

AMERICA'S BEST BUSINESS OPPORTUNITY MAGAZINE

FranchiseConnect®

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MAY/JUN 2022

SPECIAL SECTION: **EDUCATION FRANCHISES**

INVESTING IN A FRANCHISE
IN AN UNCERTAIN ECONOMY

THE EARLY CHILDHOOD
EDUCATION MARKET

WHY AN EDUCATIONAL
FRANCHISE IS A GREAT
BUSINESS CHOICE FOR 2022

THE FRANCHISE
PLAYING
FIELD IN 2022

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"A MAN
WHO STOPS
ADVERTISING
TO SAVE
MONEY IS LIKE
A MAN WHO
STOPS A
CLOCK TO
SAVE TIME."

– Henry Ford



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- ▶ **INDUSTRY REPORT**
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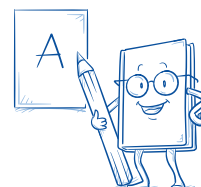
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**AMERICA'S BEST BUSINESS
OPPORTUNITY MAGAZINE**

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ARE EDUCATION FRANCHISES PROFITABLE?

Education franchising is one of the most promising businesses in today's economy, as people tend to nurture their talents to adapt to this changing world. Additionally, education franchises are also profitable due to their low overhead and initial investment fees. Over the years, the rapid development of technology and the Covid pandemic have changed the education industry. The current global education trend is to train and nurture students to adapt to a changing world. STEM education, programming education, comprehensive skills education, etc., therefore attract many investors.

Are education franchises profitable? With low overhead and initial investment fees, the typical education franchise is a profitable investment. The online tutoring market for the K-12 education market is expected to grow at a compound annual growth rate of 31.6% during the forecast period 2021 to 2026. Education franchises are often considered recession-proof, as parents will almost always invest in their children, especially through times of increased educational hardships like the pandemic. Thanks to this ever-increasing demand for education, franchises in the industry are plenty and profitable. Education franchises typically have low royalty fees and initial investment.

Education franchising continues to provide great opportunities for investors all over the world. There are many reasons why people remain interested in education franchise businesses.

First, whether it's in early childhood education like Kindergartens, English language development, or math and other STEM programs, education allows companies to improve the lives of people in their communities and has that feel-good philanthropist element not often found in the business world.

Second, the education field continues to be one of the most profitable industries in franchising today. Many brands have experienced 1-2 year return on investment of 40% to 60%.

Third, it is a very stable industry that doesn't change quickly. While constant improvements are always being made, especially in the use of technology, consumers are not expecting the wheel to be re-invented on an annual or even monthly basis.

Lastly, with the recent advances in app-based or online learning, improved speech recognition technology, and other systems that allow independent or distance-based learning to be effective and efficient it is an industry that is fairly resistant to problems like Covid-19.

You can discover more about education franchises while reading this issue. Take a look at our TOP 100 Education Franchise companies, visit their websites, and contact them to get more information.

Stay safe and healthy,



SITKI KAZANCI / Founder-Publisher

THE \$3.7 BILLION
MARKET SIZE OF
THE EDUCATIONAL
FRANCHISE
INDUSTRY IS
FORECAST TO
INCREASE BY
ANOTHER 2.2%
IN 2022.





ENRICHING LIVES WILL ENRICH YOURS: WHY AN EDUCATIONAL FRANCHISE IS A GREAT BUSINESS CHOICE FOR 2022

Opportunities are plentiful, and the market is growing.

By Christopher Conner

There were around 4.79 million families with three or more children in the U.S. in 2021. Children account for around 22% of our nation's population. In a child-centric culture that is focused on meeting every evident—or not-so-evident—need of younger generations, business choices abound.

The first day care centers started popping up in the mid-1800s and have long since

been proven as a vital component to the overall economic health of our nation. But we aren't just talking about day care here. Educational business opportunities span the imagination. Teaching kids how to bake a cake, throw a baseball, or build a robot are just a few items on an extensive list.

PURPOSE AND PROFIT

Let's start with the greatest reason to jump into an industry—your heart is in it. Statistics prove you're happier, more productive,

and will have positive benefits in other areas of your life if you love what you do. Owning an education-focused franchise naturally lends itself to this combination.

Working with kids is fun! The health benefits to light-hearted, fun vocations are endless—hello, less stress. Here's the beauty of the education industry: it's not just fun, it's profitable. The U.S. childcare industry was valued at \$54 billion in a February 2022 report by Zipppia, and the youth sports industry is valued at around \$19 billion.

Over 10,000 babies are born each year, adding more and more people to your potential customer base.

RESIDUAL INCOME

Recurring monthly revenue—the unicorn we’re all after—is available throughout many of these models, especially day cares and preschools. A report shared by CNBC stated that families spend an average of \$750 per month during the school year and over \$800 per month during the summer on child care for their kids. Families seek to build relationships and trust with their children’s care providers and enrichment businesses, so you’ll tend to see the revenue stack up as families have more children who become old enough to participate, which means more revenue for you.

RESISTANT TO ECONOMIC CONDITIONS

The enrichment sector is not necessarily one of these, but the childcare niche certainly is. Around 58% of working parents rely on day care services throughout

THE EDUCATION MARKET CAN BE YEAR-ROUND OR SEASONAL, DEPENDING ON THE INDUSTRY AND MODEL YOU CHOOSE.

the year, literally depending upon these businesses to work every day. In a thriving economy, people will opt for extra hours to get things done, focus on building a hobby, or just take care of the house. Their disposable income may be used for enrichment activities, sports, music lessons, or the like. Conversely, in an economic downturn, families may have a sudden need for more than one income. They will rely on these centers so they can bring in enough income for their month-to-month expenses.

MARKET SIZE

Our opener addressed the impressive market size available for business owners of educational or enrichment-based franchises. Over 10,000 babies are born each year, adding more and more people to your potential customer base. The unrelenting replenishment of the market, plus the international applicability, is awesome.



TWO POWERFUL ELEMENTS

Sports and kids—these terms may elicit scenes of overly emotional parents at tee ball games. But what it should spell out is the exciting business opportunities available for teaching kids how to play sports better. Area Scouts is a unique athletic performance program that uses a B.A.S.E. Assessment to help athletes reach maximum performance. Models like this one can be flexible and mobile, keeping your overhead super low with no inventory to maintain. Sports education franchises get your foot in the door in two of the nation’s top industries and are perfect for that “I love what I do” component we spoke about earlier.

GOVERNMENT-BACKED PROGRAMS

Many educational franchises that offer day care options have tapped into the lucrative government-funded tuition programs available. Kula’s Children’s Center, founded in 2004, sets up its franchise partners with these programs and strategically selects sites where the demographics line up to the parameters for these funds. They’ll teach you how to navigate food expense reimbursement through federal programs. Child care centers like Kula’s may also bring in additional revenue through transportation options.

FLEXIBLE OPPORTUNITIES

The education market can be year-round or seasonal, depending on the industry and model you choose. We’ve seen summer camp models that only operate mid-year, event-based concepts that mainly operate during the weekends, and after-school programs that operate solely when school is out during the school year. Owning your own business means you can choose how much flex you want in your schedule and apply accordingly.

This year we’ve continued to see an upswing in the spirit of ownership. People are understanding that life is too short for a cubicle, and they long for autonomy over their day and their future. If you’re seeking out an education or enrichment franchise—or any business opportunity for that matter—my team and I would love to help. Contact us at www.fmsfranchise.com.



Christopher Conner started his career in franchising in 2002 working for a franchise consulting firm in Chicago. He founded Franchise Marketing Systems in 2009 after seeing a need for full service franchise development services for new and start-up brands. Today, Conner’s team has expanded to 27 consultants between the U.S. and Canada and has worked with over 200 brands to support successful franchise development strategies. For more information on Chris Conner or Franchise Marketing Systems, visit www.FMSFranchise.com



PHOTOGRAPH COURTESY OF SHUTTERSTOCK

Investing in a Franchise in an Uncertain Economy

How to move forward with your dream.

By Kimberley J. Daly

Is there ever a good time to say yes to your dreams to own a franchise business? It would be terrific if when you said yes! there were no world wars, the economy was thriving, no one talked of another global virus, and the outlook for America was strong and prosperous. Yeah, life would be grand if that were the case, but sadly, that is not reality. And even if all of those conditions met our expectations, I can guarantee you that we would find something else to be worried about.

How do you say yes! to your dreams when there is so much uncertainty in the world? The same way you say yes! at any other time.

1. Invest in people, not widgets. Leadership, culture, and vision are the reasons to say yes! to a franchise. If the people behind the widgets have a vision, financial stability, and an experienced track record, then chances are they are prepared for what is to come.
2. Before you assume the economy will have a negative impact on the business, ask the franchisor and the current

franchisees how economic changes are impacting the business. If the people who are in the business are not worried, let their confidence inspire you.

3. Validate closely with the newest franchisees. Those who have just said yes were probably worried about the state of the economy. How did they get over their concerns so they could say yes? Investing in a franchise is about being in business for yourself but not by yourself, so try not to reinvent the problems of the business. Talk to those who have firsthand knowledge of what is and isn't a problem.

4. Make sure you are properly capitalized. If the economy is tough when you begin, it may take you longer to ramp up. Being properly capitalized is a good idea no matter when you say *yes!* to your business ownership dreams.
5. Check your mindset. In the end, your business will always reflect your thoughts. If you focus on what you don't have, you will create more lack. If you focus on what you do have, you will attract more of that. And what do you have? You have vision and big, clear goals. You are not a victim to your franchisor or the economy or anything unless you want to be. Sure, can the economy make your business harder? Absolutely, but nothing is impossible, and in a franchise, you are not alone. When the economy bounces back (and it always does), you will be that much stronger for having learned how to survive. When the economy changes again (and it always does), you won't have to worry about it. You will have already been there and done that. Now you have the skills to thrive no matter what.

The basic premise of this question, "How do you invest in a franchise in an uncertain economy," while understandable, comes from a place of lack. So, the only true answer to this question is to learn to

INVEST IN PEOPLE, NOT WIDGETS. LEADERSHIP, CULTURE, AND VISION ARE THE REASONS TO SAY YES! TO A FRANCHISE.

create abundance no matter what.

"You may be saying, Yes, Kim. I'd like to do that, but how?"

