

elitefranchise
100
TOP FRANCHISES
CANADA
— 2025 —



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Media Deck 2025



ABOUT

Over the years, we've had the great privilege of covering some of the best franchises and they continue to exhilarate us with their ingenuity. We believe it is important to highlight these businesses and to this end we're very excited to be launching the Elite Franchise 100, (Canada), the annual definitive ranking that celebrates franchising excellence across the country. In conjunction with the guide we also host a celebratory awards evening to further congratulate all our winners.



Allowing franchisors to duke it out on everything from growth to the support they offer franchisees, the Elite Franchise 100 recognizes the sector's brightest businesses and honour them in a league table and high-quality publication sent out to our combined audience and digital network of over 500,000. Whether you're a flourishing franchise at the top of your game or a budding business making its first inroads into the industry, the Elite Franchise 100 provides the perfect opportunity to show the world what your network is made of.

CRITERIA

The EF100 is judged on six core criteria that helps us gauge entrants on their size, growth, ambitions and contributions made to franchisees and the community based on information supplied by entrants. With the huge support of our expert judges involved in the judging process.



Selection of our judging panel - see [page 6](#) for full panel or visit our [website](#).

LONGEVITY - this will take into account the age of the franchise and its longevity in the marketplace.

NETWORK SIZE / GROWTH - looking at the number of franchisees a network has and taking into account the network's accelerated growth as well as closures, this will recognize franchises that have come to establish a significant presence in their market. We do take into consideration closures based on multi-unit growth, please ensure you add any comments around growth into your supporting evidence at the bottom of the form.

CONTRIBUTION - this will recognize those franchises that have made the most significant contributions to the community and franchising as a whole, whether that's how they are helping their local community, boosting the profile of the sector or helping other franchises get a leg up.

SUPPORT - taking a look at how franchises train and support their networks and encourage diversity, this criteria will recognize the franchises that provide the most comprehensive and ongoing support for those in their network.

INNOVATION - what is your franchise doing that sets it apart from other brands on the market? How is the franchise encouraging CSR/ ESG into the business model? How is it making the most of new technologies, developing new products or services and helping to push the envelope of what franchises can achieve?

FUTURE - looking at your plans for the future, this will recognize those franchises with the most ambitious plans for the future, whether that's further Canada or international expansion, new products or services, the creation of new brands or ways to improve the experiences of franchises and customers.

THE PEOPLE'S CHOICE AWARD - The People's Choice Award holds a special place in the EF100 as it is judged by the most important panel of all – the general public. This accolade celebrates the brand that resonates most deeply with the community, embodying the spirit of the people it serves. To earn this prestigious honour, the nominated brand will showcase a compelling array of reasons why they deserve the title. Their case will highlight their support, their community engagement and their dedication to nurturing a positive culture.

Don't just take our word for it! (this isn't our first rodeo)!



The EF100 has evolved significantly since its inception and we are absolutely delighted to be an official award support to a programme which provides great value and exposure for franchising in the UK," said Pip. "Initiatives such as these are critical to the overall evolution and development of franchising, as franchisors work hard to continually improve and achieve a spot in the much sought-after league table. We look forward to joining this year's judges and exploring the great plethora of development and innovation within franchising."

Pip Wilkins QFP, Chief Executive, British Franchise Association



Our team loved the EF100 awards and relished the opportunity to be in the room with such amazing franchise brands. Beyond a showcase of glitz and glamour, the event provided the perfect setting to connect with like-minded professionals, exchange ideas and explore potential collaborations.

The awards ceremony itself stood as a testament to the dedication of franchise leaders, highlighting their efforts and visionary strategies. The awards ignited a renewed sense of purpose for our own brand.

Overall, the EF100 awards is more than just a celebration, it is the perfect place for learning, growth and collaboration.

James Cutting, Founder, Football Fun Factory



"We found the whole process of entering the Elite Franchise Top 100 really motivating. The application stage was very thorough and really got us thinking about what we do to support our franchisees and help them build their businesses so it was a great exercise to go through. To come in at number 9 in the table, amongst some household-name brands, was a fantastic result which we are all very proud of. We are using the EF100 collateral and logo in our marketing, both for franchising and with our national account customers to demonstrate our credentials and standing in the sector. We will definitely be entering again - as we never stand still at Revive!, there will be even more to tell the judges about in our next entry for the top 100!"

Cathryn Hayes, Franchise Director, Revive Auto Innovations



The Elite Franchise Top 100 was the first of its kind, an innovative idea bringing together and celebrating the leading UK franchises. The list is the one to watch and we are proud to have held the No.1 position for a number of years. EF100 provides a fantastic guide for anyone looking to buy a franchise, as well as being a real achievement for both the franchise companies and their owners.

