



GOOD FRANCHISING. CERTIFIED.

The IFA Certified Franchise Brand program gives franchisors the **roadmap, resources, and recognition** to grow franchisee profitability through data-based best practices—while earning a trusted designation promoted within franchising and to prospective franchisees.

ROADMAP



- Data-based pathway from practices to outcomes
- Confidential, third-party evaluation
- Executive Report with recommendations for growth

RESOURCES



- Custom Education Plan
- Exclusive Resource Center
- Leader Collaboration Groups
- Benchmarking Research & Data

RECOGNITION



- Promotion via IFA and Franchise Update Media advertising
- Custom PR Toolkit
- Award and recognition at IFA & Franchise Update Media events

HOW DOES IT WORK?

With franchisee profitability at the heart, our model **validates 32 franchisor practices** that our research has shown lead to better outcomes.

The program starts with a **free pre-qualification review**, then confidential assessment (documentation, interviews, third party data) for your Executive Report with insights and recommendations.

You get **ongoing access to resources** that drive improvement, data-based best practices, collaboration with other franchisors and year-long promotional support.

“This program gave us a clear roadmap for where to prioritize and the confidence that we were focusing on what truly drives franchisee profitability.”



- Susan Boresow
President,
My Salon Suite

Learn more about the IFA Certified Franchise Brand program and start your free pre-qualification at franchise.org/CFB



SET YOUR BRAND APART

- ✓ **Drive Franchisee Profitability:** Leverage data-based best practices demonstrated to grow unit economics and performance.
- ✓ **Demonstrate Category Leadership:** Validate and promote your commitment to superior franchisee and consumer outcomes as a leading brand in franchising.
- ✓ **Support Smarter Unit Growth:** Drive improvement with practices that deliver stronger customer experience and franchisee results—reinforcing confidence with prospects.
- ✓ **Strengthen Training & Coaching:** Access exclusive resources, collaboration groups, research tools and benchmarks to drive strategies and results.
- ✓ **Advance Good Franchising:** Support credible, data-driven franchising—strengthening trust with regulators, media, and the broader industry.

“I wish this certification existed when we first started franchising. It would have shown us exactly where to focus — and saved us a tremendous amount of time and money.”



- Carolyn Thurston
CEO and Founder,
Wisdom Senior Care

“It gave us third-party validation and internal clarity at the same time — a powerful combination for a growing franchise brand.”



- Dustin Hansen
President,
Back Nine Franchising

CONGRATULATIONS TO THE FIRST IFA CERTIFIED FRANCHISE BRANDS



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