

Are you Franchising?

Then **YOU** should be a member of
the Canadian Franchise Association

With over **700** corporate members, the CFA brings together the best in franchising

Become A MEMBER



ADVOCACY

Only CFA speaks for the franchise business model to enhance, protect, and promote franchising to governments, the media, and the public.



LEADS

Only CFA offers a 360° multimedia suite of lead generation solutions including websites, tradeshows, magazines, e-newsletters, and special programs to help you find your next franchisee.



RESOURCES

Only CFA provides franchisors the full scope of learning opportunities: one-on-one Mentor Programs, articles and papers, one day conferences, and a National Convention that provides, among other things, exclusive CEO networking opportunities.



CREDIBILITY

Only CFA membership can position your company amongst the leading franchise systems committed to excellence in franchising.

There are lots of reasons leading franchises become CFA members.
What's yours?

DISCOVER ALL THE BENEFITS OF MEMBERSHIP INSIDE



5 Immediate Benefits

That Make CFA Membership Indispensable

1 INSTANT INDUSTRY CREDIBILITY

You're judged by the company you keep and as a CFA member, you're in good company. As a member of CFA, the national trade association for franchising in Canada for 50 years, you're publicly declaring your commitment to excellence in franchising and are elevated alongside over 700 corporate members who have pledged the same. You get access to participate in CFA's Awards of Excellence in Franchising and Franchisees' Choice Designation programs, which can highlight your franchise's excellence and position your brand as a leading franchise.

2 LEAD GENERATION

With CFA membership, your brand is automatically featured on LookforaFranchise.ca, our award-winning website that attracts prospective franchisees across Canada and internationally. Your company listing is also included in our annual *FranchiseCanada* print directory, featured prominently on store shelves across Canada year-round. You gain instant access to exhibiting in The Franchise Show, the best and largest franchise-only tradeshow in Canada.

3 ADVOCACY ON BEHALF OF FRANCHISING

CFA makes advocacy a top priority on behalf of our members. We have established and maintain relationships with key government officials at all levels, as well as with members of the public and the media. When new legislation is contemplated or the franchise model is threatened, CFA is at the forefront ensuring that franchisors and franchisees have the business environment they need to prosper.

4 EDUCATION AND NETWORKING OPPORTUNITIES

CFA provides you with immediate access to a variety of educational and networking events and programs, including conferences, a searchable online portal of expert articles, free webinars, and a mentor program to help you improve your franchise operations and make invaluable connections.

5 TIME AND MONEY SAVING PROGRAMS

CFA's member programs, including our Member Savings Program, Regional Economic Development Directory, and Ombudsman Program will help make your business operations more cost and time efficient.

STAYING
INFORMED

CFA keeps members up-to-date on what's happening in your Association and in your industry through these print and online resources:

TheFranchiseVoice

CFA's quarterly member magazine features in-depth articles on franchise industry trends and best practices (written by experts from CFA's membership) as well as the latest news and happenings at CFA.

ADVOCACY ALERT

ADVOCACY ALERTS

Be the first to find out about urgent legislative issues that could impact your business.

UPDATER

CFA UPDATER

Your weekly update on the latest news, events, and lead generation opportunities at CFA.

www.CFA.ca

CFA MEMBERS ONLY AREA

A password-protected area exclusively for members to access essential information, resources, tools, programs, blog posts, and communications.

OpportunityKnocks

OPPORTUNITY KNOCKS

Alerts members to franchising focused publicity opportunities with media outlets as they arise.

MEMBER BULLETIN

MEMBER BULLETINS

Timely updates to keep you informed about important issues, including legislative updates.

MEMBER

CFA

Canadian Franchise
Association™

THE ESSENTIALS OF MEMBERSHIP: AT A GLANCE

CFA ADVOCACY

Advocacy & Government Relations

As the recognized authority on Canadian franchising, CFA works with all levels of government and advocates on behalf of franchisors and franchisees in Canada to enhance and protect the franchise business model.

FranchiseCanada

Magazine & Directory

FranchiseCanada Magazine & Annual Directory are award-winning national newsstand publications designed to engage and inform prospective franchisees and franchisors about specific franchise opportunities and the franchise business model.



CFA Member Savings Program

At CFA, we're committed to helping our members grow their businesses and become more profitable. That's why we've negotiated generous discounts for CFA members and their franchisees on essential products and services through an exclusive Member Savings Program.

Ombudsman PROGRAM

Ombudsman Program

The CFA Ombudsman Program facilitates the resolution of franchise complaints and problems. Any franchisee or franchisor operating in Canada can contract the Ombudsman if they wish to discuss an issue or concern regarding a franchise relationship with a neutral, objective person, free of charge.

LookforaFranchise.ca

LookforaFranchise.ca, CFA's award-winning official online franchise directory, puts your brand in front of qualified franchisee leads.



The **CFA Military Veterans Program** helps honourably discharged military personnel transition to civilian life through ownership and employment opportunities with member franchises.



