

# FRANCHISE SYSTEM MEMBERSHIP APPLICATION



Canadian  
Franchise  
Association®

Growing Together

Franchise System membership is for companies who are offering franchises in Canada or who are planning to offer franchises in the next 12 months. Please answer ALL questions and check (✓) the Signature Box to sign the form once you have completed the application form. All dollars are in Canadian Funds.

## SECTION 1: APPLICANT INFORMATION

Full Legal Company Name \_\_\_\_\_

Trade / Brand Name: \_\_\_\_\_

Head Office Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov/State/Country: \_\_\_\_\_ Postal/Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_ Website for franchise info: \_\_\_\_\_

Has the applicant previously held CFA membership?  Yes  No If "yes", when? \_\_\_\_\_

### Official Designee to CFA:

The **Official Designee is the primary contact** for membership renewals, member surveys, invitations to program or major membership matters. This contact would also be entitled to take advantage of (or assign) the complimentary convention delegate registration we provide to new approved members in their first year.

First & Last Name: \_\_\_\_\_ Title: \_\_\_\_\_

Office Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext. \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## SECTION 2: INDUSTRY TYPE

Please select **ONE** of the following categories that best describes your concept.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Advertising/Marketing/Promotional Product & Services<br><input type="checkbox"/> Accounting/Tax Services<br><input type="checkbox"/> Automotive & Truck Service/Products/Rentals<br><input type="checkbox"/> Beauty/Cosmetics/Supplies<br><input type="checkbox"/> Business - Supplies/Equipment & Services<br><input type="checkbox"/> Business Consultants/Services/Training<br><input type="checkbox"/> Children's Products & Services<br><input type="checkbox"/> Commercial - Janitorial Services<br><input type="checkbox"/> Commercial - Supplies/Equipment & Services<br><input type="checkbox"/> Commercial/Residential Services<br><input type="checkbox"/> Computer/Software/Internet<br><input type="checkbox"/> Consumer Buying Services<br><input type="checkbox"/> Dry Cleaning/Clothing Care<br><input type="checkbox"/> Educational Products & Services<br><input type="checkbox"/> Employment/Personnel Services<br><input type="checkbox"/> Environmental Products and Services | <input type="checkbox"/> Event Planning<br><input type="checkbox"/> Financial/Cash Services<br><input type="checkbox"/> Food - Baked Goods/Coffee/Donuts<br><input type="checkbox"/> Food - Grocery/Specialty Shops<br><input type="checkbox"/> Food - Meal Assembly<br><input type="checkbox"/> Food - Quick Service Restaurants<br><input type="checkbox"/> Food - Restaurants/Dining Rooms<br><input type="checkbox"/> Hair & Nail Salons / Spas<br><input type="checkbox"/> Health/Fitness/Nutrition<br><input type="checkbox"/> Home - Decorations/Furnishings<br><input type="checkbox"/> Home - Improvement/Renovation/Restoration<br><input type="checkbox"/> Home - Inspection Services<br><input type="checkbox"/> Home - Maid/Cleaning Services<br><input type="checkbox"/> Home Based Businesses<br><input type="checkbox"/> Hospitality Products/Services<br><input type="checkbox"/> Hotels/Motels/Campgrounds<br><input type="checkbox"/> Janitorial & Maid Services | <input type="checkbox"/> Lawn & Garden Supplies/Services<br><input type="checkbox"/> Mobile Businesses<br><input type="checkbox"/> Pets - Sales/Supplies/Services<br><input type="checkbox"/> Printing/Copying/Shipping<br><input type="checkbox"/> Real Estate<br><input type="checkbox"/> Retail<br><input type="checkbox"/> Seniors/Home Care & Services<br><input type="checkbox"/> Sign Products & Services<br><input type="checkbox"/> Sports/Recreation/Entertainment<br><input type="checkbox"/> Tanning Salons<br><input type="checkbox"/> Travel<br><input type="checkbox"/> Weight Loss Services/Body Contouring<br><input type="checkbox"/> Wine Making<br><input type="checkbox"/> Other |
|---|---|---|

Date when the brand began operation: \_\_\_\_\_

Date when the brand began franchising: \_\_\_\_\_

**\*Franchised Units** (Please indicate the current number of Franchised Units according to province/territory)

Canada:

BC	AB	SK	MB	ON	QC	NB	PEI	NS	NFLD	YT	NT	NU

Total U.S.: \_\_\_\_\_

Total International: \_\_\_\_\_

**\*Corporate Units** (Please indicate the current number of Corporate Units according to province/territory)

Canada:

