



Canadian
Franchise
Association®

Growing Together

Your Name, CFE

CERTIFIED FRANCHISE EXECUTIVE™ PROGRAM

Visit our website at www.cfa.ca/cfe-program

Enroll now - contact Mary MacDonald at mmacdonald@cfa.ca | Lorraine Gorre at lgorre@cfa.ca

TOP 6 REASONS

Top reasons why you need to be a Certified Franchise Executive™ (CFE)

Elevate Your Professional Credibility

The CFE designation is recognized as the gold standard in franchising expertise. It signals your commitment to excellence and professionalism in the franchise industry.

Expand Your Knowledge & Skills

Gain in-depth education across key areas like franchise law, HR, leadership, sales, and compliance. Learn through a mix of online courses, live events, and specialized programs like FRAN-GUARD™.

Accelerate Career & Business Growth

Whether you're an emerging leader or seasoned executive, the program helps you scale your impact. Apply practical insights to improve franchise operations and drive strategic growth.

Build Powerful Industry Connections

Network with top franchise professionals through CFA events and mentorship opportunities. Share best practices and collaborate with peers across Canada's franchise community.

Flexible & Accessible Learning

The program meets you where you are in your career, with customizable learning paths. Credits can be earned through various channels, including work experience and CFA participation.

Demonstrate Commitment to Franchising

Show your passion and dedication to the franchise model and its long-term success. Join a community of professionals who are shaping the future of franchising in Canada.

THE PATH TO BECOMING A CFE



Submit an application

Application forms can be found on the CFE website (www.cfa.ca/cfe-program). Submit your completed application form to mmacdonald@cfa.ca or Igorre@cfa.ca.



Receive notification of your acceptance

Applications will be acknowledged upon receipt. Candidates will be contacted if additional information is required. Upon acceptance, candidates will have an onboarding session with the Education team to detail past experience and identify pathways to completion.



Begin acquiring credits

You can choose from the many credit opportunities to satisfy the program requirements. You will gain credits by participating in approved courses and attending other learning events.



Program completion

You must complete all requirements within three years of your enrollment date; otherwise you will be required to submit a re-enrollment application and fee in order to continue and have credits apply.



Congratulations, you are a CFE!

Once you earn the required 3,500 credits, you will become a Certified Franchise Executive (CFE) designate. A certificate will be awarded and you will be recognized by the CFA community, including at a graduation ceremony at our National Convention.

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PROGRAM STRUCTURE

Education Credit (2,500 CFE credits)

Education Credits are assigned through the completion of approved in-person and virtual courses. Candidates can add to their transcript any accredited activity taken up to one year prior to the date of enrollment.

Experience Credit (500 CFE credits)

Experience Credits are granted at the time of application. If you do not have past experience in franchising, you can simply apply additional education credits towards the requirement.

Participation Credit (500 CFE credits)

Participation Credits are earned through the completion of accredited activity, including membership in the CFA and its committees, as well as participation in relevant webinars and events.

PROGRAM FEES

Application Fee

CFA Member: \$675 CAD

Non-CFA Member: \$1,250 CAD

This fee covers the administrative cost of enrolling you as a candidate in the CFE program for a three year period from the date of application.

Course Fees (Vary)

CFE-accredited courses are offered at various prices established based on course length, content, materials, etc. Royalties are paid directly to the IFA.

Meetings & Seminars

A list of course offerings and events are posted on the CFA's website. The CFA's CFE Credit Reference Guide is available on the CFA's CFE page. We encourage you to visit

Renewal Fee

CFA Member: \$430 CAD

Non-CFA Member: \$815 CAD

To maintain their CFE status, individuals must accumulate a total of **1,200 CFE credits** every three years following the year of their initial certification. CFE credits may be accumulated as follows:

- **Participation:** 500 CFE credits (Earned through participation in accredited activity)
- **Experience:** 300 CFE credits (100 credits per year, for each year you continue to work in franchising)
- **Education:** 400 CFE credits (Earned through relevant CFE-accredited activity)



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FREQUENTLY ASKED QUESTIONS

How to start?

Submit your application, which can be downloaded from the CFA website and send to mmacdonald@cfa.ca and igorre@cfa.ca. If further details are required, someone from the team will reach out, and upon acceptance, candidates will have an onboarding session with the Education team to detail past experience and identify pathways to completion. From there, you can start earning credits by participating in approved courses, educational events, and programs.

Who typically registers for the CFE Program?

The CFE program is open to anyone that works within the franchise space including suppliers, franchisors, and franchisees. The CFE Program is open to applicants at all levels of experience.

How long does the CFE Program take to complete?

The CFE program must be completed within three years of enrollment, offering flexibility for career transitions without the pressure to rush. This allows candidates to pause or refocus professionally without losing progress. If the deadline passes, re-enrollment and a fee are required to continue. However, most participants finish within 12-18 months.

How do I update my credits?

We'll schedule brief 10-15 minute check-in calls roughly once every one to two months. These calls are a great opportunity for you to share any recent courses or events you've attended. Alternatively, you're welcome to email us your updates so we can keep your transcript current.

What is a CFE Add on Fee?

The CFE add-on fee is an additional \$300 charge that covers the assessment and royalty fees required to apply education credits from certain events to your transcript. This fee will appear as an optional add-on during the registration process if applicable.

What's the cost of the CFE Program?

The total investment for the designation, including the application fee and fees to accumulate the required credits, generally falls within the \$3,000-\$5,000 range. This range takes into account the application fee, Fran-Guard, final exam, workshops, and any additional courses needed, depending on previous experience and credits already earned (including any accredited activities completed over the past year, as these can be added to your transcript and applied toward program requirements).

WHAT'S IN IT FOR ME?

Here is what some of your CFE peers have to say about the program:



As a franchise lawyer, I chose to pursue the CFE designation to gain a deeper, more holistic understanding of the franchise community. The program provided invaluable insights into the operational, financial, and business aspects of franchising, which perfectly complements the legal work I do for my clients.

- **Sam Sokoloff, CFE**, Cassels Brock and Blackwell LLP



The CFE designation is considered the "gold standard" for Franchising professionals. It not only validates a commitment to excellence, but it also signals expertise in the franchising industry.

- **Safiah Arooz, CFE**, COBS Bread – Director of Franchise Recruitment (North America)



To me, the CFE Program represents growth with intention. It's not just about learning systems and strategies — it's about becoming a better leader for your team, your franchisees, and the community you serve. The program gave me clarity, confidence, and connection. It reminded me that franchising can be both structured and heart-led.

- **Nuttha Goutier, CFE**, Founder & CEO of SabaiThai



By earning the CFE designation, my goal was to deepen my skills and explore how I could bring greater value to the franchise industry I'm part of. It reinforces my mission to empower individuals to turn their franchising ownership dreams into reality.

- **Nishant Verma, CFE**, Director of Sales & Marketing of Bricks 4 Kidz

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