Imogen Clarke, Head of Franchise Development, Home Instead

2024 UK survey comments and feedback

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"This publication really now is seen as the definitive league table for Franchises in the UK, it is extremely important to continue to recognize the best the industry has to offer."

"Recognizing success in the industry is a must and Elite Franchise TOP 100 is successfully doing this. Being able to allow franchises to compete against each other regardless of age and size is a great opportunity for everyone involved, and gives the potential consumer to see the full picture from longevity to franchise retention."

"You're doing a brilliant job and your marketing of the EF100 actually has attracted a number of new candidates into our network – so thank you."

"As a supporter of the EF100 I can't actually tell you how I feel you can improve it you're really hitting the industry nail on the head with this."



"The EF100 event is the perfect opportunity to bring together the best in UK franchising. As with every year, I'm very proud to be a part of the event, celebrating the franchises which have shown fantastic resilience and tenacity during the demanding economic environment. The way in which franchisors and franchisees have united to formulate new mechanisms for growth is nothing short of remarkable."

Anita Roberts, Franchise Director, HSBC UK

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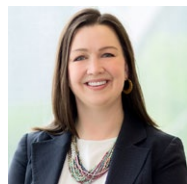
This year's judges*

[Click here to read the judges full bios.](#)



Aldrin Raphael Fernandes

Founder, A R Business Brokers & M&A Advisory



Amy Delisle

Managing Partner, Keyser Mason Ball, LLP



Angelee Brown

Founder & CEO, FranOvation



Corey Nicholson

Founding Partner & CEO, Cadence Franchising



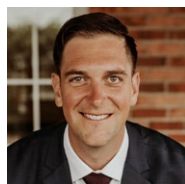
Darryl Sangster

President & CEO, Sangster Franchise Group



Gregory M. Prekupec

Lawyer, Dipchand LLP



Jeff Horst

Senior Franchise Business Advisor, Thryv



Joseph Adler

Franchise Lawyer, Hoffer Adler LLP



Larry M. Weinberg

Partner, Cassel's Brock & Blackwell LLP



Lyn Little

BDO Canada & Board Member & Treasurer, the Canadian Franchise Association



Mahmoud Chahrour

President, ME Franchising Inc. Certified Franchise Executive



Michael Hyam

The National Franchise Show Director & Franchise Assembly Co-Founder



Michael Seid

Founder and Managing Director, MSA Worldwide



Pamela Labelle

President, Founder & CEO, The Business Exchange



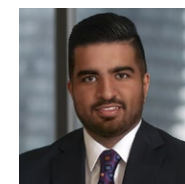
Rashesh Mandani

Lawyer and Business Advisor, Mandani Law Firm



Sandeep Alexander

CEO, FSHDesign



Sukhdeep S. Sidhu

Partner, KMB Law



Tony Kereluke

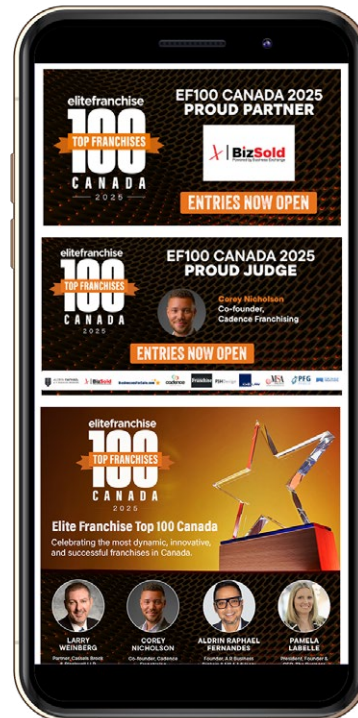
Founder, Canadian Coast to Coast Franchise Brokers & Top Shelf Franchising

*Please note: we have endeavoured to recuse any judges that may have a conflict of interest from judging certain entries.

Marketing & PR Campaign



- ▶ **Utilize our national press coverage and social media reach** Our contacts in the national media support and provide coverage for the initiatives we're proactively introducing to the industry. This will be aided by social media marketing allowing you to reach our network.



- ▶ **Educate 1,000's of prospect franchisees** in the Elite Franchise 100 circulated in January and throughout the year. Investors actively looking for franchise opportunities subscribe to receive content to aid their decision.



- ▶ **10,000 additional copies printed** – Find your brand within the industry as we strategically distribute the Elite Franchise 100 Guide through our contacts. Also on sale on newstand.

