



Certified Franchise Executive™ (CFE) Program

Getting Started Guide

CONGRATULATIONS ON STARTING YOUR CFE JOURNEY!

As the world's largest membership organization for franchisors, franchisees, and franchise suppliers, the International Franchise Association (IFA) promotes, protects, and enhances franchising by providing dynamic events, advocacy, education, and growth opportunities to the franchise community.

Highly regarded and widely recognized as a symbol of leadership and accomplishment throughout the franchise community, the CFE is IFA's flagship certification program. Pursuing and maintaining CFE certification is a commitment to mastering the highest level of skills and knowledge in franchising.

Participants in the Certified Franchise Executive (CFE) program will complete an impressive array of course offerings in business development, franchise management, and leadership to gain insights into franchise strategy and operations. This program is designed to provide information about all phases of franchising to assist emerging organizations that are just starting their journey while helping more established leaders understand how to successfully cultivate a growing enterprise.

As you complete your journey toward CFE designation, please use this guide as a resource for candidate qualifications, program requirements, procedures, and course resources.

CFE Application Fees:

IFA Member: \$499 | Non-member: \$915

**You have up to three (3) consecutive years, from the date of enrollment, to earn CFE designation.*

CFE Application Process:

Complete the [online CFE application form](#) and submit your application fee through the online portal: member.franchise.org. Your application will be processed within three (3) business days.

NOTE: Please be sure to add your company/affiliation on member.franchise.org before submitting your CFE application:

- Select 'My Affiliations' on the left sidebar menu in the IFA portal and click on "Add Affiliation"
- Add the "Account Name" (your company name) and click "search"
- If your company is a member, the search results will show the company name – click "Add"
- If your company name does not show up in the search results or if you need assistance, contact cfe@franchise.org

CFE PROGRAM REQUIREMENTS

A minimum of 150 approved CFE credits are required to qualify for the Certified Franchise Executive™ (CFE) designation. Candidates have up to three (3) consecutive years, from the date of enrollment, to complete the program requirements for CFE certification.

CFE credits are earned in the following areas:

Core CFE Components (60 Credits)

CFE candidates who enroll in the program on or after December 1, 2022 must successfully complete the IFA Foundations of Franchising program as part of the core requirements to receive CFE designation. All CFE candidates must successfully complete IFA Fran-Guard and the CFE Final Exam.

- [IFA Foundations of Franchising](#) (required - 52 Core Credits)
Next cohorts: June 12 – July 17, 2023 & August 7 – September 17, 2023
- IFA Fran-Guard™ program (required - 8 Core Credits)
Offered via [IFA Academy](#), and at select events listed at <https://www.franchise.org/events>
- [CFE Final Exam](#) (Passing grade required)

Education (50 credits)

Education credits are earned by completing CFE-approved courses or sessions that cover fundamental skills and knowledge considered essential for a franchise executive. CFE Education Credits are offered online and at many IFA and IFA Partner events. Register below for the next available in-person CFE Special Session.

- “Leading with Your Personality” - [CFE Special Session at 2023 Franchise Expo West](#)

ONLINE COURSE ENROLLMENT

The International Franchise Association is excited to announce the launch of [IFA Academy](#), IFA’s new learning management system. IFA Academy is where you can browse the online CFE course catalog, enroll in online courses, instantly receive CFE credits after course completion, monitor CFE progress, and more! Follow the steps below to get started.

1. Visit the IFA Academy information site at franchise.org/IFA-Academy to review video tutorials, FAQs, and a user guide.
2. [Log into IFA Academy](#). If you already have an account at member.franchise.org, use your existing email address and password to login. If you do not yet have an account, we welcome you to create one – there is no cost to create an account and explore the platform.
3. Once you’re logged in, browse the course catalog to explore available courses and enroll.

Online courses taken outside of IFA Academy are not eligible for CFE credits.

Participation (40 credits)

Participation credits are earned by attending [IFA and IFA Partner events/webinars](#) including, but not limited to:

- [IFA Annual Convention](#)
- [IFA Convention On-Demand](#)
- International Franchise Expo, Franchise Expo South/Houston/West
- [IFA Legal Symposium](#)
- [IFA Webinars](#)
- [FranNet Webinars](#)
- [FranConnect Webinars](#)
- IFPG Webinars

Experience Bonus

Franchise experience is not a requirement to earn the CFE designation; however, at the time of CFE enrollment, candidates with franchising experience will receive 5 bonus CFE Education Credits, up to a max of 20 credits or 4 years of experience.

Starting Your CFE Journey is as easy as 1, 2, 3... Start TODAY!

1. Submit your [Certified Franchise Executive Enrollment Application](#)
2. Register for [IFA Foundations of Franchising](#)
3. Enroll in [online CFE-approved courses](#)

Contact cfe@franchise.org with questions or for assistance.