Franchisees' Choice Designation

The Franchisees' Choice designation, presented annually by the Canadian Franchise Association (CFA), is awarded to CFA member franchise systems for their solid rankings in franchisee satisfaction.

www.CFA.ca

www.CFA.ca offers a wealth of franchise educational and best practice resources including events, webinars, white papers, articles, and more.

“It is a place where we can gain insights on the issues specific to Canadian franchising, and network with suppliers who understand our needs. I have also greatly enjoyed meeting other nearby franchisors. It's a wonderful association.”

AUBREY HUBER, *Postcard Portables Canada* | CFA Member Since: 2011

your Convention Opportunity Success

CFA National Convention is a three-day annual conference filled with learning, networking, and the latest resources to help your business succeed.

WoW

WEBINARS on WEDNESDAYS

Free Webinars

The CFA delivers leading-edge live and archived webinars on franchise best practices.



CFA Awards of Excellence in Franchising

are the ultimate prizes in Canadian franchising. Open exclusively to CFA members, the awards recognize excellence in franchise operations.



CFA's Franchise Awareness Program

is a public awareness campaign that raises the profile of franchising and shares the positive message about the power and opportunity of franchising.

CANADIAN FRANCHISE ASSOCIATION



The **Franchise Show** is our exclusive, franchise-only tradeshow bringing in thousands of attendees annually. That's a lot of prospective franchisees – your target market.



Zor-2-Zor: Franchise Coach in Your Corner is a franchise mentoring program that partners emerging franchisors with an established franchisor, who will provide personalized mentoring, guidance, consultation, and support to address the participant's self-identified challenges and concerns.



CFA Franchise Law Day is designed to help franchisors understand the legal issues they need to know about to protect their businesses.



Regional Economic Development Directory is to help with your franchise expansion plans and research. This online directory features listings for Economic Development Offices across Canada and includes contact information.

ARE YOU READY TO STAND WITH THE LEADERS IN THE CANADIAN FRANCHISE INDUSTRY?

CFA and all the benefits of membership are ready for you.

Contact **Ruth Stuart Moore** in the Membership Department at 1-800-665-4232 ext. 247 or rstuartmoore@cfa.ca or visit www.cfa.ca/join_cfa for application forms, membership dues levels, and more details.

(WANT MORE? TURN THE PAGE FOR OUR TWO-YEAR INTRODUCTORY SPECIAL OFFER!)



Canadian Franchise Association (CFA)

Founded in 1967, CFA is the recognized authority on franchising in Canada. With over 700 corporate members representing many of Canada's best-known brands and 40,000 franchisees nation-wide, CFA is the indispensable resource for the franchise community and advocates on behalf of franchisors and franchisees in Canada to enhance and protect the franchise business model. CFA promotes excellence in franchising and educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs, publications, and websites (www.cfa.ca, www.LookforaFranchise.ca, and www.FranchiseAwareness.ca).

SOME OF CFA'S MEMBERS SAY...

"In the short time that we've been members, CFA has proven to be an amazing resource. The resources and information are fantastic. I've already had four leads from LookforaFranchise.ca and two look extremely promising. The best decision I've made in quite some time was becoming a member."

STEVE COLLETTE,
3rd Degree Training / Actual Nutrition
CFA Member Since: 2016

"The CFA's commitment to the franchising community is the draw for our company. They advocate, educate and support franchising, which enables many to fulfill their dreams as business owners."

BOBBI SULLIVAN, Mr. Rooter
CFA Member Since: 2004

"Complete range of services and comprehensive data for the Canadian franchise industry... all overseen by knowledgeable and very friendly staff that are clearly willing to help!"

PINO DI IOIA, BeaverTails Canada
CFA Member Since: 2010

"We value the knowledge of the CFA and its members - it is a strong and united voice for our industry. Through CFA, we were able to learn what would have taken years of trial and error. I have personally grown through CFA's mentorship program & it allowed me to have face time with some of the top minds in the franchise world. If you are franchising in Canada but not a CFA member, you may want to rethink whether you are really committed to your business and your franchisees."

GREG LAWRIE, Pro Fleet Care
CFA Member Since: 2007

"One of the best values in being a part of this exclusive trade association is the peer to peer interaction and mentorship opportunities. Not to mention the credibility of being part of an association that promotes best practices in the industry and follows a code of ethics. Another great benefit is the education and advertising opportunities. The CFA has been an asset to me and my business."

DAWN MUCCI, Lice Squad.com
CFA Member Since: 2006

Special Introductory Offer!

Sometimes more **IS** more. Apply for our two-year introductory CFA membership and receive*:

- Protection from a dues increase with a locked-in membership rate for two years
- One complimentary delegate registration to the CFA National Convention
- Immediate access to our Zor-2-Zor: Franchise Coach in Your Corner mentorship program
(Otherwise unavailable to members in their first year of CFA membership)

If you want **MORE**, ask for the two-year introductory special.
Contact **Ruth Stuart Moore** in the Membership Department at
1-800-665-4232 ext. 247 or rstuartmoore@cfa.ca

*Certain conditions apply