Cassels

Cassels is Proud to be the Presenting Sponsor of the CFA's Franchising Meets the Money Conference

Larry Weinberg, Chair of our Franchise Law Group, is organizing and chairing the Canadian Franchise Association's 5th now annual Growth and Exit Strategies conference being held on October 29, 2024, at the Cassels offices in downtown Toronto. This now annual event is designed to bring together members of the franchise and private equity/strategic buyer communities.

In one of the expert panels on offer, our M&A partner Mickey Lungu will be moderating a panel discussion on "A Deeper Dive on a Done Deal" where a franchisor's founder/owner, the buyer, and the owner's financial advisor will be sharing their wisdom and insights from real world experience in successfully completing a transformative deal.

Another panel will feature industry specialists discussing why franchising is attractive to private equity, how to ensure franchisors and multi-unit franchisees can now – or in the future – be in a position to maximize opportunities through a full or partial sale, and the state of the market.

Cassels is proud to be the presenting sponsor of this event. Visit the CFA's website for the full agenda and more information about the conference and use the code "**FMTM-Cassels24**" for a special discount on registration for clients and friends of the firm.

At the CFA's annual Franchising Meets the Money conference, franchisors, private equity, strategic buyers, and advisors will be empowered with the knowledge, insights, and connections they need so that franchisors and multi-unit franchisees can unlock the full potential of their businesses. This event also includes many opportunities for connection and networking – including a post-conference reception – we hope to see you there!