Abundance is created in your thoughts and is driven by vision and big, clear goals. Abundance is created by investing in people who inspire

you and by surrounding yourself with people who already have what you want. Abundance is not something you start out with necessarily, but it is a practiced mindset that is learned with focus and



PHOTOGRAPH COURTESY BRUCE MARS

time. When things go wrong, you can go with them, or you can go the other way. You know where going with the problem will lead you, so the answer is to always go the other way! How do you do that with confidence? By following the strong leadership of your franchise and by trying it and watching what happens. There is no better way to learn abundance than by putting yourself into the arena and dealing with situations as they arise. If you stand on the sideline and try to figure everything out before you are even in the game, you will never say yes to any of your dreams. But, if you

do proper due diligence, follow my five recommendations, and stay focused to win, the world will do what it always does, but you will find abundance no matter what! ▮



Kimberley Daly is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their background, interests and goals.

She thrives on helping people achieve their dreams. She lives on the beach in southern New Hampshire and can be reached via kim@thedalycoach.com.



FRANCHISING WITH YOUR SPOUSE? GOOD, BAD, OR UGLY?

Here's what worked for my family.

By Nancy Friedman

Since we have been married, I have had four start-ups with my husband. Three were his start-ups, and I helped him. And one was my start-up, and he helped me. All have been successful.

The one question that comes up consistently is, "Nancy, you are with Dick 24/7/365. How do you do that; how does that work?" Without missing a beat, our answer is: "We didn't know it wasn't supposed to work."

We did, as you might imagine, work through some of the tough times, and there were a few, not many, but yes, a few.

Here are a few tips that made all four of our start-ups successful. And I might add these are in no particular order. Nor did we have any of these written down ahead of time. They just were!

SUCCESSFUL START-UP TIPS FOR WORKING WITH YOUR SPOUSE

01 "Honey, sweetheart, darling, love of my life," etc. are for use in the kitchen—not your business. Using our first names still showed our customers we are a family friendly business. We certainly do have our pet names we use in the home

(not to be given here...LOL), however, not in the business world.

02 **Leave your ego at the door.** If you went into business together, that is so important. If you were brought in later down the line, it is still critically important. It just could be more difficult. Getting credit is important. We all need it. Or do we, and is it? Or does it simply mean we got it done. That is something only the two of you can answer. We went with the we got it done part. Sometimes it was his idea, sometimes mine. We drank to the idea. Not the person.

Did you see the word we in there? That is a key word in working with your spouse—we. Using it often helps maintain the idea. Even when it was one of our own ideas, we used the word we. We took the applause together. Still do.

03 **Do not ever, ever lose your sense of humor.** Ever. There is humor in most everything, and if you are having trouble finding it, think of 9/11 or your friend with cancer. Overall, it usually can

be worse. Complainers and blamers do not make great partners.

04 | Alone time is mandatory. Both alone alone, and together alone. It is back to dating and spending time together. Especially making the time when you feel there is no time. We make time for what we feel is important. It does not need to be hours and hours. Even a short dinner at a fast-food restaurant can work. But a nice dinner with a glass of wine to relax and share good thoughts works well too.

Neither Dick or I have any great hobbies like golf, tennis, bridge, hiking, and so many others that often keep spouses apart too long. Most of our dinners were alone together. We enjoy each other. Oddly, we still do.

05 | Something bothering you. Do not emotionally leak on your spouse. Or anyone in your business. Flat tire? Gained weight? Argued with the kids? Whatever. If it did not involve the spouse, or the business, do not take it out on the spouse. Emotional leakage is getting mad at Peter and taking it out on Paul. Not right, not fair, not fun. Do not take the negative situation from someone/something else and put it on your spouse. And sadly, it is easy to do, mostly because of our unconditional love for each other. Sort of “we know we can, they’ll forgive me.” Sure, we will; however, we do not like it. And it happens all the time. We do not enjoy it when customers leak on us, do we? Something happened to them unrelated to us and they take it out on us. They leak too. But we are just not about to say, “Hey, stop leaking on me.”

06 | Working 24/7/365 is not for everyone. I would not push it on others. Sometimes it sounds like a great idea. Some folks are not aware of what is involved with working with a spouse. And since most of us are not psychiatrists, we need to stay out of that suggestion. Even the best of couples working together can have issues. It is how those issues are

managed that makes the success. (That’s a whole ‘nother article.)

07 | Bringing kids into the fold? I can’t say good, bad, or indifferent on this one. I can tell you what we did. And it worked. When our son said he wanted to come into the business after graduating college we said, “Sure, that is super. However, we need you to get hired somewhere else for a year to see how working outside the family business is. It is not always reality.” While he was not thrilled with the option, he got a job at a big company, and one year later came back and asked that we hire him. We did, and he has been around forever. We did have some ground rules. I was not Mom and Dick was not Dad in our 9–5 working environment. We were Nancy and Dick. Then after 5 we were Mom and Dad again. Could he deal with that? “Let’s find out,” he said. Again, it worked for us.

No respect was lost by calling us by our first names. In fact, it made us closer.

08 | Never, never, never go to bed angry with each other. Never! Ever!

09 | Working with your spouse? Good luck! It can be done!

10 | Reread Number 8.



Nancy Friedman, founder/chairman, keynote speaker, president, Telephone Doctor Customer Service Training. She is founder and chairman of Telephone Doctor®, an international customer service training company, helping companies communicate with their customers in St. Louis, MO.

A speaker at franchise conferences, as well as corporate America, she specializes in sales, customer service and communication skills. Now offering and specializing in Zoom programs. Fun and fast!



COVER
STORY



EDUCATION FRANCHISE INDUSTRY REPORT 2022 IN THE USA

By Elizabeth Adams

The \$3.7 billion market size of the education franchise industry is forecast to increase by another 2.2% in 2022. Now is as good a time as any to invest in the education franchises industry. If you are thinking about investing in an education franchise, you should take the leap.

Before investing in a franchise, one needs to ask themselves a few questions.

- Am I passionate about the field?
- Is it solving a problem?
- Do I have time and money to invest?

Investing in a franchise and operating under a franchisor is a big responsibility. Make sure you are mentally prepared to take it up!

The education franchises industry has been growing at a steady rate and is forecast to reach new heights in 2022.





EDUCATION FRANCHISE INDUSTRY REPORT 2022 IN THE USA

EDUCATION FRANCHISES: ISSUES SOLVED

Covid-19 has come and gone and left immeasurable damage in its wake. This damage applies to the younger generation, most important, those children who will never know what schooling was like before the pandemic.

In 2020, approximately 18.99 million students were enrolled in college. Considering the number of students that drop out of school before college, high schools host an even larger population. As schooling is reduced to online programs, more children and their parents are opting for education franchises.

Students need more help than ever before. They need to pick up the pace when it comes to school curriculums. Before the pandemic, one class was enough for a student to absorb

a topic. Today, online educational systems come hand in hand with numerous distractions. Students are in dire need of additional help.

ADVANTAGES OF INVESTING IN AN EDUCATION FRANCHISE

There are many advantages to investing in an education franchise today. These range from benefits relating to the size of the market for education and tutoring services to the difference you make in a child's life.

1. MARKET SIZE

Tutoring within the educational sector is a \$7 billion industry. Today, opening an education franchise may bring in much more profit to you than investing in an educational institution. Online tutoring marketing is increasing at a steady rate and will continue to increase.

We have entered a new age of technology. People today prefer to work or study from home. Franchises that help students academically are in high demand. No matter the economy's condition, for parents, their child's education will always be a priority, and they will always be willing to invest.

2. HELPING CHILDREN GROW

The education franchises industry is helping children with learning disabilities such as ADHD, dyslexia, and autism. It gives them the wings they need to grow and fly away from their nests. The industry prepares them to be on par with every other child in the USA.

The industry is also responsible for better performance overall. Children that find it hard to study specific subjects such as mathematics or English can now get additional help and catch up to the level of their classmates.

3. A SHORTER LIST OF REQUIREMENTS

Unlike educational institutions, education franchises do not require you to fulfill a long list of requirements.

- a. You do not need to have expertise in the educational sector to operate an education franchise. This is because franchisors usually conduct workshops to ensure that you are operating at a level that is suitable for that franchise. Moreover, franchises usually hire experts in the educational sector who take care of the curriculum and teaching side of the business. This leaves you free to focus on your franchise.
- b. You need to pay a franchise fee that is much lower than other options.
- c. Investment, capital, and equipment and marketing costs. You are operating a franchise of an already well-to-do institution; thus, marketing costs will not be high.

4. ENJOY INDEPENDENCE

Operating a franchise gives you the authority to decide your work times. It is like a business of your own. All you need to do is invest in it. You can leave the rest to your employers and enjoy a healthy work-life balance. This is much better than operating around the comfort of your employees.





PHOTO BY SHUTTERSTOCK

5. FRANCHISERS' SUPPORT

Once you have invested in an education franchise, you become the franchiser's responsibility. Franchisers make sure you are following their codes of conduct. However, they also make sure you are handling your duties well. They usually keep in touch and ask for regular updates on

any help you might need that could make your life easier.

Having the support of an experienced businessman is essential. Businesses simply cannot grow without it. Someone who knows the ropes can show you how it's done and what you can do to avoid hiccups down the line.

AVOID THESE COMMON MISTAKES

1. REFUSING TO FOLLOW FRANCHISER GUIDELINES

You have opted for a franchise for a reason. This takes away your creative autonomy. You do not have the right to take up decisions relating to the overarching models of the company. Rifts created with franchisors last a lifetime and can impact your franchise's future.

2. MISSING OUT ON IMPORTANT TRAINING SESSIONS

Training sessions are a lifeline of every franchise. They contain important guidelines regarding the operation of the franchise and the regulations that you need to follow. Missing out on them may lead to penalties or bans imposed in the future.

FAQ ABOUT THE EDUCATION FRANCHISES

What is the market size of the child education and developmental center franchises industry in the US in 2022?

The market size, measured by revenue, of the child education and developmental center franchises industry is \$3.7 billion in 2022.

What is the growth rate of the child education and developmental center franchises industry in the U.S. in 2022?

The market size of the child education and developmental center franchises industry is expected to increase 2.2% in 2022.

Has the child education and developmental center franchises industry in the U.S. grown or declined over the past 5 years?

The market size of the child education and developmental center franchises industry in the US has grown 1.6% per year on average between 2017 and 2022.

What is the biggest opportunity for growth in the child education and developmental center franchises industry in the U.S.?

Demand for child education and development center franchises is positively correlated with the number of children, particularly those younger than six. Changes in the industry's target market affect demand, occupancy rates, and the profitability of industry centers. The number of children aged nine and younger is expected to increase slightly in 2022, presenting a potential opportunity for industry operators.





EDUCATION FRANCHISE INDUSTRY REPORT 2022 IN THE USA

KEY TAKEAWAYS

Industry trends show a steady rise in the operation of and investment in education franchises. Now is a good time to invest in them.

