

AMERICA'S BEST BUSINESS OPPORTUNITY MAGAZINE

# FranchiseConnect®

VOL 05 • ISSUE 03

MAY/JUN 2023

## **SPECIAL SECTION:**

**EDUCATION FRANCHISE  
AND PRODUCT SERVICES  
FOR CHILDREN IN THE USA**

**THE CHILDREN SERVICES INDUSTRY:  
STEPPING IN AND LEADING!**

**THINKING ABOUT A CHILDREN'S  
PRODUCTS AND SERVICES  
FRANCHISE?**

**IS PASSION  
IMPORTANT?**

**SUCCESS 101:  
EDUCATIONAL SERVICES  
TOP TRILLIONS**

**HOW TO FIND THE RIGHT  
FRANCHISE CONSULTANT**

**EXCLUSIVE INTERVIEW  
WITH LITTLE SCHOOL OF  
MUSIC'S FOUNDER**

**MINDY CABRAL**

**MEET THE PEOPLE  
BEHIND THE BRANDS**

**TSS PHOTOGRAPY**



Little School of Music



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INFANT CARE • PRESCHOOL • AFTER-SCHOOL



Building**Kidz**School

**IMPACT**

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GLOBAL

**IMPACT**

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SOCIETY

**IMPACT**

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**IMPACT**

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**Award  
Winning  
Franchise**