BC	AB	SK	MB	ON	QC	NB	PEI	NS	NFLD	YT	NT	NU

Total U.S.: \_\_\_\_\_

Total International: \_\_\_\_\_

**SECTION 3: OPERATIONS**

Please answer the following:

- 1) What is the current number of people employed by the applicant franchisor's headquarters, corporate locations, and its affiliated brands in Canada? \_\_\_\_\_
- 2) On average, how many people are employed at a typical franchised location in Canada? \_\_\_\_\_
- 3) How many franchisees belong to the franchise system in Canada? \_\_\_\_\_
- 4) Does the system have a formal Franchisee Advisory Board/Council in place? \_\_\_\_\_
- 5) \*Current initial franchise fee(s): \$ \_\_\_\_\_ (in Canadian dollars).
- 6) Current royalty fees in Canada \_\_\_\_\_% of gross sales or \$ \_\_\_\_\_ (flat fee) or  Other (please describe) \_\_\_\_\_
- 7) Current national advertising fees in Canada (e.g., National / Brand / Ad Fund Fees): \_\_\_\_\_% of gross sales or \$ \_\_\_\_\_ (flat fee) or  Other (please describe) \_\_\_\_\_
- 8) Current local/regional advertising fees in Canada \_\_\_\_\_% of gross sales or \$ \_\_\_\_\_ (flat fee) or  Other (please describe) \_\_\_\_\_
- 9) Other Fees (i.e., training, Call centre, Referral, etc.). Please Describe: \_\_\_\_\_% of gross sales or \$ \_\_\_\_\_ (flat fee)
- 10) Number of NEW Units in the past two(2) years: Corporate Units: \_\_\_\_\_ Franchised Units: \_\_\_\_\_
- 11) Closures (please provide information on the following based on the past two (2) years):
  - a. Number of Corporate Units closed: \_\_\_\_\_ Explanation: \_\_\_\_\_
  - b. Number of Franchise Units which have been terminated/cancelled by the Franchisor: \_\_\_\_\_  
Explanation: \_\_\_\_\_
  - c. Number of Franchise Units which have not been renewed by the Franchisor: \_\_\_\_\_  
Explanation: \_\_\_\_\_
  - d. Number of Franchise Units which have been reacquired by the Franchisor: \_\_\_\_\_  
Explanation: \_\_\_\_\_
  - e. Number of Franchisees which have otherwise left the system: \_\_\_\_\_ Explanation: \_\_\_\_\_

**SECTION 4: DISCLOSURE INFORMATION**

1. **Total gross sales for your most recent fiscal year** (defined as the total system-wide sales in Canada, including franchise and corporate units, and not just royalty revenue of the franchisor.)  
Total for Corporate Units: \$ \_\_\_\_\_ Average for Corporate Units: \$ \_\_\_\_\_  
Total for Franchised Units: \$ \_\_\_\_\_ Average for Franchised Units: \$ \_\_\_\_\_
2. **Has the applicant, any predecessor, any major shareholder (10% or more), director, officer, or general partner of the applicant, having day-to-day management responsibilities related to the franchise:**
  - a. Been involved with any franchise system which has failed in the past or had any registration or license in any jurisdiction suspended or cancelled?  Yes  No
  - b. Been adjudged or voluntarily become bankrupt, re-organized due to insolvency; taken the benefit of any statute for the relief of bankrupt or insolvent debtors; or become subject to any pending bankruptcy, insolvency or reorganization proceeding?  
 Yes  No
  - c. Had any conviction(s) for an indictable offence under the Criminal Code of Canada, within the last seven (7) years, which remains outstanding?  Yes  No

## SECTION 5: MEMBERSHIP DUES & PAYMENT INFORMATION

\*Indicate your dues category based on the total gross sales for your most recent fiscal year or calendar year (defined as the total system wide sales in Canada, including franchisee and corporate units, and not just royalty revenues of the Franchisor).\*