- ▶ **Exposure at industry leading events**
Access thousands potential franchisees and business owners.
- ▶ **Reach over 500,000+ qualified potential franchisees**
Our media partners actively push the Elite Franchise 100 to their databases.
- ▶ **PR template** - We supply all winners with a PR template and guidance sheet once your EF100 position has been confirmed. Whilst we'll be sharing the EF100 league table with national media partners, you may wish to use this template as the basis for your local or trade PR activity.

Sponsors



Brand M3dia is Canada's leading provider of interactive digital solutions, specializing in innovative technologies that enhance customer engagement and streamline operations for businesses, particularly within the franchise sector. Our suite of services includes state-of-the-art Smart Kiosks, AI Robots, and digital signage, all designed to elevate the in-store experience and drive customer satisfaction.

For franchisors, Brand M3dia offers tailored solutions that integrate seamlessly into your existing infrastructure, helping you scale efficiently while maintaining brand consistency across multiple locations.



Dipchand LLP is a firm committed to building strong, long-lasting relationships with clients and their advisors looking for practical and strategic counsel to navigate their ventures through the ever-changing legal landscape.

Our value as trusted advisors is measured by the calibre of our legal advice, quality of service, and the stellar reputation that we have carefully cultivated and strive to maintain. If your business' cornerstone is its intellectual capital, we are your legal partners.



Since 2009, SMB Franchise Advisors has helped over 550 brands become successful franchises. We take a people-first approach to our solutions and develop personalized strategies to scale your system. We've proudly helped grow large and small franchises, including Lawn Doctor, K9 Resorts, The Goddard School, GYMGUYZ, Ivybrook Academy, Renovation Sells, Monster Tree Service, SoBol, and more. Our team takes the time to get to know your brand and how it works. We will provide expert insights and guidance to help you develop a successful franchise company. Let's start building your legacy together today.



Spadea Lignana Franchise Attorneys is a leading U.S. franchise law firm, with decades of expertise and a proven record of success. Our team crafts legal strategies to align with your business goals, laying the foundation for a thriving franchise system. Our proprietary software simplifies your disclosure process, ensuring efficiency and full compliance every step of the way. With a straightforward flat-fee structure, we bring clarity and predictability to legal costs for franchisors, empowering you to focus on scaling your business. From local ventures to global brands, entrepreneurs trust us to help them build lasting legacies and create generational wealth through franchising.

Strategic Media Partners



Founded in 2013, A R Business Brokers is an award-winning boutique Main Street and Low Mid-Market Business Brokerage & M&A Advisory firm. The firm specializes in guiding business owners through the buying and selling process, with offices in Mississauga, Toronto, Ottawa, and Edmonton.



BDO is a leading provider of professional services, delivering a range of assurance & accounting, tax, and advisory services. Complemented by continuously advancing technology expertise, ESG focus, and +100 years of being connected to local communities, we're proud to cultivate ongoing relationships with clients and employees across Canada and beyond.



Established in 1998 by Pamela Labelle, Business Exchange emerged from a gap in the market for specialized resources catering to businesses and franchises for sale. What began as a local publication in Toronto, Canada, has since evolved into a thriving omnichannel platform spanning North America.



BusinessesForSale.com is not just the leading international advertising platform for buying and selling businesses, attracting over 1.2 million global buyers and sellers every month. It is an innovative, client-focused platform that has successfully supported business owners, entrepreneurs, brokers, and franchisors for over 20 years.



Cadence is a franchise sales & marketing organization dedicated to modernizing franchise recruitment. We deliver sensible CRM solutions, tell compelling stories, and craft exceptional sales experiences for serious franchise sellers. Our lead nurturing services will boost interest in your brand with qualified entrepreneurs and investors, increase your conversions, and expand your franchise network faster and better.



With a multi-media approach and globally diversified business franchise products such as Canadian Franchise Magazine, Franchising Magazine USA, Business Franchise Australia/New Zealand, Annual Franchise Directory and our Franchise guide now in its 17th year, we are a mainstay for the franchisee who seeks reliable, timely and available information 24/7 in downloadable format.

Cassels

Cassels Brock & Blackwell LLP is a Canadian law firm focused on serving the transaction, advocacy, and advisory needs of the country's most dynamic business sectors.

Cassels offers one of Canada's largest and most sophisticated national franchise law groups, with over 25 franchise law team members proving expert advice on expansion to, and operating in, Canada.



FranOvation is your partner in achieving franchise success. We focus on empowering entrepreneurs to thrive in the competitive franchising arena by promoting growth, innovation, and effective strategies. Our dedicated team of industry veterans combines extensive experience with unique insights, equipping you with the tools to make informed decisions.

FSHDesign

FSH Design is a global agency with over three decades of in-depth experience in franchising, strategic marketing, design, and technological solutions. FSH is dedicated to transforming and empowering businesses to succeed through rethinking, reframing, and revitalizing the full potential of great brands.