Following franchise guidelines is essential. Failing to maintain their regulations can lead to negative consequences for your business.

The passion with which you operate your education franchise may make all the difference. It ensures that the consumer you choose to target fully benefits from your service. Here is where “making a difference” comes in. It also ensures that your employees get the fruits of their hard work on time.

Your education franchise is your responsibility. Search for education franchises today and choose the one that best aligns with your goals. Choose responsibly!



PHOTO BY FREEPIK

FRANCHISE OWNER DEMOGRAPHICS AND STATISTICS

- There are over 673,796 franchise owners currently employed in the United States.
- 31.0% of all franchise owners are women, while 69.0% are men.
- The average age of an employed Franchise Owner is 44 years old.
- The most common ethnicity of franchise owners is White (71.0%), followed by Hispanic or Latino (14.3%) and Asian (6.1%).
- The majority of franchise owners are located in Chicago IL, and Charlotte NC.
- Franchise owners are paid an average annual salary of \$61,309.
- Franchise owners average starting salary is \$41,000.
- In 2021, women earned 90% of what men earned.
- The top 10% of highest-paid Franchise owners earn as much as \$90,000 or more.
- 10% of all franchise owners are LGBT.
- Franchise owners are more likely to work at private companies in comparison to public companies.

CALLING ALL ENTREPRENEURS

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PHOTO BY SHUTTERSTOCK

The Franchise Playing Field in 2022

What class of franchises are popular and what do they offer?

By Jon Ostenson

On the heels of some very interesting times, we are seeing incredible levels of interest in business ownership, and much of this interest is channeling itself into franchising. Throughout 2021 and into 2022, our client placements have increased significantly. That being said, in 2020, despite Covid, we saw similar levels of expansion over 2019. The vast majority of these placements have come in industries outside of food and lodging, which we will touch on later.

So who is buying franchises? More than ever before, I see new owners representing a true cross-section of baby boomers, Generation X, and millennials. As we often see in media headlines, Covid has caused many

across the spectrum to reflect on the path they are on. It has been commonly called the Great Resignation. However, for many, this reflection has led to the conclusion

that now is the time to scratch the entrepreneurial itch. In this case, the dynamic should be more accurately portrayed as the Great Enlightenment.



There are so many unique models within these sectors that people have never considered.

Some of these newly minted business owners are jumping in with both feet, leaving their corporate roles, and taking on the reins of owner-operator of a new enterprise. In other instances, they are taking a step into entrepreneurship via a semi-absentee model planning to invest a portion of their time to their day job or other ventures. The latter group is often seeing business ownership as an asset class in itself. Business ownership provides tax advantages that many other investments do not. With the stock market all over the place, interest rates that while rising are still historically on the lower end, and only so many solid real estate deals available, investors are looking at alternative options for parking their record levels of cash sitting idly on the sidelines.

Why are so many opting for franchising over a traditional start-up? They recognize that franchising provides them with:

1. A proven playbook from which to operate.
2. A brand that is recognizable and carries equity (in some cases).
3. A coach with aligned interests in the franchisor.
4. The support and exchange of best practices with owners in other markets.
5. The ability to go into the venture with eyes wide open via the ability to review the franchise disclosure document and validate with current owners before making a purchase.
6. The potential for an attractive exit based on an apples-to-apples comparison vs. traditional startups.

So, what industries are resonating the most with would be business owners? I have shared in many conversations over the past two years that we have seen a leaning toward Covid-, Amazon-, recession-resistant businesses. A full 95% of our placements have been in industries outside food and lodging.



PHOTOGRAPH COURTESY TIM MOSSHOLDER

These other sectors have included home and property services, automotive, health and wellness, businesses that support seniors, children/education, and pets.

There are so many unique models within these sectors that people have never considered. In fact, most people who purchase a franchise end up selecting one that they knew limited information about prior to being exposed to the ownership opportunity. I have personally found that over 80% of my clients select a niche that they never had on their radar prior to our peeling back the onion and building a framework from which to evaluate opportunities.

It goes without saying that franchising is not right for everyone. I occasionally

have to explain to some of my clients that they are too entrepreneurial in that they can't resist putting their fingerprints all over a new business. However, for many would-be business owners, the support and the subsequent success rate that are found in franchising prove to be the right fit. Based on what we are seeing both at a macro level and on the ground, franchising is poised for even more strong growth in the years ahead! ▮



Jon Ostenson is the CEO of FranBridge Consulting, where he specializes in non-food franchise matchmaking. Jon draws on his experience as both the president of an Inc. 500 franchise system and as a multi-brand franchisee in serving his clients.
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I have known many people who were scared to use a computer for the first few times. However, after diving into it, they became more comfortable.

7 Tips to Make You More Creative

Follow these tips to be more creative. Use your improved creativity to develop and donate ideas to help others.

By David N. Smith

Many great things have started as a simple, creative idea. Consider donating some of your best ideas to help others. The more creative you are, the more ideas you will be able to create. You can be creative even if you don't think you are.

I have known many people who were scared to use a computer for the first few times. However, after diving into it, they became more comfortable. They were willing to take a risk and make some mistakes. The result was an ability to learn and do things they would never be able to do without the use of a computer.

Being creative and thinking up world-changing ideas occur in the same way. Everyone can be creative, but they have to be willing to start. The creative process will then become more natural over time.

Try the following tips to help you on your journey to be more creative:

1. Record your ideas on whatever is comfortable and convenient at the moment. What is important is that you record your ideas. In the past, I have forgotten ideas that I thought of when I was on a walk. Now I carry a digital recorder with me on those walks. At other times I use my computer, notepad, or journal. Choose what will work best for you, and make sure you have a way to record your ideas at all times. You never know when an important idea will surface.

2. Don't limit yourself to ideas that seem possible. Capture all of your ideas. Even those that seem impossible to implement are important for a couple of reasons. First, what seems impossible to you may not be impossible sometime in the future or for someone else. Second, impossible ideas encourage further creative ideas that might be more likely to be implemented.

3. Change your scenery or location. A change in scenery can stimulate the creativity inside you. A change might be as simple as looking out a window. You can also visit someplace new like a park, beach, or mall. The new environment can foster new ideas.

4. Read about many topics. It is amazing how many things in a totally unrelated subject can prompt new ideas. By broadening your knowledge into more areas, you make your creativity potential grows.

5. Go for a walk. Some of my best ideas have happened when I was on a walk. This applies to any form of moderate exercise. I have heard of others who have written articles and speeches while walking or jogging.

6. Focus in 10 to 15 minute increments. It does not take a significant amount of time to brainstorm some potential ideas. In fact, brainstorming works best when done for short periods of time. Concentrate for a few minutes on generating as many ideas to address a specific area or problem. Then capture anything that comes to mind throughout the rest of the day (see tip #1). You will have several ideas for consideration for little investment of time. One of those could become something tremendous for helping others.

7. Think big. What question are you asking to prompt your ideas? The larger the question, the larger the impact those ideas may have on the world. You can start by addressing smaller problems, but don't limit yourself to those. You have unique experiences, knowledge, and talents that should be applied to helping others on a grand scale as well.

Follow these tips and you will be on your way to generating ideas that have the potential to change the world. Don't let your previous lack of creativity keep you from developing and donating your ideas. Get started today. ▀

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MEET THE PEOPLE BEHIND THE BRANDS



CEO and Founder Daniel Stein

ADAPTIVE & INCLUSIVE FITNESS

We give extra care and attention to our clients and team with safety as our number one priority.

By Christina Huang

Special Strong provides adaptive fitness services to individuals with mental, physical, and cognitive challenges. We interviewed Special Strong CEO and founder Daniel Stein.

Can you tell us about yourself? How did you get started?

At an early age, I was diagnosed with a learning disability. My parents encouraged me to exercise to help with my short attention span and it radically changed my life. In 2011, a mentor of mine had a vision from

God where he saw me helping other people who had challenges similar to mine. In 2016, my wife and I started Special Strong based on that vision.

What is unique about Special Strong?

There are three things that make us unique:

1. Affordability – we don't require a brick-and-mortar gym to start our franchise, so our total investment is only \$60,700.
2. Training, systems, and support - We can take someone with no experience in this industry and make them an expert at adaptive fitness.
3. Faith-based - We believe that by operating our business God's way that we have a distinct advantage for winning in the marketplace

What is the training and support structure at the beginning and ongoing?

We hold your hand every step of the way! From the moment the franchise agreement is signed, the franchisee is assigned to an onboarding specialist and adaptive franchise business coach. The onboarding specialist handles all the backend and





operational aspects of the business with the franchisee while the adaptive franchise business coach helps with the facilitation of running a successful business. Once the franchisee has their grand opening and is up and running, their adaptive franchise business coach will meet with them every 2 weeks and provide quarterly business reviews. Business review meetings go over business plans, financials, key performance indicators, and marketing strategy. We also provide field visit supports for all our franchisees to ensure they are successful.

What is the company culture?

Our company culture is best defined by our core values, which are represented by an acronym: STRONG. Strong stands for stewardship, transparency, relationship-focused, ownership, no judgment, and generosity. We created a core values speech that we go over with each new franchisee, so they really understand our culture and what we look for. Outside of our core values, we have a very fun, energetic, and upbeat culture. As the CEO, I can't stand the "corporate" feel of anything, so we are very much against a culture that feels like corporate. Corporate cultures keep you stuck in a box, and that's not the way we do things in our culture.

What type of experience is required for your gym franchise?

One of the things that makes us unique is that we don't require any type of specific experience for our gym franchise. The reason for this is because of the training, systems, and support that we offer. As an example, most franchises offer only a 1-week training program while we offer





a 2-week training program with over 100 hours of learning.

What is a franchisee's earning potential?

Our goal for all our franchisees is to break even within 6-12 months and make over six figures with one territory. Our first company-owned location broke even in the first full year and generated over \$100,000 of net income in its second full year with an average 63% gross margin over 5 years.

What are the brand's further national growth plans? What are the brand's expansion plans in the future?

By the end of 2024, we plan to open our first brick-and-mortar gym in Texas and offer that as a franchise opportunity. In the next ten years, we have what we call a BHAG (big hairy audacious goal) which is to expand to 200 home-based franchises and 100 brick-and-mortar franchises.

What does the growth path look for a franchisee?

A franchisee can start with one territory and expand to up to three home-based territories in one area. This can be accomplished by hiring managers to manage the other territories that report directly to the franchisee. We have all the tools in place to support this process. Once a franchisee shows success with their home-based model, they will have the opportunity to open their own brick-and-mortar location.