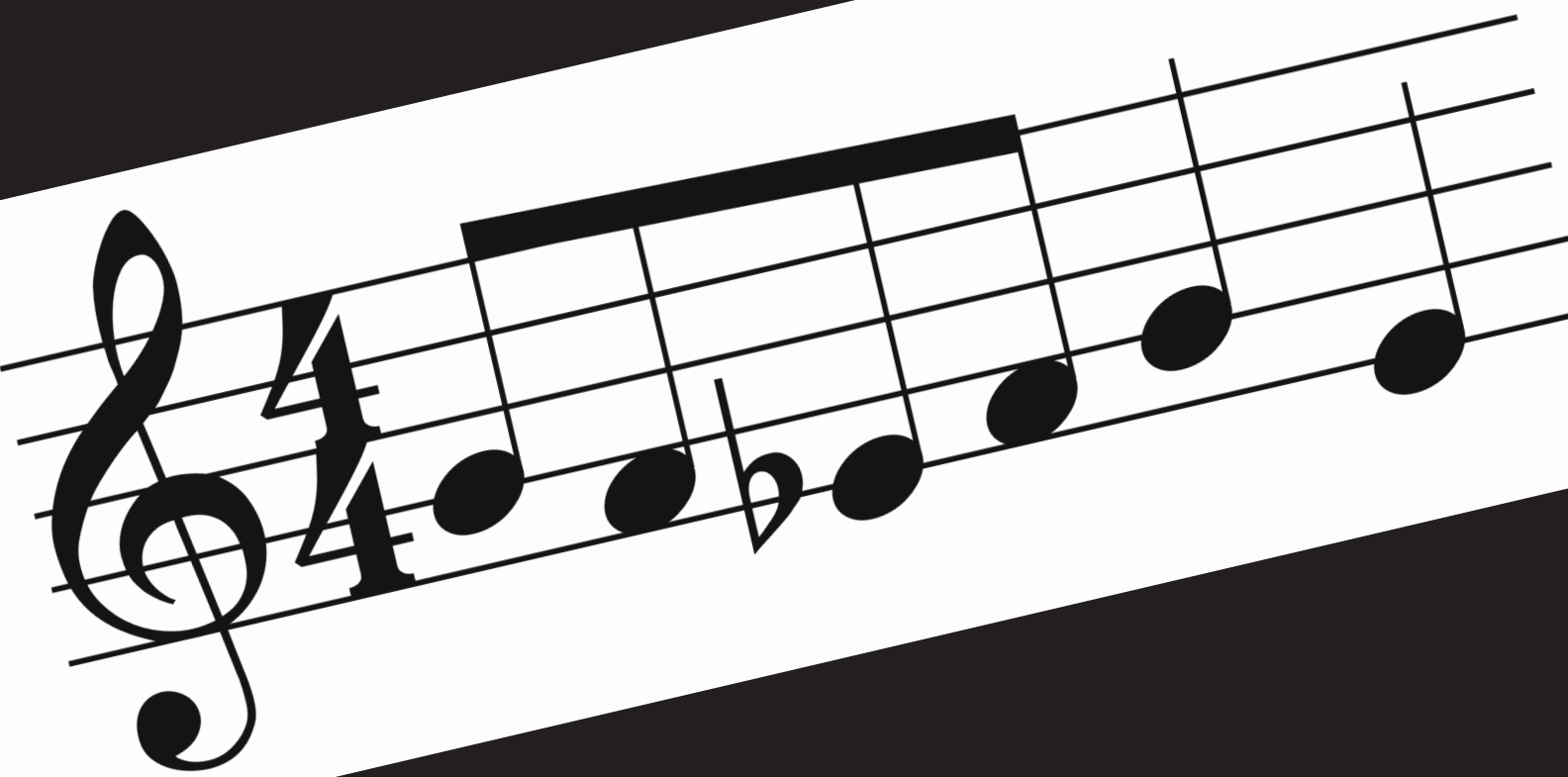


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Family of Fran-chize Brands

WHY?

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YOUR  
BUSINESS!



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PHOTOGRAPHY



## WHAT DOES WINNING LOOK LIKE IN 2023?

- ★ Be Your Own Boss
- ★ No Inventory
- ★ No Royalties
- ★ Have Fun & MAKE MONEY!

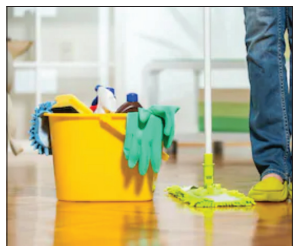




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"A MAN  
WHO STOPS  
ADVERTISING  
TO SAVE  
MONEY IS LIKE  
A MAN WHO  
STOPS A  
CLOCK TO  
SAVE TIME."

– Henry Ford



**JAN/FEB – WINTER 2024**

**Home Services**

- ▶ **TOP 100**
- ▶ **Home Services Franchises**
- ▶ **INDUSTRY REPORT**
- ▶ Meet the People Behind the Brands
- ▶ Expert Advice
- ▶ Commercial Real Estate
- ▶ Legal Advice
- ▶ Franchising, Sales & Marketing, Finance, Technology, Leadership, Design, and Business articles



**MAR/APR – SPRING 2024**  
**Meow. Woof. Chirp. Peep. Squeak.**

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**Children's Products and Services**

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FRANCHISE CONNECT MAGAZINE  
JUL/AUG – SUMMER 2023

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**NEXT  
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OPPORTUNITY MAGAZINE**

**FranchiseConnect**

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## WHY INVESTING IN AN EDUCATIONAL FRANCHISE IS A WISE DECISION

Every parent understands the importance of a good education in securing a successful future for their children. However, not every child finds learning effortless. Some may feel bored at school, while others aspire to explore subjects like robotics that may not be offered in their curriculum. Moreover, many students face the pressure of achieving high SAT scores to compete for admission into their desired colleges. As the owner of an educational franchise, you have the opportunity to address these challenges and provide children with comprehensive solutions. Various franchises specialize in helping students with reading, science, math, computers, languages, SAT preparation, and more. Additionally, there are franchises specifically designed to assist children with special educational needs, such as dyslexia, attention-deficit disorder and autism.

The demand for franchises that foster academic success is on the rise. Projections indicate that the annual rate of students enrolling in online tutoring services worldwide will double in the coming years.



