

2024 CFA Awards of Excellence

Franchisee of the Year

Entry Companion Guide

The **Franchisee of the Year** Awards will be presented to franchisees who have demonstrated an overall star quality within their franchise. Two awards will be presented, one to a franchisee in the traditional category and one in the non-traditional category. Franchisors are invited to submit one nominee per brand who has been franchising with the brand for at least two years. Joint owners of a franchise can be recognised together through the Franchisee of the Year program.

Question 1: (Please keep your answer to 200 words or less)

Please detail how this individual has demonstrated solid business performance. Your answer can touch upon how they've achieved their business goals, run a highly profitable franchise and pride themselves on good customer service. If applicable, please provide internal metrics to support your answer, such as customer survey results, internal franchisee recognition and so on.

- **SUBMISSION SUGGESTIONS:** The CFA Franchisee of the Year Award is designed to recognize exceptional and outstanding leadership and represents a very significant milestone in an executive's career. Recipients have achieved prominence for the credit they bring to their organization and the Canadian franchising community in general. Please provide examples which highlight achievements and contain quantifiable measurements – such as sales results, territory expansion, customer satisfaction results, etc.

Question 2: (Please keep your answer to 200 words or less)

Please detail how this individual is involved in the community. Your answer can touch upon their involvement in the community or how they have embraced the franchisor's philanthropic endeavour.

- **SUBMISSION SUGGESTIONS:** Identify specific actions undertaken to contribute to the growth of the franchise industry in Canada. Highlight philanthropic initiatives that the nominee has launched – identifying the magnitude of the success of the program, how much money has been raised for example, and more importantly, what has the impact been, how have these programs helped? How has this investment been received and utilized by the franchise community? Indicate how engaged the nominee was with the delivery of these programs, contributing to the overall success.

Question 3: (Please keep your answer to 200 words or less)

Please detail how this individual has exhibited an overall star quality. What unique endeavour have they accomplished, which makes them stand out as an exceptional franchisee?

- **SUBMISSION SUGGESTIONS:** How has the nominee supported the franchise industry, focussing on the impact of their actions. How has the nominee engaged with the franchise community – spoken at an event, sat on an association committee? What has the nominee done to distinguish themselves as a leader within the industry? Please provide examples and include metrics where possible to quantify the success of their actions. In short, please outline how this nominee stands out.

Question 4: (Please keep your answer to 200 words or less)

(Optional) Please provide us with any additional feedback or comments on why your nominated franchisee should win.

- **SUBMISSION SUGGESTIONS:** Measurable examples, such as awards or symbols of recognition showing the esteem in which others hold the nominee, will be most helpful.

Questions?

Please contact **Stephen Symonds** at ssymonds@cfa.ca