What qualities make a franchisee successful?

There are so many qualities that make a franchisee successful, but the number one quality is grit. I would define grit as an unwavering resolve to move forward during adversity. Running a business of any kind is incredibly challenging, and most people quit right before there is a breakthrough. The franchisees who are successful have the character and grit to push through the barriers, adjust, and do whatever it takes to win. "If you don't quit, you win!"

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Should You Buy or Rent Your Place of Business?

What to consider when investing in commercial real estate

By Sara Jensen

If your startup or small business is in the process of expanding, it will need a bigger space. Choosing the location for your growing business is not at all easy, and in today's economy, deciding whether to buy or rent a property is doubly difficult.

There are many small things that business owners need to consider when they want to invest in a commercial property. To help you decide, you need to take into account the dynamics of leasing vs. buying commercial real estate and take a look at their pros and cons.

PROS OF INVESTING IN COMMERCIAL REAL ESTATE

Here are some of the advantages of buying a commercial property rather than leasing one:

Low Financing Costs: With current steady interest rates, you can take advantage of the low mortgage rate to buy your own property.

Often, your mortgage payment will be significantly lower than what your monthly rent would cost you. Additionally, you will be paying to own the property—not just to use it.

Fixed Overhead: Owning your commercial property means you have some control over your future costs. Unlike lease costs, mortgage rates do not fluctuate frequently and have been declining for several years now. By buying the property, the real estate component of the overhead is fixed for the duration of the mortgage period. In contrast, if you are renting a business, cost is affected by upgrades to the building, fluctuating real estate market demand and supply, and other economic factors. Hence, you have no guarantee that you will be able to renew the lease of the building on the same terms once the current lease expires.

Greater Control: Buying a commercial property can give you the chance to renovate your property without landowner interference. You

can also decide to change your business hours. In a rental building, you will need to get the permission of the property owner before you can make these changes. Most of the time, once your lease expires or you need to move out, the owner may also demand that you leave the property in its original condition. This can be extremely difficult especially if you've done extensive renovations.

Brand Recognition: If you want to open up your franchise and establish a brand, it is a good idea to purchase a property to run that business. Once you own the property, you can decide to stay at the place for an extended period of time so that people will know your brand based on your location and space. This way, once customers visit your business, you can retain them by not moving to another location.

Location: There is a reason why location is of paramount importance when it comes to businesses. Often fast food franchises open

up their stores right next to their competitors because the area draws more human traffic. If you have found a winning location, you wouldn't want to give it up because the rent is too high or the owner wants the property vacated for another use.

If you buy a property, you won't have these issues.

Tax Savings: If you choose to buy a property, you won't be able to benefit from tax deductions that you would if you were renting. However, you may still be able to use tax deductions from associated costs like property taxes and interest on mortgage. Depending on how long you have been in the business, how much revenue it makes, and what portion of the buying price or rent is related to the land rather than the building, buying real estate instead of renting can cut your tax bill significantly as compared to a lease.

Value Appreciation: If you find a great property that is on sale at a great price, it may appreciate in value in the future. By buying the property, you can upgrade it, which will increase its selling price. This can benefit you in the future.

Additional Revenue: Buying a commercial property is even more lucrative if you want to use only a portion of the space. You can lease out the extra space to someone else and earn a rental income. This can help you pay your mortgage.

PROS OF LEASING A COMMERCIAL PROPERTY

While there are many benefits to buying commercial property, there are also several limitations:

Large Investment: As a startup, your cash-flow is of vital importance in the initial years. You may not want to invest huge amounts of money in buying a property rather than investing your capital to grow your core business competencies. Buying a property requires more capital up-front in the form of a down payment and other charges. Moreover, many lenders may be unwilling to give you



“THERE ARE MANY SMALL THINGS THAT BUSINESS OWNERS NEED TO CONSIDER WHEN THEY WANT TO INVEST IN A COMMERCIAL PROPERTY.”

which can cost you. When you rent a property, the property taxes, security, parking, repairs and maintenance, and insurance are all included in your lease agreement, and you don't need to pay for them separately. However, if you buy a property, all of these become your sole responsibility. Hence, any decision to buy or lease a property should be weighed side by side. In many cases, the renewal of a lease can actually benefit you during periods of low occupancy and low demand. In this case, you may be able to negotiate lower rent rates with your property owner.

a loan if your business is in its early stages. Therefore, in this case, leasing may be your only choice.

Additional Expenses: You may also need to make some changes or repairs to the building after you have bought it,

great idea if you intend to move a few months or even a few years down the road. Maybe you are not certain if the location suits you, if the building you buy can cover all your needs in the future, or if you will require more or less space. You may also suspect that your customers may leave for another location. In these cases, renting a space seems like a better option.

Declining Real Estate: This can happen when you find a property that fulfills your business needs, but it is in an area where real estate values are either stagnant or may fall in the future. In this case, leasing makes more sense.

As an entrepreneur, deciding how to invest in your office space can be very challenging, but if you evaluate your market and your finances carefully, it can help you make a decision that is profitable in the long run. When making any real estate decisions, make sure you always have a qualified realtor with experience in commercial real estate, a real estate lawyer, a mortgage adviser, and an accountant by your side to ensure that you make only the best decisions. ▀

You Want To Move: Buying a property is not a



PHOTO BY DRAZEN ZIGIC

THE EARLY CHILDHOOD EDUCATION MARKET

Revenues are increasing as families take advantage of this vital learning stage.

By Brian LaCour

The global early childhood education market revenue is projected to touch close to \$520 billion by 2028. With the increasing importance of early childhood education, there is a growing trend toward an all-inclusive

education consisting of courses and other tools to introduce young children to a high nurturing and fostering education at a very early stage in life. This trend in the early childhood education market has substantially increased. Early childhood education and pre-primary education is considered to be a crucial stage in a child's educational

span when parents and teachers focus on inculcating maximum educational and moral values in their children. Allow me to share a few concepts that will benefit from the lift in tides.

BRAIN TRAINING: The brain training industry has experienced unmatched training results with methods to improve learning skills including memory, attention, and processing speed. Studies show that most learning problems are caused by one or more weak cognitive skills. The goal is to assess and fix the problem at the core. One-on-one brain training and proprietary techniques create the answer to learning struggles through enhancement for all ages—a truly unique business opportunity. The total average investment



for this type of opportunity is between \$125,000–\$200,000. The amount includes a franchise fee of \$35,000; expect royalties to be around 6% to 8%.

STEM PROGRAM: These programs prepare children for the changing workplace infrastructure of the 21st Century and help mitigate the severe shortage of science, technology, engineering, and math (STEM) employees in the workforce. The classes go beyond the standard offerings of other available STEM programs to provide a clear, defined goal of preparing children for careers in the future. Many STEM program businesses are home-based and greatly reduce overhead and start-up costs associated with some of the brick-and-mortar learning centers. These classes help children to have fun when learning computer science and technology. Students in supplemental STEM education receive a real academic advantage and the skills and motivation they need to succeed in life. For a home-based STEM business, you can expect to invest around \$55,000 to \$138,000.

COMPUTER SCIENCE: Many computer science businesses focus on helping students develop important soft skills such as agile methodology, project-based learning, collaboration, and other skills that will help them perform at a higher level at school and in life. The multiple hours of curriculum that combine instruction and hands-on application will instill important attributes in young children. For the computer science business, the total investment is around \$116,000 to \$233,000. ▶



Brian LaCour is a certified franchise consultant. He has more than 20 years of business leadership experience in driving fiscal results, strategic planning, saving costs, increasing revenue, streamlining processes, and developing top performing teams. LaCour's passion for helping people led him to the role of president of the International Franchise Group. Call LaCour at (561) 502-7283 or email him at blacour@internationalfranchisegroup.com.