### STEP 1: Select Your Dues Category:

Gross Sales	2023-24 Dues
<input type="checkbox"/> Up to \$500,000	\$1,150.00
<input type="checkbox"/> \$500,001 - \$1,000,000	\$1,716.00
<input type="checkbox"/> \$1,000,001 - \$1,500,000	\$2,288.00
<input type="checkbox"/> \$1,500,001 - \$2,000,000	\$2,860.00
<input type="checkbox"/> \$2,000,001 - \$2,500,000	\$3,427.00
<input type="checkbox"/> \$2,500,001 - \$3,000,000	\$3,999.00
<input type="checkbox"/> \$3,000,001 - \$4,000,000	\$4,565.00
<input type="checkbox"/> \$4,000,001 - \$6,000,000	\$5,137.00
<input type="checkbox"/> \$6,000,001 - \$8,000,000	\$5,704.00
<input type="checkbox"/> \$8,000,001 - \$10,000,000	\$6,276.00
<input type="checkbox"/> \$10,000,001 - \$15,000,000	\$6,842.00
<input type="checkbox"/> \$15,000,001 - \$20,000,000	\$7,414.00
<input type="checkbox"/> \$20,000,001 - \$25,000,000	\$7,986.00
<input type="checkbox"/> \$25,000,001 - \$50,000,000	\$8,553.00
<input type="checkbox"/> \$50,000,001 - \$75,000,000	\$9,125.00
<input type="checkbox"/> \$75,000,001 - \$100,000,000	\$9,691.00
<input type="checkbox"/> \$100,000,001 - \$150,000,000	\$10,258.00
<input type="checkbox"/> \$150,000,001 - \$300,000,000	\$10,830.00
<input type="checkbox"/> \$300,000,001 - \$500,000,000	\$11,402.00
<input type="checkbox"/> \$500,000,001 - \$750,000,000	\$11,968.00
<input type="checkbox"/> \$750,000,001 - \$1,000,000,000	\$12,540.00
<input type="checkbox"/> \$1,000,000,001 - \$1,500,000,000	\$13,107.00
<input type="checkbox"/> \$1,500,000,001 - \$2,000,000,000	\$13,679.00
<input type="checkbox"/> \$2,000,000,001 - \$2,500,000,000	\$14,245.00
<input type="checkbox"/> \$2,500,000,001 - \$3,000,000,000	\$14,817.00
<input type="checkbox"/> \$3,000,000,001 – and over	\$15,384.00

### STEP 2: Select your Payment Method

Membership Dues:	\$
Applicable Taxes:	\$
Total:	\$
<p><b>APPLICABLE SALES TAX CHART</b>                      GST/HST Registration Number: <b>R122972920</b>,                      QST Registration Number: <b>1212953071</b></p> <p><input type="checkbox"/> BC, AB, MB, NU, NWT, SK, YK = 5% GST  <input type="checkbox"/> ON: 13% HST = 13% <input type="checkbox"/> QC: 5% GST + 9.975% PST = 14.975%  <input type="checkbox"/> NB, NS, PEI, NL: 15% HST = 15%  <input type="checkbox"/> US/INT = 0%</p>	

### STEP 3: Credit Card Details

Method of Payment:	<input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX
Credit Card Number:	
Expiry:	
Cardholder Name:	
Signature:	

---

## SECTION 6: PRINCIPALS / AFFILIATES OF APPLICANT

**List all the Principals:** (Ex.: Major shareholders, directors, general partners, and officers of the applicant who will have day-to-day management responsibilities relating to the franchise. Major shareholders are considered to be those owning more than 10% of the voting shares. If a principal has multiple capacities, indicate capacities).

Name / Title: \_\_\_\_\_

Name / Title: \_\_\_\_\_

### List of all the Affiliates

- I. **Legal Co. Name:** \_\_\_\_\_  
**Relation to Applicant:** \_\_\_\_\_ **Business of affiliate:** \_\_\_\_\_
- II. **Legal Co. Name:** \_\_\_\_\_  
**Relation to Applicant:** \_\_\_\_\_ **Business of affiliate:** \_\_\_\_\_

---

## SECTION 7: REFERENCES

- Lawyer Name & Firm: \_\_\_\_\_
- Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_
- Bank Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

---

## SECTION 8: HOW DID YOU LEARN ABOUT CFA?

Referred by (Name/Company): \_\_\_\_\_

Advertisement/Article/Mailing/other (please specify): \_\_\_\_\_

What benefits are most important to you in joining CFA? \_\_\_\_\_

---

## SECTION 9: APPLICATION CHECKLIST

The following documents are necessary for completing your application. Incomplete applications cannot be processed. Please ensure that you have included all the following documents with your application submission:

- Signed CFA Code of Ethics.
- Current Franchise Agreement.
- Completed and signed application form with payment.
- Current Disclosure Document (If not yet ready, agree to submit once it is completed by lawyer).

