

Why **CHOOSE YCAA?**



YCAA Actress Krista Morin in her role as Rachel Tapping in The Handmaid's Tale

Discover the YCAA Difference

The Challenges You Face:

Feeling lost in a large agency's shuffle, with minimal attention.

How YCAA Solves This: We keep our roster intentionally small and selective, giving every client dedicated, one-on-one time. This ensures no actor's career gets sidelined or overlooked.



YCAA actors (and real life brothers) Cameron N. & Preston N. in the CBC mini-series Essex County.

The Challenges You Face: Does the Agency Matter?

In Canada, every agent taps into the same breakdowns, tools, and casting opportunities, creating an even playing field. Contrary to the myths spun in movies and on TV shows, there are no hidden backdoor deals; no one agent has exclusive access over another agent. Casting directors must present all available talent, not just a chosen few to the director and producers. Consider this: when every agent draws from the same pool, your advantage lies in the passion, dedication, and strategic insight behind your submission. Ultimately, it's about finding an agent who is not only a consummate professional but also an enthusiastic fan of your talent. Someone genuinely excited to champion your career and pursue every opportunity on your behalf. You deserve an agent who truly believes in you.



YCAA Actor Ivan Swan playing role of Roger in Law & Order Toronto

The Challenges You Face: Agents acting as “transactional bookers” rather than strategic partners.

How YCAA Solves This: We craft a unique career plan for each actor, taking into account their goals, strengths, and long-term vision.



YCAA Actor Michael Spina in his role as Brad in Netflix' hit series Ginny & Georgia

Many agencies flood every open role with large volumes of talent, even when there's a poor match wasting casting directors' time and leaving actors feeling like just another number. At YCAA, we take a more focused approach, ensuring each submission aligns with both the actor's unique strengths and the casting requirements, so every opportunity is a purposeful fit.

The Challenges You Face: Being left in the dark about opportunities, feedback, or industry insights.

How YCAA Solves This: We pride ourselves on regular, open communication—providing timely updates on auditions, casting director feedback, and next steps. Our actors know exactly where they stand and what to expect at every stage.



YCAA Actor Marc Devigne in his role of technician in TV series Transporter

This fosters a genuine sense of trust and collaboration, ensuring no question goes unanswered and no opportunity is overlooked. By proactively sharing our industry expertise and guiding each performer's next moves, we empower our talent to make informed decisions and seize every chance at success.

The Challenges You Face: Feeling like a 'product' rather than a professional artist.

How YCAA Solves This: We see representation as a partnership. One where we actively invest in each actor's career growth, collaborate on branding and marketing strategies, and help map out a trajectory for long-term success.



YCAA Actor Dante Albidone as Young Klaus Hargreeves in the Netflix series The Umbrella Academy.

Recognized as a Leading Canadian Agency Accolades & Industry Validation:

- Named one of **Toronto's top 10 best agencies** for actors.
- **1 of only 3 agencies** ever invited on Casting Workbook's "Working Actor" series.
- Recognized by **Casting Workbook** as the fastest-growing agency in Canada.

(Gate Entertainment Magazine)

(in 2021)



YCAA Actress Alyssa Baker in her role as Maggie in the Netflix Series Lost & Found Recording Studio.

Why It Matters: These milestones validate our ability to open doors, develop star potential, and work with major industry players—all while providing each client with highly personalized support and attention.

Thank you

Thank you for taking the time to learn about YCAA's approach and values. We hope our emphasis on a carefully selected roster, personalized strategy, open communication, and relationship-driven representation resonates with your vision. At YCAA, our commitment is to champion each actor's growth and forge a meaningful path forward. We invite you to experience the YCAA difference—where every decision is tailored to your unique artistry and long-term success. Contact us for a confidential consultation and discover how we can propel your career to new heights.

A handwritten signature in black ink, reading "Jason Norris". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jason Norris
YCAA Founder & Managing Partner