TOP 100 EDUCATION FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
★ Special Strong	2016	2020	\$60,700	Daniel Stein	(214) 843-8135	www.specialstrong.com
★ Hudson Valley Swim	2003	2022	\$60,375	Jeff Gartner	(845) 414-3883	www.hvswim.com
Mathnasium	2002	2003	\$112,860 - \$148,655	Franchise Development Team	(888) 763-2604	www.mathnasiumfranchise.com
Zooga Yoga for Kids	2012	2017	\$150,000 - \$300,000	Antonia King	(310) 839-6642	www.zoogayoga.com
Soccer Shots Franchising	1997	2005	\$43,000 - \$55,300	Benji Kennel	(717) 303-8884	www.soccershotsfranchising.com/
School of Rock	1998	2004	\$322,000 - \$521,000	Brian Galvin	(401) 639-7207	franchising.schoolofrock.com
Kiddie Academy Educational Child Care	1981	1992	\$417,000 - \$4,530,000	Broc M. Silberzahn	(410) 515-5434	www.kiddieacademy.com/franchising/
Stemtree	2010	2016	\$120,000	Claudia Hall	(703) 281-7836	www.stemtree.com
Nutty Scientists	1996	1998	\$35,000	John Carter	(786) 600-1135	www.nuttyscientists.com
Kinderdance International	1979	1985	\$10,000	Karen Maltese	(540) 904-2595	www.kinderdance.com/
Ducklings Early Learning Franchise	1994	2018	\$756,400 - \$1,719,500	Kim Collier	(484) 607-8248	www.ducklingsfranchise.com
Zebra Robotics	2014	2019	\$135,000 - \$255,000	Lauren Schramm	(772) 320-8698	www.zebrarobotics.com/franchise
Brooklyn Robot Foundry	2011	2022	\$74,000 - \$100,000	Leigh Smith	(347) 762-6840	www.brooklynrobotfoundry.com/franchise/
Business Kids USA	2009	2013	\$15,000	Mary Carmen Cabrera	(929) 990-8355	www.businesskidsusa.com
Building Kidz Worldwide	2002	2016	\$214,000 - \$867,000	Michael A. Peterson	(949) 2827-304	www.BuildingKidzSchool.com
Young Rembrandts Franchise Inc.	1988	2001	\$49,000	Pam Murdoch	(847) 742-6966	www.youngrembrandtsfranchise.com
Bach to Rock: America's Music School	2007	2012	\$241,500 - \$440,000	Ralph Rillon	(410) 703-2078	www.b2rmusic.com
iCode	2015	2017	\$198,000 - \$360,000	Tiffany O'Hair	(903) 818-5876	www.icodefranchise.com
Wize Computing Academy	2015	2018	\$38,000 - \$67,000	Vishal Bhasin	(214) 226-4595	www.wizeacademy.com
BounceU	2003	2004	\$352,250 - \$769,100	@BounceU	(480) 632-9663	www.bounceu.com
Lafayette Academy	1991	2014	\$91,300 - \$208,750	Alex Perez	(925) 284-1644	www.lafayetteacademy.com
Best in Class Education Center	1988	2011	\$63,800 - \$125,480	Allegra Bozorth	(206) 341-9914	www.bestinclasseducation.com
HappyFeet Legends Int'l.	1989	2007	\$22,500 - \$29,400	Andy Barney	(913) 636-4073	www.happysoccerfeet.com
Huntington Learning Centers	1977	1985	\$119,201 - \$270,304	Anne Huntington	(866) 206-4547	www.huntingtonhelps.com
Brilliant Sky Toys & Books	2002	2007	\$196,000 - \$424,000	Baxter Lee	(615) 434-4515	www.brilliant.skytoys.com
Gymboree Play & Music	1976	1978	\$120,935 - \$279,900	Bonnie Stewart	(415) 242-5637	www.gymboreeclasses.com
Plato's Closet	1998	1999	\$255,000 - \$400,900	Brett Heffes	(800) 592-8049	www.platoscloset.com
Monkey Joe's Parties & Play	2004	2005	\$699,425 - \$1,484,129	Brooke Hawkins	(470) 277-5721	www.monkeyjoes.com
KLA Schools	2007	2009	\$511,500 - \$2,111,250	Candy Ortega	(305) 377-0391	www.klaschools.com
The Warrior Factory	2016	2018	\$685,500 - \$1,058,700	Carl Fantauzzo	(585) 427-9289	www.thewarriorfactoryroc.com
Children's Orchard	1980	1985	\$174,700 - \$326,000	Carol Mintz	(952) 923-1223	www.childrensorchar.com
Overtime Franchise	2003	2016	\$59,900 - \$68,600	Chris Whelan	(571) 525-2256	www.overtimefranchise.com
Goldfish Swim School Franchising	2006	2008	\$1,315,283 - \$3,045,358	Christopher Burke	(800) 856-5120	www.goldfishswimschool.com
Discovery Point Franchising Inc.	1988	1990	\$403,799 - \$3,441,949	Cliff Clark	(770) 622-2112	www.discoverypoint.com
LeafSpring Schools	1988	1999	\$3,546,150 - \$6,473,700	Crystal Walter	(804) 747-5900	www.leafspringschool.com
Adventure Kids Playcare	2004	2006	\$344,250 - \$589,000	Dana Oliver	(817) 488-4600	www.web.adventurekidsplaycare.com
Tutoring Club LLC	1991	1999	\$56,500 - \$109,900	David Hill	(702) 588-5280	www.tutoringclub.com
Ident-A-Kid Franchise Corp.	1986	2000	\$34,200 - \$44,400	Dawn Cole	(800) 890-1000	www.identakid.com
Lice Squad Canada Inc.	2001	2002	\$25,750 - \$95,500	Dawn Mucci	(705) 458-4448	www.licesquad.com
Amazing Athletes	2002	2006	\$30,700 - \$44,150	Dr. Janee Henderson	(615) 807-1623	www.amazingathletes.com
Real Life Ninja Academy	2015	2017	\$117,750 - \$232,850	Drew Drechsel	(203) 687-8676	www.reallifeninjaacademy.com
Shear Madness Haircuts for Kids	1997	2010	\$126,862 - \$293,562	Erin Nanke	(913) 780-4404	www.shearmadnesskids.com
Little Land Play Gym	2015	2017	\$225,450 - \$498,500	Ernie Beltz Jr.	(512) 827-3670	www.littlelandplaygym.com
Tutu School	1983	1984	\$20,400 - \$74,275	Genevieve Weeks	(415) 734-8840	www.tutuschool.com
Just Between Friends Franchise Systems	1997	2004	\$38,550 - \$54,545	Heather Lineberger	(918) 902-5673	www.jbfsale.com
Destination Athlete	2008	2008	\$31,300 - \$117,610	Heather Panzitta	(908) 730-0600	www.destinationathlete.com
Engineering for Kids	2009	2011	\$27,550 - \$94,250	Jacqueline Pereira	(540) 418-0008	www.engineeringforkids.com
Stroller Spa	2006	2011	\$3,500 - \$9,000	Jamie Mamikunian	(415) 342-9090	www.strollerspa.com
Skyhawks Sports & Supertots Sports Academy	1979	2007	\$26,250 - \$65,750	Jason Frazier	(800) 804-3509	www.skyhawks.com
Taste Buds Kitchen	2007	2013	\$206,570 - \$360,225	Jeff Brelsford	(410) 304-2062	www.tastebudskitchen.com
Stretch-N-Grow Int'l.	1992	1993	\$29,600	Jill Dunn Manly	(800) 348-0166	www.stretch-n-grow.com

INDEPENDENT GUIDE TO THE BEST FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
All About Kids	2005	2008	\$2,677,500 - \$3,372,500	Jim Kaiser	(859) 538-1387	www.allaboutkidsclub.com
High Touch-High Tech	1990	1993	\$62,750 - \$69,000	Jolynn Jordan	(800) 444-4968	www.sciencemadefunrdu.net
Cool de Sac	2008	2010	\$858,700 - \$1,988,667	Jose Luis Bueno	(305) 477-5505	www.cooldesacmiami.com
TGA Premier Golf	2002	2006	\$21,450 - \$62,800	Joshua Jacobs	(310) 333-0622	www.playtga.com
Pinnacle Montessori	2009	2013	\$3,189,625 - \$5,298,375	Kaki Reddy	(866) 333-6867	www.pinnaclemontessori.com
Brick by Brick	2011	2013	\$34,200 - \$179,500	Kendra Randall	(619) 276-3990	www.brickbybrick.com
Omega Learning Center	2005	2007	\$115,863 - \$231,506	Kimberly Smith	(770) 422-3510	www.omegafanchise.com
Tierra Encantada	2013	2019	\$591,250 - \$1,055,000	Kristen Denzer	(612) 423-5326	www.tierraencantada.com
Baby Boot Camp	2001	2005	\$6,120 - \$10,249	Kristen Horler	(941) 953-5000	www.babybootcamp.com
Kidcreate Studio Franchising	2007	2016	\$64,520 - \$279,500	Mike Conlon	(303) 997-0746	franchise.kidcreatestudio.com
Baby Power/Forever Kids	1973	1998	\$80,600 - \$114,600	Linda Searles	(908) 507-3857	www.babypower.com
Legacy Academy	1997	1998	\$3,524,600 - \$6,135,500	Melissa Turner	(505) 923-3659	www.legacyschools.us
Romp n' Roll	2004	2006	\$198,700 - \$399,150	Michael Barnett	(804) 965-6940	www.rompnroll.com
Kids In Sports Franchising	1999	2014	\$202,750 - \$331,250	Michael Strutt	(917) 362-0686	www.kidsinsports.com
One Hour Parties	2001	2008	\$44,500 - \$70,600	Michelle Christie	(866) 522-0332	www.onehourparties.com
Once Upon A Child	1984	1992	\$268,500 - \$396,900	Mondher Smida	(763) 520-8500	www.onceuponachild.com
Lil' Angels Photography	1996	1998	\$41,263 - \$45,780	Paul Kimball	(423) 479-6186	www.lilangelsphoto.com
Zaniac	2012	2013	\$219,500 - \$378,000	Reed Bilbray	(435) 575-7737	www.zaniaclearning.com
Little Sunshine's Playhouse	2002	2005	\$380,700 - \$486,500	Rochette Dahler	(417) 887-4242	www.littlesunshine.com
GameTruck Licensing	2006	2008	\$146,599 - \$311,199	Scott Novis	(866) 253-3191	www.gametruckparty.com
Sharkey's Cuts For Kids	2001	2004	\$144,000 - \$184,000	Scott Sharkey	(203) 637-8911	www.sharkeyscutsforkids.com
Challenge Island	2003	2012	\$47,600 - \$62,450	Sharon Duke	(770) 310-4400	www.challenge-island.com
Cookie Cutters Haircuts for Kids	1994	1996	\$130,000 - \$278,000	Shawn Hetherman	(317) 334-1680	www.haircutsarefun.com
Flour Power Kids Cooking Studios	2008	2015	\$131,675 - \$241,675	Susan Caldwell	(919) 889-2598	www.flourpowerstudios.com
Kidokinetics	2000	2006	\$42,900 - \$57,000	Terri Braun	(954) 385-8511	www.kidokinetics.com
Gym On Wheels	2004	2014	\$27,261 - \$51,436	Tom Zino	(914) 715-6394	www.gymonwheels.com
Kidz On The Go	1993	2007	\$100,000 - \$125,000	Traci Welch	(203) 247-1524	www.kidzonthego.com
The Learning Experience Academy	1979	2003	\$493,549 - \$3,585,549	Traci Wilk	(248) 267-9090	www.thelearningexperience.com
Primrose School Franchising	1982	1988	\$553,180 - \$7,039,578	Steve Clemente	(770) 529-4100	www.primroseschools.com
Goddard Systems Inc.	1986	1988	\$619,900 - \$760,600	Jacqueline Lanzalone	(877) 256-7046	www.goddardschoolfranchise.com
Once Upon A Child	1984	1992	\$268,500 - \$396,900	Mondher Smida	(763) 520-8500	www.onceuponachild.com
Drama Kids Int'l.	1979	1989	\$130,000 - \$278,000	Megan Jewell	(949) 288-6889	www.dramakids.com
My Gym Children's Fitness Center	1983	1995	\$36,750 - \$244,200	Cory Bertisch	(800) 469-4967	www.mygym.com
Sky Zone	2004	2009	\$1,343,813 - \$2,794,230	Jeff Platt	(310) 323-4500	www.skyzone.com
Soccer Shots Franchising	1999	2005	\$41,034 - \$53,950	Justin Bredeman	(717) 616-8587	www.soccershotsfranchising.com
Launch Trampoline Park	2012	2013	\$1,113,285 - \$2,828,080	Derek Charello	(386) 569-5190	www.launchtrampolinepark.com
Kinderdance Int'l. Inc.	1979	1985	\$18,100 - \$46,750	Carol Kay Harsell	(540) 904-2595	www.kinderdance.com
Romp n' Roll	2004	2006	\$198,700 - \$399,150	Michael Barnett	(804) 965-6940	www.rompnroll.com
KidsPark	1988	2003	\$215,500 - \$405,500	Debra Milner	(408) 213-0973	www.kidspark.com
Sitting Made Simple	2008	2015	\$48,549 - \$63,149	Amanda Knapp	(614) 743-4745	www.sittingmadesimple.com
Fun Bus Fitness Fun on Wheels	2000	2003	\$140,500 - \$171,750	Heidi Horvath	(732) 516-9613	www.funbuses.com
Baby Bodyguards	2008	2013	\$33,215 - \$59,855	Fred Ilaraza	(718) 332-0511	www.babybodyguards.com
GameTruck Licensing	2006	2008	\$146,599 - \$311,199	Scott Novis	(866) 253-3191	www.gametruckparty.com
Tiger-Rock Martial Arts	1983	2008	\$89,900 - \$197,600	Steve & Mariea Snyder	(913) 725-0777	www.tigerrockmartialarts.com
Club Tabby Franchise LLC	2007	2009	\$166,600 - \$315,000	Natalie Comeaux	(888) 226-6206	www.clubtabby.com
Wholesome Tummies Franchise	2007	2009	\$88,150 - \$270,250	Debbie Blacher	(888) 436-1415	www.wholesometummies.com
Cool Cuts 4 Kids	1998	2009	\$107,998 - \$189,030	Twana Ramsey	(800-345-7811	www.coolcuts4kids.com
Cool de Sac	2008	2010	\$858,700 - \$1,988,667	Jose Luis Bueno	(305) 477-5505	www.cooldesacmiami.com
Shear Madness Haircuts for Kids	1997	2010	\$126,862 - \$293,562	Erin Nanke	(913) 780-4404	www.shearmadnesskids.com

DISCLAIMER: Our magazine is not an offer to sell a franchise, and is not directed to any reader to buy any franchises. The companies are not listed by rank. Our team carefully researched the listed information. The company information may change; please make sure to check and contact the company directly.



