

The **YCAA** **ADVANTAGE**

2026 Representation Guide



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

Introduction

YCAA represents a focused roster of union and non-union actors working across film, television, and commercial production in Canada and the U.S. We keep our roster intentionally small for one reason: leverage.

Every client gets direct access, clear decision-making, and representation built around long-term positioning, not volume. We don't measure success by how busy our inbox looks.

We measure it by outcomes.

Quick Snapshot:

- ✓ Consistently ranked a Top 10 Toronto agency on Casting Workbook
- ✓ One of Canada's fastest-growing boutique agencies
- ✓ 90% union roster with recent credits across network, streaming, and studio projects

What We Actually Do:

Our focus is on securing auditions and roles that make sense for where an actor is going, not just where they've been.

Discover the YCAA Difference

The Problem: Getting Lost

At large agencies, actors don't fall behind because of talent. They fall behind because of math.

Too many clients.

Too little attention.

Representation becomes reactive instead of deliberate.

Our Answer

We cap our roster. Period.

We know every client's strengths, limits, and next moves. Submissions are intentional, not automatic. If you're being put forward, there's a reason...and someone standing behind it. At YCAA, **You're never "one of many."**



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

The Problem: The Myth of “Access”

In Canada, everyone sees the same breakdowns.

There are no secret lists. No back doors.

Casting directors are paid to surface every viable option, not to quietly protect a shortlist. Access isn't the advantage people think it is. What matters is how (and why) you're submitted.

Our Advantage

Our job is to frame your work in a way that helps decision-makers see the value quickly and clearly. That comes from real relationships, thoughtful positioning, and an understanding of how Canadian projects are financed, packaged, and partnered with U.S. players. Having a rep isn't just about getting in the door. It's about having someone in your corner once you're there.

The difference isn't access...it's advocacy.



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

The Problem: Transactional Representation

Some agencies mistake activity for strategy.

They flood breakdowns with submissions.

They submit actors who don't truly fit.

They move on to the next role.



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

Our Standard

We don't submit to be seen.

We submit to be taken seriously.

Because we know our actors deeply, we usually put forward one (sometimes two) people per role. Only when the fit is real. That restraint matters. It protects casting's time. It protects your credibility. And it puts you in rooms where you actually belong.

Being selective isn't a philosophy.

It's a professional obligation.

The Problem: Silence

Actors don't struggle because they aren't booking.

They struggle because they don't know why things are quiet. Without context, silence gets misread as failure.



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

Our Approach

We keep our clients informed about what's happening in the industry at large: production slowdowns, strike activity, seasonal cycles, and market shifts that affect audition volume. We create space for real conversations through scheduled town halls and ongoing group communication, so actors understand when quiet periods are structural, not personal.

You're not left wondering if you're the problem.

You understand the landscape you're working in.

Clarity doesn't come from constant messages.

It comes from accurate information, at the right time.

The Problem: Being Treated Like a Product

Some actors are managed like inventory.

Representation becomes transactional instead of collaborative. Over time, actors stop feeling invested in their own careers.

Our Philosophy

Representation is a service business.

You're not a product...you're the client.

We bring the strategy, infrastructure, and execution to support it. That means honest conversations, aligned decision-making, and work that reflects who you actually are, not what's easiest to sell. Careers don't scale through control. They grow through partnership.



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

Industry Proof & Recent Wins

- ✓ YCAA is consistently ranked among Toronto's Top 10 actor agencies.
- ✓ One of 3 agencies (ever) to be invited to participate in Casting Workbook's Working Actor series, not as commentators, but as practitioners.

Clients have booked across network, streaming, and studio projects, including:

The Handmaid's Tale

Ginny & Georgia

Law & Order Toronto

The Umbrella Academy

Children Ruin Everything

DOC

A24's Overcompensating

...and more.

The Point

This isn't momentum for momentum's sake.

It's the result of restraint, judgment, and advocacy applied consistently over time.

Results speak. Everything else is noise.

If this approach aligns, let's talk.

If you're a professional actor ready for representation built on judgment, not volume:

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