According to a report from Technavio, the global K-12 online tutoring market is expected to grow at a compound annual growth rate of 12.75% through 2022. Furthermore, the education franchise sector demonstrates resilience in the face of economic downturns, as families prioritize providing their loved ones with every opportunity to succeed, even during financial constraints. The sector benefits from the increasing availability of financing options for families seeking to invest in their children's education, similar to obtaining a Home Depot card to purchase appliances with a fixed monthly interest-free payment plan.

Investing in an educational franchise does not necessarily require a background in education, as franchisors provide extensive training to ensure consistent high-quality program delivery across all locations. Many franchise business models involve hiring qualified teachers or tutors, allowing franchisees to focus on growing their businesses. However, a genuine passion for education and enriching children's lives is essential for success. Effective communication skills, business acumen, a strong work ethic, and a relentless drive to achieve are also advantageous traits for prospective franchisees.

The combination of a growing market demand for educational franchise services and the proven business models offered by educational franchises creates a recipe for success. Numerous franchisees who have invested in educational franchises report immense satisfaction from helping children succeed while simultaneously owning their own business. For a more in-depth exploration of the advantages of educational franchises, please refer to the articles published in our magazine.

Given the plethora of educational franchise options available, it is inevitable that you will find one that suits you perfectly. However, conducting thorough due diligence before making an investment is crucial to ensure that the franchise aligns with your expectations and goals.

A handwritten signature in blue ink that reads "Sitki Kazanci".

SITKI KAZANCI / Founder-Publisher

INVESTING IN AN  
EDUCATIONAL  
FRANCHISE  
EMPOWERS  
STUDENTS TO  
OVERCOME  
CHALLENGES  
AND EXCEL  
ACADEMICALLY.



PHOTO BY MIKHAIL NILOV

# SUCCESS 101: EDUCATIONAL SERVICES TOP TRILLIONS

*A variety of options make this niche full of opportunities.*

By Christopher Conner

There's nothing quite like an educational franchise that gives you a unique mix of passion, profit, and purpose. If you enjoy teaching others or simply want to invest in a population of 73+ million, then there are several varying franchise concepts out there for you. According to IBIS World, the educational services market here in the U.S. accounted for \$2.1 trillion just last year. This market runs the gamut of enrichment

of services—from soccer instruction to math tutoring—ensuring there is a concept out there for you.

Here are a few concepts available now. Each of these offers a substantial support system, hands-on training, and a well-established model.

## THE CLASSROOM SETTING

If you are interested in education in a classroom environment, Forever Learning Montessori is an excellent way to get there. This Texas-based brand offers a

simplified business model that grabs hold of the world-renowned Montessori curriculum, which, according to *Forbes*, is making a huge comeback and boasts long-term benefits. The company abides by a mission to foster the interests of every child through the Montessori philosophy and has worked to establish a team of highly motivated teachers that each has concern for the welfare and development of each individual student. Forever Learning Montessori gives a franchise owner a viable option for this century-old learning system





## EXPERT ADVICE

with tangible tools to make it a success. Visit [www.foreverlearningmontessori.com](http://www.foreverlearningmontessori.com) to learn more.

### RECIPE FOR REVENUE STREAMS

Chef Pam's Kitchen was first started by Pam Dennis, a retired Navy nurse, who launched the business back in 2019; it's co-owned by Brian Dennis. This franchise is especially attractive due to its versatility of revenue. Not only is Chef Pam's a culinary learning experience for all ages, the company has worked to infuse community-driven revenue within every space. This includes things like renting out the commercial kitchen space to local artisans, hosting local chef pop-up events, creating team building experiences, and teaching clientele from young to old how to cook. More information on Chef Pam's can be found at [www.chefpamskitchen.com](http://www.chefpamskitchen.com).