What Is in a Franchise S.Y.S.T.E.M.?

Franchisor and franchisee work in partnership for successful management.

PART 6 OF 6: MANAGING

By Tiffany Dodson

In part one, the first S was revealed as Selection. It also motivated Stan Phelps and I to coauthor *Purple Goldfish: Franchise Edition*. In summary, the book merged passions for customer experience and franchising. During our 20 months of research, we chose the acronym S.Y.S.T.E.M. because franchisees often hear and say the term. Our research uses *system* to house best-in-class examples that make some of the top franchises stand out in performance and satisfaction. Part 2 covered Y, Yield to the knowledge of the system and comply to produce. Part 3 explored the second S or Start-Up. The T in Part 4 focused on the all-important Training. For Part 5, the letter



PHOTO BY GERD ALTMANN FROM PIXABAY

Marrying a support structure with advertising helps the business run smoothly, set goals, find traction, and monitor with achievement-based action.

ACCOUNTABILITY: To focus on measuring what matters, support also comes in the form of helping franchisees set realistic goals and measure performance toward those goals. Support team members see performance of other franchisees and offer insight on to how the location measures against its peers. Often this serves to either congratulate or motivate a franchisee to achieve goals.

ADVERTISING: Marketing and advertising combine not only the franchisor's use of the brand funds to create and execute pieces of the marketing plan (national items like websites), but also the franchisee's ability to understand and execute the marketing plan. While the franchisor creates usable effective tools, the franchisee must deploy the resources to gain customers.

ONLY OURS: Proprietary products and signature touches offer differentiation and talk value for customers. Marketing and advertising happen not only when promotions are executed but also when a franchisor has something unique for its franchisees' customers. A cosmetic item, a fitness gadget, or a special greeting could create a unique experience for the customer.

CALL CENTERS: To keep local teams focused on serving the customer, some franchises use call centers as a marketing tool. Not only are those answering the phone highly trained to convert the caller to a customer, but the lower call volume also keeps the location team focused on building relationships and selling.

Marrying a support structure with advertising helps the business run smoothly, set goals, find traction, and monitor with achievement-based action.

The six pieces of S.Y.S.T.E.M. come together and influence each other. Support will use training tools to improve franchisee performance. Selecting franchisees who fit the business model makes keeping the culture and engagement flowing an easier task. Think of each of the six pieces as links of a chain. If one link is weak, then the chain will break. Keeping all pieces strong and inter-connected creates a strong franchise system. ▶



With over 25 years of franchise experience, **Tiffany Dodson, CFE**, holds deep roots from senior marketing roles at well-known international franchises to recognition as a top performing franchisee, Master Developer, author, and speaker. Find Tiffany at The Salt Suite, and reach her at Tiffany@TheSaltSuite.com.

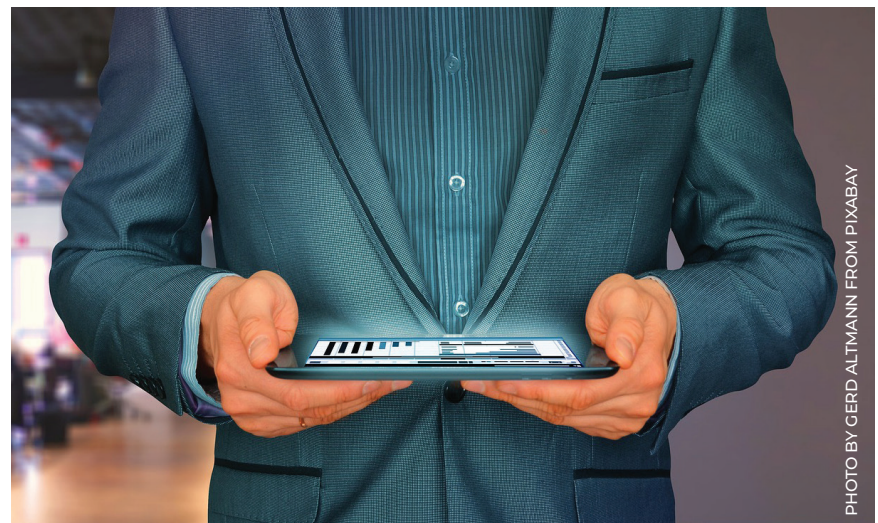


PHOTO BY CERD ALTMANN FROM PIXABAY

E brought us Engagement and Culture. And the final letter, M, stands for Managing.

Managing has two components. The first encompasses support, or the structure that a franchisor uses to aid the franchisee. The second component involves advertising, or the customer acquisition model and the associated tools that produce, delight, and retain customers.

SUPPORT: Franchise support uses a delicate balance between entrepreneurship and buy-in and acceptance of the franchise system. Establishing trust and open communication lines early makes this partnership rich for both franchisor and franchisee.

TRAINING: Often, the assigned franchisor support person works with the franchisee to identify what skills the franchisee needs to improve to be successful. Early on, franchisees have many questions about finding customers. Support team members serve as boots on the ground to train the franchisee how to activate the marketing plans to gain customers and retain them. This often pairs with training tools.

PHOTO BY WERNER HEIBER

CONSIDERING A CAREER CHANGE? 4 CRUCIAL QUESTIONS TO ASK YOURSELF



Take time to discover what you want, and then go for it.

By Patrick Laforet

When we leave school, college, or university, often we have no idea what we really want. We often choose a job or career based on what our parents, friends, or career advisors say.

Then, ten years on, we sometimes find ourselves in a mediocre situation, with a growing sense of disappointment and dissatisfaction about our work and our place in it. Is it too late to change direction and do something completely new or different?

Of course not!

Life is changing rapidly and dramatically. **New careers, ideas, and opportunities are popping up all the time.** Things we would never have thought possible just a few years ago have become household favorites virtually overnight.

Who would have thought it was possible for the biggest taxi company in the world to own no taxis? Who would have thought that the biggest online retailer wouldn't have a single product of its own to sell? Who would have thought a whole new industry could be born simply from fast-food delivery?

WHAT DO YOU WANT?

If you want to change direction, at any age, **the most important thing to discover is what you really want out of life.**

- What interests you?
- What fascinates you?
- What do you feel passionate about?

Make a list of each of these important issues and see where they overlap or have commonality. Hidden in there somewhere are the basic elements of a complete change of direction for you.

When you really dig into your lists, it's possible to create a basic plan of careers, jobs, and opportunities to explore that can lead you to a life of fulfillment and happiness.

If you pursue that path as long as it keeps you happy and fulfilled, you'll never look back. However, there might well come a day when life changes and/or you change, and it might be time to change direction again. It happens all the time in this rapidly developing world.

EXPLORING A NEW CAREER

Once you've gone through your lists and found some careers that will fulfill your passions and interests, you'll want to consider other aspects of them, too.

Marc Anthony once said "If you do what you love, you'll never work a day in your life."

ASK YOURSELF THESE QUESTIONS:

1. Will it make me enough money? You'll want to consider how you'll monetize your interest and what pursuing that aspect will entail for you. Do you want to get a new job in this field? Start your own business?

- With the advent of social media and Internet marketing, it's possible to reach out to thousands of potential customers or clients all over the world without ever leaving home.
- The potential for making money is certainly there, but you might need to retrain and learn some new skills to reach out and get it.

2. What will others think? This is an age-old question that stops many people from making changes that could change their life for the better, forever. However, keep in mind that all the time that you're worried about what other people think, say, or do, you'll never be free.

- Consider the maxim, "Whatever other people think of me is none of my business."
- We have no way to influence what others think of us other than by setting a good example. Let them think whatever they want while you go out and get things done! Never let those who think it can't be done interrupt those who are already out there doing it.

3. What am I willing to give up to create something really incredible? Many times, you'll find that preparing for a new career encroaches on your current life. If this is the case, weigh the costs of time, money, and effort against your current life to help determine which aspect is more important to you. I believe this is the point at which many chose to go no further.

- Would you sell your car to fund a program where you could learn new skills and explore new ideas?
- Would you give up your evenings or your

social life to reinvest that time in educating yourself in a completely different career or opportunity?

- Are you willing to work weekends and evenings to study new concepts, ideas, or strategies?

4. Will I be good enough to make it work?

The very fact that you're reading this says that you're searching for change and reassurance about change and that something is pulling you forward toward change.

- You already considered that there is more to your life than what you are currently experiencing, and you want to know what it is and get fully engaged with it, right?
- Mindset is vitally important. Let your motivation carry you forward. As you take action, a positive mindset will help you overcome any obstacles that may arise.

Your life is entirely under your control and what you do with it is your decision alone. Get busy, make some decisions, take action, and keep moving forward with your ideas and intentions.

The answers may not come overnight, but as long as you pursue what interests you, fascinates you, and makes you happy, you will find the answers that you seek.

Beware of any criticism of your dreams and ideas from anyone you wouldn't go to for sound advice. After all, opinions are ten a penny. Everyone has them, but opinions are not going to help or support you.