---

## SECTION 10: AUTHORIZATION, DECLARATION AND ACKNOWLEDGMENT

**By checking the "Agreement/Signature" box below, I authorize the following:**

1. I represent and warrant to the CFA that I have authority to act on behalf of the applicant.
2. I certify that the applicant has the exclusive rights to grant franchises in all of Canada.
3. I declare that the information given on or pursuant to this application is true and complete and not misleading in any way.
4. On behalf of the applicant, I authorize the CFA to make enquiry of such persons and organizations, including the applicant's franchisees and any other parties with which the applicant has business or financial relations, and any credit reporting agency, bank, or credit grantor, as the CFA considers reasonably necessary to obtain credit and other information regarding the applicant and the applicant's principals.
5. I confirm, on behalf of the applicant, that the applicant has read and understood, and endorses and subscribes to the CFA Code of Ethics, including CFA disclosure requirements. I acknowledge, on behalf of the applicant, that any failure of a CFA member to comply with the Code of Ethics may result in suspension of membership privileges or in termination of membership without refund of dues paid.
6. Membership dues are non-refundable following approval of membership.

<b>Company Name:</b>	<b>Date:</b>
<b>Authorized Signing Officer:</b>	<b>Title:</b>
<input type="checkbox"/> <b>(Please check box) Agreement &amp; Signature of Signing Officer:</b>	

Return your completed application form and any supporting documents to the CFA Membership Department by:

E-mail: [lgervasi@cfa.ca](mailto:lgervasi@cfa.ca) or [ssharma@cfa.ca](mailto:ssharma@cfa.ca) • Fax: 416-695-1950 • Mail: 116-5399 Eglinton Ave W, Toronto, ON M9C 5K6

Questions? Contact - CFA Membership Sales Team: Lou Gervasi, at [lgervasi@cfa.ca](mailto:lgervasi@cfa.ca) or Shivam Sharma, at [ssharma@cfa.ca](mailto:ssharma@cfa.ca)

---

# Code of Ethics

Revised March 19, 2007



Growing Together

The Canadian Franchise Association (CFA) is dedicated to encouraging and promoting excellence in franchising in Canada. Each member of the Association, by becoming a member and upon renewing its membership from time to time, agrees to abide by this Code of Ethics and to further the Association's goals in encouraging and promoting ethical franchising in Canada. Each member of the Association agrees to comply with the spirit of this Code of Ethics in its general course of conduct and in carrying out its general policies, standards, practices. The following are considered by the Association to be important elements of ethical franchising practices:

**By placing your initials in the box you confirm that you have read, understood, endorse and subscribe to this Code of Ethics.**

**Please Initial:**

1. Franchise system and a franchise support services member should fully comply with Federal and Provincial laws, and with the policies of the Canadian Franchise Association.
2. A franchisor should provide prospective franchisees with full and accurate written disclosure of all material facts and information pertaining to the matters required to be disclosed in advance to prospective franchisees about the franchise system a reasonable time [at least fourteen (14) days] prior to the franchisee executing any binding agreement relating to the award of the franchise.
3. All matters material to the franchise relationship should be contained in one or more written agreements, which should clearly set forth the terms of the relationship and the respective rights and obligations of the parties.
4. A franchisor should select and accept only those franchisees who, upon reasonable investigation, appear to possess the basic skills, education, personal qualities and financial resources adequate to perform and fulfil the needs and requirements of the franchise. Franchise systems and franchise support services members of the Association should not discriminate based on race, colour, religion, national origin, disability, age, gender or any other factors prohibited by law.
5. A franchisor should provide reasonable guidance, training, support and supervision over the business activities of franchisees for the purposes of safeguarding the public interest and the ethical image of franchising, and of maintaining the integrity of the franchise system for the benefit of all parties having an interest in it.
6. Fairness should characterize all dealings between a franchisor and its franchisees. Where reasonably appropriate under the circumstances, a franchisor should give notice to its franchisees of any contractual default and grant the franchisee reasonable opportunity to remedy the default.
7. A franchisor and its franchisees should make reasonable efforts to resolve complaints, grievances and disputes with each other through fair and reasonable direct communication, and where reasonably appropriate under the circumstances, mediation or other alternative dispute resolution mechanisms.
8. A franchisor and a franchise support services member should encourage prospective franchisees to seek legal, financial and business advice prior to signing the franchise agreement.
9. A franchisor should encourage prospective franchisees to contact existing franchisees to gain a better understanding of the requirements and benefits of the franchise.
10. A franchisor should encourage open dialogue with franchisees through franchise advisory councils and other communication mechanisms. A franchisor should not prohibit a franchisee from forming, joining or participating in any franchisee association, or penalize a franchisee who does so.
11. A franchise support services member in providing products or services to a franchisor or franchisee should encourage the franchisees to comply with the spirit of this Code of Ethics. A franchise support services member should not offer or provide products or services if legislative or professional qualification is required to do so unless the franchise support services member has such qualification.