### NICHE ENRICHMENT

Movies like *Searching for Bobby Fischer* highlighted the world of competitive chess—an entire realm of unfettered interest for the game exists, and ChessTronics perfectly captures this niche market while giving it an added differentiator in the enrichment market. More than chess, ChessTronics also offers profit-drivers from the public's growing interest in both robotics and coding. Franchisees can step into the world of coding and take part in a billion dollar industry with impressive growth projections. For example, the global online coding market alone boasts a 14.9% compound annual growth rate with an estimated worth of \$11.63 billion by 2032. More information on ChessTronics can be found at [www.chesstronics.com](http://www.chesstronics.com).

### THE SCIENCE OF GOOD BUSINESS

Science is one of the top subjects that students struggle with in school. It also



PHOTO BY MARTA WAVE

happens to be a lucrative educational segment, boasting a projected value of \$86.7 billion by 2028 globally according to Globe Newswire. Kid Chemist offers a home-based model and a lab-based model, both with multiple revenue sources such as birthday parties, personal tutoring, and Kid Chemist kits. Franchisees can also work to partner with local schools as an added profitable bonus. The company has several attractive elements for clientele, including personalized lab coats and engaging hands-on experiments. Kid Chemist can be found at [www.kidchemistfranchise.com](http://www.kidchemistfranchise.com).

As mentioned, the educational services industry has already topped \$2 trillion. There are so many opportunities to harness the power of these different markets, many of which offer flexible scheduling

and multiple revenue streams. If one of the above franchises caught your eye, or you are interested in a different sort of franchise concept, connect with my team and me. We would love to help you find a business that could get you into this solid industry. Connect with us at [www.fmsfranchise.com](http://www.fmsfranchise.com) or send an email to [info@franchisemarketingsystems.com](mailto:info@franchisemarketingsystems.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](http://www.FMSFranchise.com)



# IS PASSION IMPORTANT?

*That favorite product or service may not give you the life of your dreams.*





By Kimberley J. Daly

**M**any people start considering business ownership by thinking about what would be fun to own. They consider their hobbies, food they like to eat, or places they've enjoyed being a customer, and that becomes the basis for why they want to own that franchise.

Now, there is more than one way to invest in a franchise, but after 20 years of franchising consulting and helping hundreds of people to invest in themselves and their futures, that strategy is not the best way to live happily ever after. Here's why.

A business is an investment. If you never consider how much money you can make in a business, and never make the money you want, how much fun will it be to own that business even if you love the product/service?

A business is not job replacement. If you are working in your business especially because you like it, you are thinking too small. Owners need to work on their business, and there are not enough hours in the day to work in and on your business at the same time. If you have quality of life goals, it should be more important that you are making the money you want/need to live the life you want than to be in love with the product/service itself. I'm quite sure if I showed you a business that you knew nothing about but one that didn't challenge your core beliefs, could make you all the money you wanted, and give you all the free time you could dream about, you would fall madly in love with whatever product or service that business offered. True?

Selecting the "right" franchise is about finding people not widgets. This is perhaps the most important reason not to invest solely because you like the product/service. If the people behind the product/service do not have the experience, leadership, and financial



capability to grow the brand and remain competitive in the market and to the times, what good is a great product or service? Franchising is all about finding your people. If you want to solve the problems of a business on your own, go be an entrepreneur. If you want to be in business for yourself but not by yourself and have the collective intelligence, support, and brand recognition, then find your people and culture and become a franchisepreneur.

Invest for outcomes that will enable

you to live the life of your dreams. Outcomes drive passion in business ownership. ▀

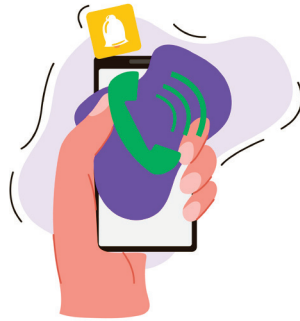


**Kimberley Daly** is one of America's top franchise consultants, a motivational speaker, business coach, and author. With over 22 years of experience as a small business owner and franchisee, she brings energy, wisdom and passion to her candidates as she helps them explore franchises matched to their 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](mailto:kim@thedalycoach.com).