Be relentless in your pursuit of happiness and fulfillment. Go at it like your whole life depends on it. Because it does. ▸



Patrick Laforet is a senior recruiter with over 25 years of experience placing sales, marketing and senior management positions all across North America with a particular focus on the franchise industry. He has been described as a trusted advisor by many of his clients. Pat is also the owner of www.911forjobhunters.com, where he delivers online training and coaching. He wrote *Job Search Secrets 2020*. Email Pat at plaforet@stoakley.com, or visit his site for more free resources.



ARTWORK BY YUGANOV KONSTANTIN

An A+ Opportunity to Franchise

Many educational franchises exist, so selecting the right one for you can be challenging.

By Jason Falina and Lynne Shelton

Education franchises pose a tremendous business opportunity, not just to make money, but also to help learners in their academic pursuits and needs. Education is often regarded as the pathway to knowledge and a cornerstone in fostering a beneficial society and individual career path. However, not every learner has the same interests or abilities. Some may be unchallenged and bored in school, while others may be struggling with the material or have special educational needs. Other learners may wish to explore and learn a nontraditional subject that is not offered in their course curriculum, such as engineering, robotics, programming, etc. These vast and diverse classes of learners and their interests present a robust consumer base seeking the academic services offered by educational franchises.

As the owner of an educational franchise, you can help to address the academic interests and needs of learners around the nation. Most

existing education franchises aim to assist learners with various academic topics and skill development including science, math,

reading comprehension, languages, computer skills, SAT testing, and more. Others have developed to specifically assist learners with



PHOTO CREATED BY FREEPIK

Education franchises pose a tremendous business opportunity, not just to make money, but also to help learners in their academic pursuits and needs.

special educational needs such as attention deficit disorder, dyslexia, and autism. Additionally, while still continuing to traverse the challenges presented by Covid, educational franchises have adapted their services to be provided remotely via telephone or video conference. Ultimately, this adaptation has opened the door for educational franchises to provide their services to learners around the world in a flexible manner with little added expense or headache to the franchises themselves.

This robust and flexible opportunity is illustrated by the services of the education franchise K-12 Coder. K-12 Coder's mission is to fuel early learners' desire to get involved in business by bolstering their curiosity in academic topics with simple but engaging creative projects in a safe learning environment. What is special about K-12 Coder's program is it aims to provide young learners with the information and experience necessary to find some form of an internship, apprenticeship, or employment in a field of interest to them. This is accomplished through K-12 Coder's academic accreditation, which enables it to issue certifications of skill at the conclusion of its curriculum. Young learners can gain a certification from the programs offered, which better equips them to not only land an employment position but also provides them the necessary experience and skills to progress in that field by getting into particular colleges or university programs that specialize in their chosen field of study.

While investing in an educational franchise does not require an educational background, the multiplicity of fields and services available or possible can make selecting the right franchise to invest in challenging. With so many concepts available, it is inevitable you will find one that fits your passion for education and enriching learners' lives. However, it



is crucial you do your due diligence to ensure the franchise will meet your expectations. This can be an overwhelming endeavor if taken on alone. Therefore it would be wise to employ a professional to assist you in pairing your passions and capital to a promising educational franchise opportunity. Franchise professionals come in all shapes, sizes, and

specialties and can assist with everything from demographics/psychographics, legal counsel on franchise law, financial advice, and more. This professional guidance can help ensure you have all the information you need to make an A+ decision for your investment, your community or purchases, and that it all aligns with your passions. ▀

Jason Falina is a recent graduate from McGeorge School of Law concentrating in intellectual property law. Additionally, he works as a legal assistant at Shelton Law & Associates (SLA) working primarily with franchises, providing guidance and support regarding formation and maintenance of their franchise. Jason enjoys the multitude of pieces that combine to make up the overall puzzle of a promising and growing franchise and the variety of individuals, services, and products associated with each franchise concept.

Ms. Shelton in a previous life was a franchisor of a large franchise system and is currently a senior attorney for SLA franchise law firm, as well as a franchisor owner in an international franchise system. SLA attorneys have 50+ years' business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services and technologies. They help businesses protect their brands through trademark, copyright, and business contractual transactions. These services allow SLA to "Expand their Brand®" through franchising. For franchisors, SLA provides full outsourced in-house counsel.

SLA additionally works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, opinion letters, and negotiations.

For more information or to schedule a customized consultation for your business, you can write to franchising@SLA.Law or call (866) 99-FRANCHISE.



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PALM TREE POWER

How a Franchise Icon Became a Guiding Beacon through the Pandemic Storms (and Beyond!)

You can benefit from the power of the palm tree by embracing a core characteristic in your daily life.

By Sharon Duke Estroff

At first glance, the green palm tree that sits at the center of the blue gear on the Challenge Island logo may seem just a kitschy nod to our company's tropical island vibe. But alas, the story behind Challenge Island's botanical icon goes much deeper than luau-esque décor. It is the philosophical foundation upon which our educational mission is built—and the symbol and source of the strength that has allowed Challenge Island—and its 150 franchisees—to not only survive the pandemic storms (which were poised to wreak havoc on the children's franchise industry by any weather forecast) but also emerge into the sunshine stronger and healthier than ever before. Indeed the power of the palm tree that enabled

Challenge Island not only survive but thrive is mighty enough to strengthen everyone— young and old—as they face life's inevitable storms.

To illuminate just what makes the palm tree a bona fide botanical rock star, let's take a quick peek at some of the other trees in the forest: There are the grand oak trees, stately and impressive, with

their thick trunks and heavy, sprawling branches. There are the towering pine trees, as straight and lofty as they are rigid and unvarying. And, who could forget, the beautiful dogwoods, with their elegant design and magnificent flowers, blooming just as the weather reaches the peak of perfection.

Indeed, when the sun shines down on the forest, virtually every species of tree





START SMART



flourishes. But when the clouds come in and the winds pick up, the outlook changes. And as the Category 5 storm that is the pandemic has so brutally taught us, we can't count on eternally sunny weather.

When faced with torrential winds, the proud oaks, with their stiff, inflexible trunks, simply split in two, while vigorous gales send the tall evergreens, so set and determined in their ways, tumbling like dominoes. And as for those magnificent dogwoods, well they hardly stand a chance at all as they easily topple over and fall to the ground, roots, flowery branches and all.

Which brings us to unassuming palm tree—the only tree in the forest that is predictably still standing when the news crews arrive the morning after the monster hurricane. It is, after all, in the eye of the storm that the resilient little palm tree shines the brightest. You too can benefit from the power of the palm tree by embracing a core characteristics in your daily life.

PALM TREE POWER UPS

Resilience: Research shows that a Challenge-Island-palm-tree-like ability to be resilient in the face of difficulty is far more predictive of a child's future success and

happiness than IQ and GPA. The same is true for adults. In fact, while the backstories of the world's most successful entrepreneurs will vary greatly, the common thread that binds them together is the steadfast resiliency that they exhibited in the face of their inevitable challenges along the way.

Flexibility: Perhaps the palm tree's most defining characteristic is its flexible trunk which gracefully bends in the direction of the winds—never breaking, never cracking. The lofty pine trees and grand oak trees may look impressive and strong in sunny weather, but the rigidity of their models leaves them at great risk when the torrential storms blow in. Markets have never been perfectly predictable, but as the pandemic has so resolutely shown us, expecting any semblance of such is not only unreasonable but dangerous. This is the reason that one of our favorite Challenge Island hashtags is #BendLikeaPalm-Tree. Sure, it takes a bit of practice, but once you get it down, you will understand and appreciate the power of flexibility. For it not only allows you to survive the storm, it opens new opportunities that you might have never otherwise realized.

Sunny Homes: While the palm tree is geared to survive the storm, it spreads its roots in warm, sunny places. The final piece to the palm tree power puzzle, therefore, is finding a business model that nourishes your soul and makes the vast majority of your days feel beachy, breezy, and bright. ►



Sharon Duke Estroff M.A.T. is the Founder and CEO of Challenge Island®, the world's #1 STEAM Education Franchise with over 140 locations in the U.S. and internationally. Challenge Island has been ranked for the past 5 years straight on *Entrepreneur's* Franchise 500 and for the past 4 years straight on *Entrepreneur's* Top Global Franchises, Fastest Growing Franchises and Top Low Cost Franchises Lists, among many other awards and accolades. Voted best teacher in Atlanta by a major Atlanta publication, Sharon created Challenge Island in her 2nd grade classroom before launching it as her own business. Sharon is also a Random House parenting author and educational journalist for numerous publications including *Scholastic Parent and Child*, *Parents*, *Woman's Day* and *Good Housekeeping* magazines. Most recently, she is the co-author of the critically-acclaimed and best-selling *Challenge Island STEAM Adventure* children's book series. Sharon received her undergraduate and graduate degrees from Emory University where she graduated Phi Beta Kappa and Summa Cum Laude. She lives in Atlanta with her husband, four children, and three miniature goldendoodles.

Learn more about the Challenge Island program at www.challenge-island.com and Challenge Island franchising at franchising.challenge-island.com

Adaptive & Inclusive Fitness

Mental, physical and cognitive challenges



By the age of 21, Daniel Stein had been diagnosed with a learning disability, mood disorder and autoimmune disease. After successfully using exercise to overcome his unique challenges, he felt called upon to help others with disabilities obtain healthier, happier, and higher functioning lives. Daniel obtained certifications through the National Academy of Sports Medicine (NASM), the National Federation of Per-

sonal Trainers (NFPT), and the American College of Sports Medicine (ACSM).

In 2016, Daniel and his wife, Trinity, launched Special Strong, one of the only fitness centers in the country for individuals with mental, physical, and cognitive challenges. Today, Special Strong continues to specialize in adaptive and inclusive fitness training and is making a difference in the lives of children, adolescents and adults all over the world.



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Low Investment & High Profit Franchise Opportunity that Saves Lives

Run a swim school business part-time or full-time without any aquatics experience.

According to the CDC, there are 12,000 drownings in the U.S. each year with 4,000 of them being fatal. Drowning is the leading cause of accidental fatalities for ages 5 and under. While approximately 50% of children learn to swim, as many as 85% plan to spend time around water in the summer. At the core of Hudson Valley Swim is the fact that **SWIM LESSONS SAVE LIVES!**

The Hudson Valley Swim program has 4 main components that are key to the success of our business and have been fine-tuned since we started in 2003. Small class sizes, hiring expert teachers of swimming, a unique and fun lesson plan and outstanding/measurable customer service. Why consider Hudson Valley Swim?

LOW COST: Our franchise fees, initial expenses and royalties are the lowest in our field. This makes this business an affordable option for anyone wanting to start a business with limited cash on hand.

