefits of Membership

MISSION STATEMENT:

To promote excellence and growth in franchising while serving the interests of our members and stakeholders.



The Franchise Show

Canada's only all franchise show!

FranchiseCanada
Magazine & Directory

Your Most Trusted Franchise Resource

The Franchise Voice

Industry Newsletter



CFA was founded in 1967 by a small group of franchisors who recognized the need for a national organization committed to the growth, enhancement and development of ethical franchising throughout Canada.

Over 35 years later, the Canadian Franchise Association (CFA)—a not-for-profit, national trade association—represents over 350 franchise systems and business professionals who support the industry. Our membership represents a diverse cross-section of franchisors in Canada, ranging from large established systems to smaller regional concepts.

We are recognized by all levels of government as the voice of Canadian franchising and are internationally recognized by the World Franchise Council as a leading national trade association in the field. Our national board of directors promotes a strong code of ethics, as well as the mandatory use of the CFA disclosure document.

“Membership in the CFA has allowed me to stay current with franchise developments in the areas of legislation, education, and international expansion. There are many opportunities to obtain knowledge in these areas via seminars, networking at various CFA events and, of course, through CFA publications like the *Franchise Voice* and *FranchiseCanada* magazine”

Nick Javor, Senior VP, Corporate Affairs
Tim Hortons

By joining CFA, you will have access to:

- the use of our nationally recognized logo to demonstrate your commitment to ethical franchising and strong franchisor-franchisee relations
- our proven marketing opportunities to help grow your franchise system
- timely and relevant education and resources to enhance your knowledge of the industry
- networking opportunities that allow you to share best practices and exchange ideas with other franchisors
- industry leading franchise awards to enhance your position in the industry and to demonstrate the quality of your franchise system
- franchise professionals who can help develop and protect your franchise system.

We encourage you to become actively involved in the franchise community by joining the Canadian Franchise Association (CFA). As you will learn, the benefits of membership are well worth the cost of joining.



Benefits of Membership

Industry Credibility

Enhance your credibility by demonstrating your commitment to ethical franchising.

- Use of the CFA logo on web and print materials
- Code of Ethics
- Use of the mandatory disclosure document
- International representation support – CFA is a founding member of the World Franchise Council (WFC)
- Access to the top professionals in the franchise industry, including lawyers, accountants, marketing support, business products and services, banking

CFA stands for excellence in franchising. Use of the CFA logo on your print and web materials tells potential and existing franchisees that you adhere to our code of ethics and you follow our mandatory disclosure rules. This gives them a high level of confidence that you are operating in their best interests and committed to the long term success of their franchise.

We also provide members with access to the industry's top professionals. Whether you're looking for a franchise lawyer, accountant, marketing firm, bank, or business products and services, CFA can help you find the industry's most qualified professionals to assist in the growth of your franchise system.

Marketing Opportunities

Find the right franchisees to grow your franchise system.

- *FranchiseCanada* magazine
- *FranchiseCanada* directory
- *Franchise Voice* newsletter
- CFA website
- *The Franchise Show*
- Event sponsorship opportunities
- Public E-newsletters

One of our greatest strengths is providing members with access to thousands of potential franchisees through our various marketing streams. All lead generation vehicles provided by CFA are reserved for CFA members only.

Information and Resources

Resources to ensure you reach your full potential.

- *FranchiseCanada* magazine
- *FranchiseCanada* directory
- *Franchise Voice* newsletter
- Regular e-mail updates
- CFA's website – www.cfa.ca
- International Expansion Support
- Franchise and Business publications

CFA provides members with information and resources to keep you abreast of recent developments in the industry, franchisor/franchisee success stories, educational articles, new products and services, and CFA updates.

In addition, CFA has a number of franchise and business publications to help you further develop your franchise system.

The Franchise Show

Produced By
CFA
Canadian Franchise
Association -
www.cfa.ca

**BUSINESS
OWNERSHIP
IS EASIER
THAN YOU
THINK!**

Education and Networking

Knowledge is power.

- Annual convention
- Regional educational events
- Regional social events
- Leadership and volunteer opportunities

CFA hosts Canada's top franchise industry annual convention, as well as leading-edge seminars delivered nationally and regionally to ensure you have an opportunity to develop and grow your franchise acumen. We also organize social events to ensure you have an opportunity to share ideas and best practices with the top franchise systems in the industry.

Awards and Recognition

Demonstrate to your franchisees how good you really are.

- Award of Excellence
- the award goes to the franchise system best able to demonstrate clear superiority in franchisee/franchisor relations.
- Nomination Awards
- various awards given to members who have made a strong contribution to the association and the industry.

CFA recognizes and promotes franchising excellence in Canada. We have a number of prestigious awards that are presented to high-performing franchise systems, regardless of size, each year.

Legal and Legislative Issues

Stay abreast of important issues in a constantly evolving industry.

- Legal Affairs and resources
- Legislative resources
- Lobbying updates

CFA provides members with articles and updates on legal and legislative issues affecting the franchise industry from Canada's top legal and business franchise professionals.

"I would believe our association with the CFA captures many areas of opportunity for ourselves as a franchisor in Canada. Sharing information among peers in the industry and the opportunity to discuss issues in an open and cross industry environment helps all of us better interpret our franchisees needs and concerns, both existing and new.

Neil Lester, Senior VP, Canada
Wendy's Restaurants of Canada Inc.

MEMBER

CFA
Canadian Franchise
Association™

For more information on the benefits of membership, please visit our website at www.cfa.ca or contact: Penny Young at 800-665-4232 ext. 247 or email: pyoung@cfa.ca



Membership Categories

Franchisor Membership

Franchise System membership is for companies who are offering franchises in Canada or who are planning to offer franchises in the next 12 months.

Franchise Support Services (FSS) Membership

Franchise Support Service (FSS) membership is for a person or company engaged in providing products or services to franchise systems.

Membership Process

How to Apply for Membership

To apply for membership, please complete the membership application form and send it to the CFA with the required documents and dues payment. Membership dues vary based on the size of the franchise system or membership category. A copy of the membership dues structure is attached to the membership application form.

The membership application form may be obtained through our website at www.cfa.ca or by calling our office at the phone number listed on the back of this brochure.

Please ask to speak with Penny Young in membership department.

Membership Approval Process

CFA stands for excellence in franchising. New member applicants must go through a membership approval process to ensure they are operating ethically and in a position to adhere to our Code of Ethics. This includes random calls to a sampling of your franchisees, a credit check through your bank, and a review of important franchise documents such as your current disclosure form (if applicable) and your franchise agreement. More details on this process may be found on our website.

The National Voice of Franchising in Canada



CONTACT US:

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Membership inquiries:

Penny Young, Sales Manager at **T:** 800-665-4232 ext. 247 **E:** pyoung@cfa.ca

Advertising inquiries for *FranchiseCanada* Magazine & *FranchiseCanada* Directory:

Coleen McCrae, Sales representative at **T:** 877-254-0097 **E:** cmccrae@cfa.ca.