# CUSTOMER SERVICE TRAINING IS NO LONGER A LUXURY— IT'S A NECESSITY!

*Stellar customer service is more vital than ever.*

By Nancy Friedman

**W**hile the country is experiencing corporate downsizing and layoffs, we highly advise companies not to neglect the staff they have retained.

Unfortunately, there are companies that, while experiencing the emotional trauma of laying off staff, forget they still have employees who need customer service training. It can no longer be considered a luxury to train employees to be nice. Customer service training has always been one of the only competitive advantages many companies have.

Telephone Doctor was founded in 1983 because of how rudely I was treated by our insurance agency's office. "More business is lost due to poor treatment and poor service, than poor product. We will pay more for better service." We have been training on customer service and communication skills ever since. It's back to the simplicity of the basics. We know it's not rocket science to treat customers royally; however, unfortunately, everyone seems to have a horror story about one company or another.

As an avid shopper myself, I'll guarantee you the average consumer can tell if a company is training their employees on customer service or not. The companies that are surviving and growing are treating their customers with kid gloves.



Here is a start on giving the basic, simple how-tos of customer service training.

1. Smile. Yes, they can hear it and they sure can see it.
2. "Please, thank you," and "you're welcome" go a long way to good service.
3. Be a double checker. Let the customer know you're trying to help.
4. Be prepared to show empathy or some sympathy when the customer is upset.
5. Remember, some days you are the customer. How do you want to be treated? Learn and live by the golden rule.

Go for it! ▶



**Nancy Friedman**, founder and chairman of Telephone Doctor, is a popular speaker in the franchise and corporate world. Her Zoom programs have been very welcome and successful. Call her for your next meeting, retreat, or team group get together: (314) 276-1012. [Nancy@Telephonedoctor.com](mailto:Nancy@Telephonedoctor.com); [www.nancyfriedman.com](http://www.nancyfriedman.com)

Also check out [www.ServiceSkills.com](http://www.ServiceSkills.com), our elearning solution that supplies your staff with hundreds of customer service training, team building, and leadership modules.



COVER  
STORY

# EDUCATION FRANCHISE INDUSTRY REPORT 2023 IN THE U.S.

By Elizabeth Adams

**T**he education franchise industry in the U.S. is poised to experience a 2.5% growth in its market size, reaching a total value of \$3.9 billion by 2023. This projection indicates a favorable landscape for prospective investors to explore opportunities within the education franchise market. However, before committing to an investment, it is crucial to assess certain factors to ascertain one's suitability and readiness for the responsibilities that come with operating a franchise.



PHOTO CREATED BY FREEDIK









# EDUCATION FRANCHISE INDUSTRY REPORT 2023

## KEY CONSIDERATIONS BEFORE INVESTING

**Passion for the Field:** Do you have a genuine passion for the education industry and the mission it serves?

**Problem-solving Potential:** Does the franchise address a pressing problem or meet a critical need in the education sector?

**Time and Financial Commitment:** Are you prepared to dedicate the necessary time and financial resources required to successfully operate a franchise?

## OPERATING AN EDUCATION FRANCHISE: CHALLENGES AND SOLUTIONS

The Covid-19 pandemic caused significant disruption in the education sector, particularly affecting the younger generation, who

have experienced a fundamental shift in their schooling experience. As a result, there has been an increased demand for education franchises as students and parents seek additional support and alternatives to traditional schooling.

## ADVANTAGES OF INVESTING IN AN EDUCATION FRANCHISE

Investing in an education franchise offers numerous advantages, both in terms of market potential and the positive impact on children's lives.

**Market Size:** The tutoring industry within the education sector is valued at \$7 billion. Education franchises present an opportunity for higher profits compared to investing in traditional educational institutions. The growing demand for online tutoring further contributes to the sector's potential growth.

