



YOUR IFA MEMBERSHIP BENEFITS



SO YOU HAVE A FRANCHISE COMPANY AND IT'S GROWING. NOW WHAT?

The International Franchise Association (IFA) is here to help you reach your goals. Between the networking opportunities and educational offerings, we provide the necessary tools to expand your brand. You've made it this far, and we're here to get your franchise to the next level. Do you want to be the best leader you can be, while having the support of the franchise community behind you? Then you've come to the right place.

WHO IS IFA?

IFA is a membership organization representing over 1,400 franchise brands and their franchisees and 600 supporting suppliers. We are the only organization that promotes, protects and strengthens the franchising business model worldwide. Working with our members, we educate the public about the positive aspects of the franchise community.

WHY JOIN?

By joining IFA, you'll be a part of a best-in-class organization of franchise professionals. You'll be represented along with other dynamic brands in over 300 industries, ranging from those who are just starting out to established brands. Armed with the most current information and strategies, you, as an IFA member, will be better positioned to succeed and positively contribute to your community.

MEMBER BENEFITS

Sign up now and get a FREE pass to IFA's Annual Convention!

There are many reasons to join IFA, but we chose to share with you the most important reasons and the benefits that come along with them.

Networking



Mentorships: IFA can set you up with a mentor to inspire you and help guide you through your challenges.

Meetings: Connect with other members during IFA hosted events, local Franchise Business Network meetings, and more!

Build Relationships: You'll have access to experienced franchise professionals who are willing to share with you their path to success while you work together to achieve your common goals.

Education

Events and Webinars: Hear directly from industry professionals about content ranging from franchise development, regulatory issues, marketing, technology, and much more.

Certified Franchise Executive (CFE) Program: Our CFE program is the only continuing education program for professional development to certify the highest standards of quality training and education.

Resources: We will provide you with an unlimited source of studies, statistics, articles and custom research on hundreds of topics within franchising.



Growth



Lead Generation: Your brand will be listed on IFA's website (franchise.org) and in our *Franchise Opportunities Guide*. You'll also receive discounts for exhibiting at the MFV Franchise Expos and discounts on advertising.

Advocacy: IFA's advocacy team is your voice at the federal and state level. We fight for an environment where your business can thrive.

International: There is no limit to how far your franchise can expand. With IFA's help, your dreams of an international brand can be realized.

WHAT YOUR PEERS SAY ABOUT US:

“If we’re experiencing a problem in our brand, I turn to IFA. Someone else has already experienced the problem and they have figured out a way around it. That’s why I love being a member!”

SHANNON WILBURN
Co-Founder & CEO
Just Between Friends

“When you’re trying to figure out what to do to grow your company, and you can get in a room with people who have already done it, it’s really invaluable. IFA is how we learned to build a great brand.”

JEFF DUDAN
Founder & CEO
AdvantaClean

“Everyone’s welcome here. If you’re in the franchise industry, you need to be a part of IFA.”

JOHN TEZA, CFE
Director
NRD Capital



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READY TO TAKE THE NEXT STEP?

Contact the IFA Membership Department by sending an email to membership@franchise.org or giving us a call at 202-628-8000. We’re here if you have any questions about your benefits, membership options, or, well, if you just need someone to talk to about franchising. We love talking about franchising.

If you’d like more information about us, check out franchise.org. We look forward to you joining our franchise family.

www.franchise.org