KMB Law is a full-service Canadian law firm devoted to serving and empowering individuals and businesses with focused legal solutions that work and propel you forward. Established in 1979 as Keyser Mason Ball, LLP, we began with a modest team of five employees in Mississauga.



Franchise Assembly is an events company that supports franchise brands and people with education and resources. Our company was founded with the goal of providing comprehensive and modern tools and resources to support the responsible growth of franchise systems and the people entrusted to grow them!



MSA Worldwide is a global franchise advisory firm. Our core practice is as strategic and tactical advisors for franchisors and dealers at every stage of their development. Our clients include emerging franchisors looking to determine how (and whether) to franchise their business to large multi-national franchisors



Established in 2010 in Mississauga, Ontario, PFG Financial has been a cornerstone in supporting the growth and success of small businesses across Canada. Leading our team is Lamar Vandusen, who brings over 25 years of extensive experience in business management and entrepreneurship.



Rubicon Franchise Partners is a premier franchise growth agency that transforms emerging brands into industry leaders. Led by Founder and CEO Renée Boudakian, CFE, who has spent over a decade developing strategic marketing solutions across 1,000+ brands and 100+ industries.



Top Shelf Franchising is a coast to coast franchise brokerage in Canada. Founded 17 years ago its focus is still the same today. The main goal is to assist buyers and provide options for those looking for a franchise and a small business to own.

The Entries

All finalists of the EF100 are entitled to a free Standard Ranking Profile in the guide and on the Elite Franchise website. The list is released in January each year and is highlighted through these platforms:



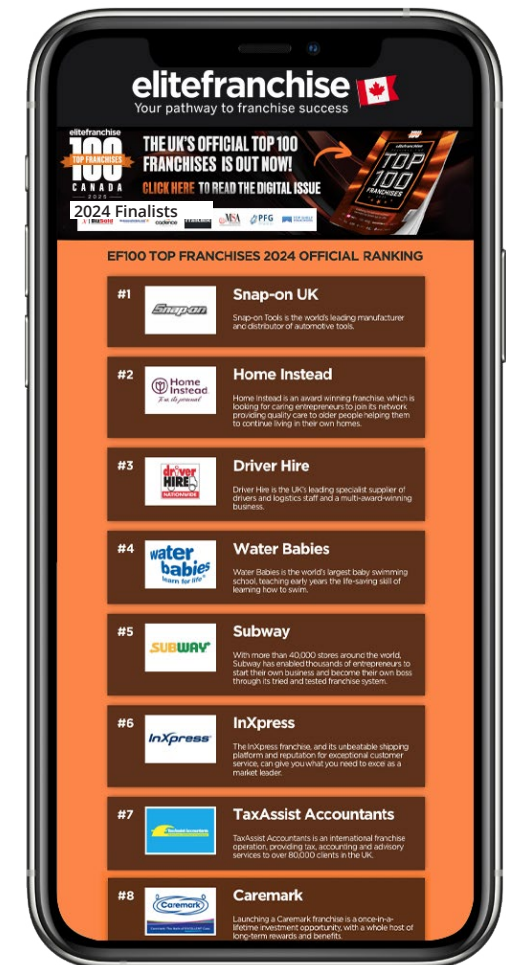
Printed guide - we print high quality copies of the EF100 guide which is distributed to our subscribers. Each EF100 finalist also receives a free copy of the guide and we distribute it digitally through our network of partners.



Digital guide - available on issue →

[CLICK HERE TO VIEW THE UK 2024 ANNUAL](#)

The Top 100 list - is published on the Elite Franchise website. Your logo here links through to your franchise opportunity listing.



The EF100 2024 Celebratory & Awards Evening

SOME OF THE HIGHLIGHTS from our official annual celebratory evening of the Elite Franchise TOP 100 (UK). Guests join us for a drinks reception, followed by a gala dinner, a selection of speakers, networking and evening entertainment.



Additional Awards for EF100 finalists

Additional recognition and special awards are handed out at the celebratory & awards evening including the EF100 trophy with the new winners engraved on the plaque, they get to look after the trophy for the year.

Alongside the Number 1 Winners Trophy we have a selection of awards for exceptional performances throughout the year. These are shortlisted and the winners are announced on the evening.

Full details of what we look for with our additional awards will be published online from August 2024.



- Exceptional Performance of the Year Award
- No.1 Winner of the Year Award
- Emerging Franchisor of the Year Award
- Innovation of the Year Award
- Community Builder of the Year Award
- Franchisee Outstanding Achievement of the Year Award
- Sustainability of the Year Award
- Diversity and Inclusion of the Year Award
- People's Choice Award



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Celebrating the best and brightest franchises that Canada has to offer.