



DO YOU OFFER SERVICES FOR FRANCHISES?

Then YOU should be a member of the Canadian Franchise Association (CFA).

Reach franchise decision makers from more than 500 member brands by joining the CFA.

CFA is YOUR partner in growing your business.

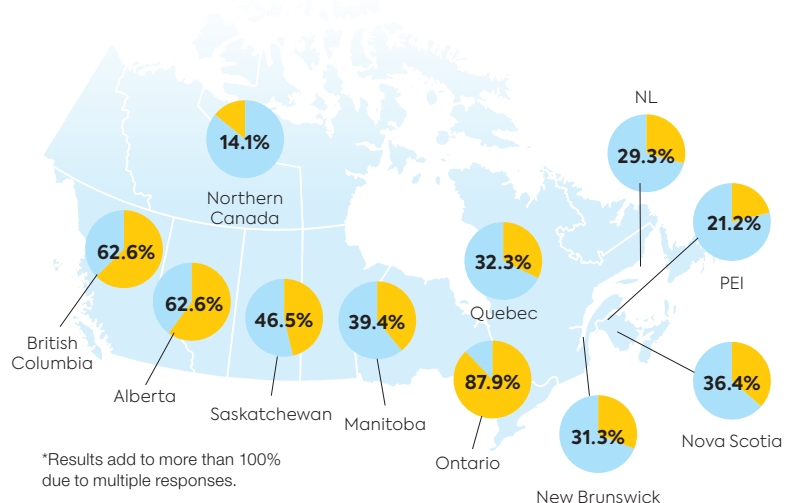
At the CFA, we're all about growth – growing the franchise industry— and we've been doing it for more than 50 years. Becoming a CFA Franchise Service/Supplier member can move your business forward by connecting you with some of Canada's best-known franchise brands. We provide opportunities, programs, and lead generation vehicles to showcase your company to key franchise decision makers – all with the goal of helping you grow your business.

Get connected with Canada's franchise leaders today!

CFA Membership Breakdown by Sector – Based on 2021 Franchise Canada Annual Directory

Automotive & Truck Services / Products / Rentals	5%
Business Services	10%
Commercial / Residential Services	8%
Educational Products & Services	8%
Food – Quick Service Restaurants	25%
Food – Restaurants / Dining Rooms	9%
Hair & Nail Salons / Spas	4%
Health / Fitness / Nutrition	4%
Home – Improvement / Renovation / Restoration	7%
Other	8%
Retail	8%
Seniors Services / Home Care / Transition	4%


Where are CFA member franchise systems operating?



Member Benefits at a Glance

A Franchise Services/Supplier membership includes everything you need to drive your business forward. It doesn't matter whether your business is small or large, our member benefits are tailored to match your needs.

Join today and take advantage of these immediate benefits:

-  **Connect with Franchisors:** Gain instant access to over 2,000 franchise professionals from some of Canada's leading brands with our Member Directory. Use these contacts to build relationships with Canada's franchise community and grow your business.
-  **Strengthen Your Network:** Join us at annual virtual events and connect directly with some of Canada's key franchise decision makers. Only CFA member suppliers can attend unlimited CFA events which drew more than 850 attendees in 2020.
-  **Showcase Your Company:** You'll have the exclusive opportunity to promote your company in the CFA's publications and on our websites – all respected and sought-after resources for Canadian franchisors and franchisees.
-  **Share Your Expertise:** Position yourself as a leading franchise solutions provider by speaking at our virtual CFA events, conducting a webinar, or writing articles for our CFA publications.
-  **Stay Informed:** The CFA's educational events, articles, and programs will help you stay up to date on the latest important issues impacting the franchise industry, which will help you stay current in your field and better serve your franchise industry clients.
-  **Join the Conversation:** Build vital relationships with franchise professionals by connecting with the CFA's online community on social media and through our monthly Franchise Socials.
-  **Create Credibility and Trust:** Display the CFA logo on your website and show your company's commitment to quality service and ethical business practices. Franchise leaders want to do business with a supplier they can trust.
-  **Free Member Listing:** Be listed as a member on the CFA's corporate website, and in our annual print directories.



"We started our digital marketing business 10 years ago and didn't waste any time in becoming members of the CFA. The vast amount of industry information and networking opportunities provided by the CFA allowed us to truly adapt and tailor our marketing solutions to better suit the unique needs of franchisors and franchisees in Canada and abroad. Becoming a member of the Canadian Franchise Association and its vast support system is a critical first step for any potential supplier to one of the fastest growing industries in Canada." **Kirk Allen**, Founder & COO, Reshift Media Inc.

What Does the CFA's Membership Look Like?

Over **500** member brands

Operating in over **50** different sectors

CFA members represent **48,000+** franchised outlets across Canada

The CFA's website received over **250,000** unique page views in 2020

CFA events drew more than **850** attendees in 2020

Join today!

Contact **Lou Gervasi**, Senior Manager, Development & Member Relationships at **1-800-665-4232 extension 243** or **lgervasi@cfa.ca**. Or visit **www.cfa.ca/join** for the application form and more details.