



## **2024 CFA Awards of Excellence** **Franchisee of the Year** **Submission Form**

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.

If you have any questions about the nominating process or eligibility, please do not hesitate to email at [membership@cfa.ca](mailto:membership@cfa.ca).

### **About the Nominating Brand**

Type of Franchise (Traditional Bricks and Mortar Franchise or Non-Traditional Mobile or Home-Based):

\_\_\_\_\_

Industry: \_\_\_\_\_

Number of Years Franchising: \_\_\_\_\_

Number of Units: \_\_\_\_\_

### **Nomination Submitted by**

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

I/we hereby submit the following Franchisee for consideration for the **Franchisee of the Year** Award:

### **About the Franchisee**

Franchisee Nominated: \_\_\_\_\_

Franchisee's Brand: \_\_\_\_\_

Franchisee's E-Mail: \_\_\_\_\_

Franchisee's Phone Number\*: \_\_\_\_\_

Number of Years Franchising: \_\_\_\_\_

Number of Units: \_\_\_\_\_

\*CFA reserves the right to contact the franchisee directly to confirm submission details.

*Please proceed to the next page for the nomination questions.*



1. 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.

***Please keep your answer to 200 words or less.***

2. 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.

***Please keep your answer to 200 words or less.***

3. 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?

***Please keep your answer to 200 words or less.***

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

***Please keep your answer to 200 words or less.***

**The deadline for all Franchisee of the Years submissions is February 2, 2024**

Please submit all nomination forms to [membership@cfa.ca](mailto:membership@cfa.ca)