



## Canadian Franchise Association Announces Inaugural Franchisees' Choice Designees

(Toronto, ON) April 14, 2011... The Canadian Franchise Association (CFA) ([www.cfa.ca](http://www.cfa.ca)) announced the recipients of the 2011 Franchisees' Choice designation on April 4, 2011 at a gala awards presentation during the CFA National Convention in Niagara Falls, Ontario. This is the inaugural year for the annual Franchisees' Choice designation.

Says Lorraine McLachlan, CFA President and Chief Executive Officer, "CFA is delighted to award the Franchisees' Choice designations to these exceptional CFA member franchise systems, who have all achieved solid rankings in franchisee satisfaction."

The Franchisees' Choice designees are CFA member franchise systems who voluntarily took part in an independently-administered survey. Their franchisees were asked to rate the franchisor in key areas of the franchise business model, including the franchisee selection process; franchisee Information package; leadership; business planning and marketing; training and support; ongoing operations; and the relationship between the franchisor and franchisee.

"Being a Franchisees' Choice designee is a high honour," says Graham Cooke, Chair of the CFA Board of Directors and Vice President of New Restaurant Expansion, A&W Food Services of Canada. "Because the program is voluntary, these franchise systems are to be commended for wanting to further examine the strength of the relationships they have with their franchisees and they are rightfully proud of achieving this designation."

The Franchisees' Choice designees are representative of the spectrum of franchise opportunities and the diversity and excellence of all CFA members. Regardless of any awards or recognitions a franchise system may receive, CFA strongly recommends that prospective franchisees conduct thorough due diligence. CFA offers an array of products and events for prospective franchisees, including FranchiseCanada magazine, the annual FranchiseCanada Directory, the CFA website, and The Franchise Show, Canada's largest franchise-only tradeshow held across Canada.

For more information about the Franchisees' Choice designation, visit [www.cfa.ca](http://www.cfa.ca).

### 2011 CFA Franchisees' Choice Designees

The 2011 CFA Franchisees' Choice designees are (in alphabetical order):

#### Franchise System

[ActionCOACH Canada](#)  
[Bark Busters](#)  
[Baskin-Robbins](#)  
[Boston Pizza](#)  
[Budget Blinds](#)  
[CertaPro Painters](#)  
[Choice Hotels Canada Inc.](#)  
[COBS Bread](#)  
[Computer Troubleshooters Canada](#)  
[Concierge Home Services](#)  
[Edo Japan](#)

#### Industry Category

Business Consultants / Services / Training  
 Pets - Sales / Supplies / Services  
 Food - Quick Service Restaurants  
 Food - Restaurants / Dining Rooms  
 Home - Decorations / Furnishings  
 Home - Improvement / Renovation / Restoration  
 Hotels / Motels / Campgrounds  
 Food - Baked Goods / Coffee / Donuts  
 Computer / Internet Sales & Services  
 Home Based Businesses  
 Food - Quick Service Restaurants

[Expedia CruiseShipCenters](#)  
[FASTSIGNS International Inc.](#)  
[Grade Math Programs](#)  
[Home Instead Senior Care](#)  
[Liberty Tax Service](#)  
[Maaco Systems Canada](#)  
[Mary Brown's Inc.](#)  
[Mister Transmission](#)  
[Mr. Rooter Plumbing](#)  
[Nurse Next Door Home Healthcare Services](#)  
[Pizza Nova](#)  
[PAK MAIL Canada](#)  
[Premier Homecare Services](#)  
[PropertyGuys.com](#)  
[Sangster's Health Centres](#)  
[SIGNARAMA](#)  
[Snap Fitness](#)  
[Spirit of Math Schools Inc.](#)  
[Symposium Café](#)  
[The Grounds Guys](#)  
[Timothy's World Coffee](#)  
[TWO MEN AND A TRUCK](#)  
[UCMAS Canada Inc.](#)  
[WATCH IT! Incorporated](#)  
[Wendy's Restaurants of Canada Inc.](#)

Travel  
 Sign Products & Services  
 Educational Products & Services  
 Seniors / Home Care & Services  
 Accounting / Tax Services  
 Automotive & Truck Services / Products / Rentals  
 Food - Quick Service Restaurants  
 Automotive & Truck Services / Products / Rentals  
 Commercial / Residential Services  
 Seniors / Home Care & Services  
 Food - Quick Service Restaurants  
 Printing / Copying / Shipping  
 Seniors / Home Care & Services  
 Real Estate  
 Health / Fitness / Nutrition  
 Sign Products & Services  
 Health / Fitness / Nutrition  
 Educational Products & Services  
 Food - Restaurants / Dining Rooms  
 Lawn & Garden Supplies / Services  
 Food - Baked Goods / Coffee / Donuts  
 Commercial / Residential Services  
 Educational Products & Services  
 Retail  
 Food - Quick Service Restaurants

#### **About the Canadian Franchise Association (CFA)**

With almost 500 corporate members nation-wide, representing many of Canada's best-known brands, the Canadian Franchise Association is the national voice for franchising in Canada and works with all levels of government to ensure the development of industry-made solutions. CFA promotes excellence in franchising and educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs and publications. For more information, visit [www.cfa.ca](http://www.cfa.ca)

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