



Canadian Franchise Association Announces 2012 Franchisees' Choice Designees

(Toronto, ON) April 5, 2012... The Canadian Franchise Association (CFA) (www.cfa.ca) announced the recipients of the 2012 Franchisees' Choice designation on April 2, 2012 at a gala awards presentation during the CFA National Convention in Niagara Falls, Ontario. This is the second year for the annual Franchisees' Choice designation program.

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. In order to qualify for this designation, a minimum of 10% of a brand's franchisees must participate. In many cases, franchisee responses were significantly higher.

"The true strength of a franchise system lies in the mutually-rewarding relationship between a franchisor and its franchisees," says Lorraine McLachlan, CFA President and Chief Executive Officer. "Being a Franchisees' Choice designee is a high honour because the high rankings in franchisee satisfaction come directly from the franchisees themselves."

In the due diligence process of investigating a franchise opportunity, speaking with existing franchisees about the opportunity being explored is essential. For prospective franchisees, the Franchisees' Choice designation identifies that a franchise brand has received solid endorsement and ratings from its franchisees. The 2012 Franchisees' Choice designees are representative of the spectrum of franchise opportunities and the diversity and excellence of 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.awardsprogram.ca.

2012 CFA Franchisees' Choice Designees

The 2012 CFA Franchisees' Choice designees are (in alphabetical order):

Franchise System

[ActionCOACH Canada](#)
[Aussie Pet Mobile of Canada](#)
[Boston Pizza International Inc](#)
[Budget Blinds®](#)
[Cap-it International Inc](#)
[CertaPro Painters](#)
[COBS Bread](#)
[Comfort Keepers](#)

Industry Category

Business Consultants / Services / Training
 Home Based Businesses
 Food - Restaurants / Dining Rooms
 Home - Decorations / Furnishings
 Automotive & Truck Services / Products / Rentals
 Home - Improvement / Renovation / Restoration
 Food - Baked Goods / Coffee / Donuts
 Seniors / Home Care & Services

[Computer Troubleshooters Canada](#)
[Concierge Home Services](#)

[Edo Japan](#)

[Grade Learning](#)

[Grade Math Programs](#)

[Home Instead Senior Care](#)

[JustJunk.com](#)

[Lemon Heaven](#)

[Liberty Tax](#)

[Lice Squad Canada Inc.](#)

[Liquid Capital Canada Corp.](#)

[Maaco Systems Canada, Inc](#)

[Mary Brown's Inc.](#)

[Massage Addict](#)

[Merry Maids of Canada](#)

[Nurse Next Door Home Care Services](#)

[Pak Mail Centers \(Canada\) Ltd](#)

[Pizza Nova](#)

[Print Three Franchising Corporation](#)

[PropertyGuys.com Inc.](#)

[PuroClean](#)

[Sangster's Health Centres](#)

[Sign-A-Rama](#)

[Symposium Café](#)

[The Grounds Guys](#)

[Two Men and a Truck](#)

[UCMAS Canada Inc.](#)

[WATCH IT!](#)

[Wendy's Restaurants of Canada Inc](#)

Computers / Software / Internet
Home Based Businesses

Food - Quick Service Restaurants

Educational Products & Services

Educational Products & Services

Seniors / Home Care & Services

Commercial/Residential Services

Food - Quick Service Restaurants

Accounting / Tax Services

Children's Products & Services

Financial / Cash Services

Automotive & Truck Services / Products / Rentals

Food - Quick Service Restaurants

Health / Fitness / Nutrition

Home - Maid / Cleaning Services

Seniors / Home Care & Services

Printing / Copying / Shipping

Food - Quick Service Restaurants

Printing / Copying / Shipping

Real Estate

Commercial / Residential Services

Health / Fitness / Nutrition

Sign Products & Services

Food - Restaurants / Dining Rooms

Lawn & Garden Supplies / Services

Commercial / Residential Services

Educational Products & Services

Retail

Food - Quick Service Restaurants

About the Canadian Franchise Association (CFA)

With over 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

For more information, and/or to arrange interviews with Lorraine McLachlan, CFA President & CEO or any of the 2012 Franchisees' Choice designees, please contact:

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