



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 the CFE designation.*

CFE Application Process:

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

NOTE: To receive the IFA member rate, 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 your online account and click on "Add Affiliation."
- Add the "Account Name" (your company name) only 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 Components (60 Credits)

CFE candidates who enroll in the program after November 30, 2022, must successfully complete the IFA Foundations of Franchising program as part of the core requirements to receive the CFE designation. All CFE candidates must successfully complete IFA Fran-Guard and the CFE Final Exam.

- [IFA Foundations of Franchising](#) (required - 52 Core Credits)
Offered 100% online in cohorts each month. Each cohort is limited to 25 participants only.
- IFA Fran-Guard™ program (required - 8 Core Credits)
Offered via [IFA Academy](#) and at select events. See CFE Events Calendar <https://www.franchise.org/cfe-events-calendar>
- [CFE Final Exam](#) (Passing grade required)

Education Credits (50 credits)

Education credits are earned by completing online CFE-approved self-paced courses, OnDemand recordings, and/or specified courses through IFA approved learning partners. Education credit opportunities can be found on [IFA Academy](#) and the [CFE Events Calendar](#).

IFA Academy is where you can browse the online CFE course catalog, enroll in online courses *and* instantly receive CFE credits after course completion, monitor your CFE progress, and more! Follow the steps below to begin taking online CFE-approved courses.

1. Visit the IFA Academy information site at [franchise.org/IFA-Academy](https://www.franchise.org/IFA-Academy) to review video tutorials, FAQs, and a user guide.
2. [Log in to IFA Academy](#). If you already have an account on [member.franchise.org](https://www.franchise.org/member), 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 [online course catalog](#) to explore available courses and enroll.

IFA LIVE Learning Credits (Formerly Participation Credits) (40 credits)

IFA LIVE Learning Credits are earned by attending CFE-approved events that offer a 'live' instructor component, such as conferences, live webinars, and virtual classroom cohorts. IFA LIVE credit opportunities can be found on the [CFE Events Calendar](#).

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.

[Refund and Cancellation Policy](#)