LOW OPERATIONAL COST: Unlike most swim school franchises; pools are rented rather than built. This keeps the initial costs low but also reduces time-to-market and eliminates the cost of pool operations.

LARGE DEMAND: Swim lessons is a \$17B industry with 50M children age 12 and under participating each year. Growing a swim school to capacity does not take very long using our marketing plan.

GREAT PROFIT POTENTIAL: The enormous demand for lessons, combined with minimal expenses (mostly payroll, rent, marketing & royalties) makes this a very profitable business even if you only run it part-time.

NO AQUATICS EXPERIENCE NEEDED: Franchise owners are not expected to have a swim background. They will be focused on the front- and back-office operations and will hire the experts. The head instructor will be trained at one of the corporate locations.

IMMEDIATE CASH FLOW: Customers pay up-front for each session providing bank deposits weekly. This allows business owners to make payroll and pay other expenses without further dipping into their own pockets.

WIDE OPEN TERRITORIES: Hudson Valley Swim is an emerging brand. Our model has been replicated at each of our corporate regional locations. Our recent franchise expansion means that almost all territories are available.

ONGOING SUPPORT: We want our franchisees to succeed. Not only do we provide extensive business and aquatics training, but we also provide ongoing support in all areas of the business.



HUDSON VALLEY SWIM

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ANGEL'S FIVE-STAR PET CARE

Angel's Five-Star Pet Care... more than just pet sitting and dog walking.

WHAT WE STAND FOR

Angel's Five-Star Pet Care is about more than just pet sitting and dog walking, it is a state of mind! Our mission is to give absolute peace of mind to our customers through our passion, trust, and professionalism. Angel's Five-Star Pet Care is a franchise of pet sitting, dog walking, and pet services with high



standard quality. Five-Star franchisees provide the Five-Star pet care needed for our customers, daily exercise for their pets, help in their day-to-day life, and support at their pets' end of life. Whatever the need or situation may be, each pet

is unique and deserves to receive high-quality services. This is why Angel's Five-Star Pet Care provides the best or nothing to take care of our customers' loving companions in the comfort of their homes.

With the stress of our daily lives, our customers deserve to know that their pets are taken care of with the best services possible while they are away from home. That is, having the peace of mind that Angel's Five-Star Pet Care will use their skills and passion to make their pets as comfortable and happy as possible during their absence.

WHY YOU SHOULD JOIN US

In the U.S., about 68% of households own a pet, that is 68% of households in need of high-standard ser-

vices for their pets, with about \$72 billion spent per year (in 2017) in pet services. Our franchise gives you the opportunity to make your love for pets your business, with an affordable, quick, and easy business start. You will experience team support, trust from your customers, involvement in your community, satisfaction in your work life, and more. Your values, added to our partnership will provide the best care for Angel's Five-Star Pet Care customers.



ANGEL'S FIVE-STAR PET CARE LLC

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Disrupt the Catus Quo

Join our growing pride of animal enthusiasts turned entrepreneurs as we continue our mission to change the way people think about cats and cat care.

A Happy Cat Hotel & Spa Franchise is a premier, world class care facility designed and engineered exclusively for cats. Happy Cat Hotels and Spas are boutiques – that is quiet, serene environments that allow you every opportunity to immerse yourself in a hands-on cat experience WHILE growing a successful business along the way.

The dog daycare and boarding centers will tell you that the US has gone to the dogs but those looking under the fold know that there are more cats owned and cared for in the US than dogs. In fact, cat ownership exceeded dog ownership as early as 2004. As of 2018, there are estimated to be 2.1 cats per family in the US – compared to 1.2 dogs per dog



owning family. It is a more affluent demographic, a more travel-ready demographic, and a demographic with virtually no options in their respective markets. That means no competition! Cat enthusiasts are not boarding or grooming their cat's at a dog spot. If you see the wisdom in this, you're already halfway there.

Consider...

- 67% of all cats are owned by boomers or millennials
- 72% cat owners are not influenced by the economy
- 53% cat owners have more than one cat
- 60 million dog families with a total of 89.7 million dogs VS. **47 million** cat families with a total of **95.6 million cats**
- 60% of pet owning households at "high-income" level
- Cat ownership among seniors up 43 percent in last decade

Owning your own business isn't easy. After 20 years in small business, our founders can tell you that first hand! But Happy Cat Franchising Inc. has the tools and resources to help you grow as an independent businessperson in a profitable business you can truly love. Stop thinking about making that change and make that change. Remember, **today** is your best opportunity to take control of tomorrow. If you're ready for a change in both life and work and love animals but have never thought there was a way to make a living doing so, you should check out Happy Cat Franchising. It's the cat's pajamas!

THE
Happy Cat
HOTEL
Franchising Inc.

HAPPY CAT HOTEL FRANCHISING, INC.

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Dive into a Successful Home Service Franchise

The Nation's Most Recognized Swimming Pool Franchise

At ASP – America's Swimming Pool Company, we have made a splash in the pool franchise industry. Traditional mom-and-pop pool companies are notoriously hit or miss in terms of the level and quality of service delivered. That's why we created America's Swimming Pool Company—a company that is known for its technology, knowledge, higher standards and relentless pursuit of excellence. Since our founding, we have been nationally recognized as an industry leader, as well as a best-in-class franchise company. ASP has regularly been featured on Entrepreneur's Franchise 500 and publicly recognized for our leadership, performance, and growth. Individuals looking for a recurring revenue business model with a trusted pool service franchise benefit from our world class support and reputation. Even those with little to no prior ex-

perience in the pool industry can thrive using our proven systems and successful business model!

At ASP pool service franchises, we use a turn-key system that allows new owners to start on the right foot. Our tested and tried methods target new customers, market in the right regions, and create multiple recurring revenue streams. We have even developed our very own custom software called PoolOps.

Why Consider ASP?

- National company with local presence
- Multiple recurring revenue streams
- Services that are in demand year round
- Truck-based business, not retail
- Simplicity of the business model
- Trained and experienced system of owners and technicians
- Home based
- No identifiable brand winner currently in the market
- Opportunity to partner with major national companies

If you're ready to take the first step, contact us today!



AMERICA'S SWIMMING POOL CO.

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www.aspfranchising.com

Your Passion. Your Patients. Your Profits.

Why ApexNetwork Franchise is the best choice in the industry.

ApexNetwork Physical Therapy specializes in outpatient physical therapy and industrial rehabilitation. With more than 20 years of experience and 90+ locations in 13 states, they are one of the leading sources for owning and operating therapy clinics. Their growing brand strength and recognition are synonymous with exceptional rehabilitation services.

At ApexNetwork, the operations team guides you in site selection, lease consultation, strategic operational efficiencies, patient compliance, and ongoing practical review of KPIs and data analytics. Billing and collection services will be handled by experienced professionals to maximize reimbursement and improve collections. Other billing services include insurance credentialing, guidance with Medicare and HIPAA compliance, and insurance regulation updates.

ApexNetwork provides state and federal compliance policies, as well as procedure manuals, web-based human resource support and management systems. Their marketing team provides training in effective marketing techniques and work with you to develop a customized and strategic marketing plan enabling you to grow your referral base and patient volume. They provide website maintenance, social media and SEO management, and patient review tracking. In the ever-changing media world, the ApexNetwork advertising and design team stays on top of trends assisting with development of distinctive branded materials.

ApexNetwork Physical Therapy offers unique business models that are designed to maximize profitability by providing you with the tools and resources to optimize your practice as a Franchisee. Models include 100% Ownership, Partnerships, and Conversions. So, whether you own your practice, or would like to open up your own, we invite you to explore teaming up with ApexNetwork Physical Therapy.



"The franchise route was the best route because I didn't have to make expensive mistakes. Apex's support with billing, credentialing, human resources, marketing and advertising allows me to build a network in my region as big or as small as the region can sustain. It is completely scalable. Once I was committed to the process, everything unfolded as expected, as it should. ApexNetwork allows me to the opportunity to bring high quality services to an underserved region with a system and a model with a demonstrated track record. It then becomes my choice how far I want to take it." – Tim C.



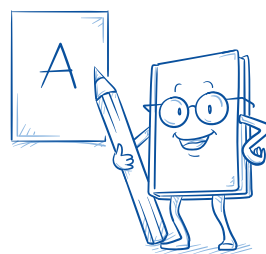
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BY THE NUMBERS

MOBILE LEARNING
IS EXPECTED TO
GROW TO
\$38 BILLION.



THE WORLDWIDE ONLINE
LEARNING MARKET WILL
INCREASE TO
\$15.72 BILLION
BY 2022, AND STEADILY
GROW BY **5%** OVER THE
NEXT THREE YEARS.

ACCORDING TO THE
U. S. DEPARTMENT
OF COMMERCE, STEM
OCCUPATIONS ARE
GROWING AT **24%**.

10.2 MILLION
STEM WORKERS
NATIONWIDE SEEMS
LIKE A LOT; THIS
REPRESENTS ONLY
6.6% OF ALL JOBS
IN THE US.

SOURCE: US BUREAU OF LABOR
STATISTICS

7 TUTORING IN THE US IS A
BILLION DOLLAR
INDUSTRY



TOTAL SALES BY FRANCHISED BUSINESSES ARE
PROJECTED TO REACH **\$1 TRILLION**, THIS YEAR.

SOURCE: MASTER FRANCHISE

NATIONWIDE, **47%** OF
PUBLIC HIGH SCHOOLS
OFFER AT LEAST ONE
COMPUTER SCIENCE
COURSE.

SOURCE: CODE.ORG

FOR EVERY DOLLAR
SPENT ON ONLINE
TRAINING, THE
EMPLOYER MAKES
BACK **\$30** IN
PRODUCTIVITY

THE GLOBAL
E-LEARNING MARKET
IS EXPECTED TO REACH
\$325 BILLION
BY 2025.



35 MILLION+



U.S. HOUSEHOLDS
HAVE CHILDREN
UNDER 18

24 MILLION+



HAVE KIDS
UNDER 13

SOURCE: U.S. CENSUS BUREAU

THE "HARRY POTTER"
FRANCHISE AS A WHOLE IS
ESTIMATED TO BE VALUED AT
ROUGHLY **\$25 BILLION**

SOURCE: WAYNE DUGGAN, BENZINGA



30 MILLION U.S.
RESIDENTS DO
NOT HAVE
HIGH SCHOOL
DIPLOMA.

20 PERCENT OF
THE ADULT
POPULATION
HAS ONLY BASIC
LITERACY SKILLS.

73 PERCENT OF
ADULTS IDENTIFY
THEMSELVES
AS LIFE-LONG
LEARNERS.

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