



INFORMATION ABOUT THE CANADIAN FRANCHISE ASSOCIATION (CFA)

CFA Vision: To be recognized as the national voice of franchising in Canada

CFA Mission: To promote excellence and growth in franchising while serving the interests of our members and stakeholders

CFA Website: www.cfa.ca

ABOUT CFA

The Canadian Franchise Association (CFA) was founded in 1967 and is the only national trade association for franchising in Canada. CFA is dedicated to strengthening and promoting best practices in franchising and acts as a trustworthy and informative resource for millions of Canadians and is proud to be a founding member of the World Franchise Council (WFC).

With almost 500 corporate members nation-wide, representing many of Canada's best-known brands, CFA is the national voice for franchising in Canada and works with all levels of government to ensure the development of industry-made solutions. CFA promotes excellence in franchising and educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs and publications.

CFA provides many resources to the franchise community including:

- Advocacy
- Education and networking opportunities
- Opportunities for franchisee recruitment
- Annual Convention and Tradeshows
- Regional events and seminars
- Ombudsman Program
- Government and media relations

CFA MEMBERS

CFA is comprised of over 370 franchisors, representing nearly 450 brands, as well as over 120 franchise support services members.

Prospective CFA members are carefully screened to be certain they meet the high franchising standards maintained by CFA membership. All CFA members commit to adhering to CFA's Code of Ethics and mandatory disclosure requirements.

CFA members represent a diverse cross-section of franchise systems in Canada and worldwide, ranging from very large, established operations to smaller regional concepts, as well as professionals and companies that provide products and services to the franchise sector.

Members proudly display the CFA logo as a signal to customers and prospective franchisees that they strive to achieve excellence in franchising. Each member has their own reason for belonging to the CFA – but overwhelmingly they agree that they are better franchise systems as a result of their experience in CFA.

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CFA RESOURCES FOR MEMBERS AND THE PUBLIC

CFA offers many programs and services to its members to assist them in reaching further levels of excellence in franchising. In addition, CFA educates Canadian about franchising, specific franchise opportunities and proper due diligence through its many events, programs and publications.

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www.cfa.ca

The CFA website is the complete online resource for franchise information in Canada.

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FranchiseCanada

Magazine & Directory

FranchiseCanada magazine and annual Directory are designed for anyone interested in franchising and franchise opportunities. It serves to *empower* readers with knowledge and understanding about the rewarding franchise business model and *inspire* through stories of success. Through informative, engaging and trustworthy editorial content, *FranchiseCanada* provides details on the possibilities through franchising.

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TheFranchiseVoice

The *FranchiseVoice* is the official quarterly member publication for the Canadian Franchise Association and is committed to promoting excellence and growth in Canadian franchising and helping franchisors run their businesses more effectively and efficiently.

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CFA e-News Worthy is a monthly e-publication exclusively for CFA members. It serves as a companion piece to The *FranchiseVoice* newsletter to keep CFA members up-to-date and apprised of trends and developments in franchising in Canada.

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The Franchise Show

The Franchise Show is Canada’s largest franchise-only two-day event, bringing franchise opportunities at all investment levels to large markets. The Franchise Show provides prospective franchisees with the unique opportunities to meet face-to-face with some of the most accomplished franchise systems, attend informational seminars and learn more about the franchise industry.

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