**Supporting Children's Growth:** Education franchises play a crucial role in assisting children with learning disabilities such as ADHD, dyslexia, and autism, enabling them to overcome challenges and reach their full potential. These franchises also help students catch up with their peers in specific subjects, fostering overall academic performance.

**Simplified Requirements:** Unlike starting an independent educational institution, operating an education franchise entails fewer requirements. Franchisors provide workshops and support to ensure franchisees operate at an appropriate level. The franchise fee is typically lower than other options, and marketing costs are often minimized due to the established brand recognition of the franchise.

**Independence and Work-Life Balance:** Operating an education franchise offers the independence to determine work schedules, providing a sense of ownership and work-life balance. Franchisees can focus on investment and leave the curriculum and teaching aspects to the franchisor's experts.

**Franchisor Support:** Franchisees benefit from ongoing support and guidance from experienced franchisors. Regular communication and assistance help franchisees navigate challenges and maximize their success.

## AVOIDING COMMON MISTAKES

**Non-Compliance with Franchisor Guidelines:** Respecting and adhering to the franchisor's guidelines and operating models is essential. Deviating from these guidelines can harm the relationship with the franchisor and impact the franchise's future.

**Neglecting Training Sessions:** Attending and actively participating in training sessions provided by the franchisor is vital for understanding the franchise's operations and complying with regulations. Missing out on these sessions may result in penalties or future restrictions.



PHOTO BY SHUTTERSTOCK





#### AMONG PUBLIC SCHOOLS, HOW MANY HIGH SCHOOLS ARE THERE IN THE U.S.?

Total public schools: 98,469  
High schools: 21,403  
Junior high schools: 2,479  
Middle schools: 13,479  
Elementary schools: 53,971  
Combined schools: 6,278  
Other: 901

#### WHAT IS THE AVERAGE PUBLIC SCHOOL SIZE?

The average public school enrollment is 528 students, according to data from 2017.

That's up 8 students from the average school size in 2011, according to National Center for Education Statistics.

#### WHAT IS THE AVERAGE PUBLIC SCHOOL SIZE BY TYPE OF LOCATION?

City: 589 students  
Suburban: 657 students  
Town: 445 students  
Rural: 362 students

#### HOW MANY STUDENTS ATTEND PUBLIC SCHOOLS?

In America's public schools, there are over **50.6 million students**, based on federal projections for the fall of 2021.

#### HOW MANY STUDENTS ATTEND CHARTER SCHOOLS?

According to data from three years earlier, almost **3.3 million public school students**, or 6.5 percent of all public school students, attend charter schools.

## EDUCATION FRANCHISE

Considering an education franchise can offer not only financial success but also the opportunity to make a difference in people's lives. The robust and expanding customer base, driven by competition in higher education, the need for tailored support, and the demand for emerging disciplines, sets education franchises apart as a promising venture. Whether you are new to franchising or expanding your existing portfolio, exploring the possibilities of an education franchise is a choice well worth considering.





# Why You Should Consider an Education Franchise

**W**hen it comes to choosing a franchise that can provide not just a livelihood but also a fulfilling opportunity to make a positive impact, an education franchise stands out. With various factors influencing the selection of the right franchise, such as available capital, location, skill set, and personal interests, an education franchise offers numerous advantages worth exploring.

## The Scope of Education Franchises

Education franchises operate independently of traditional school systems, focusing primarily on teaching children, although some cater to other age groups as well. These franchises may offer after-school programs in subjects like math and English, specialize in emerging fields like coding, or even provide adult education. With a diverse range of education franchise options available, there is ample opportunity to find the right fit.

## Why Education Franchises Hold Great Potential

What sets education franchises apart as a lucrative opportunity? It's their extensive and growing customer base. The demand for

additional education stems from multiple factors. First, the competitive landscape for university and college admissions has intensified, leading parents and students to seek educational support to improve their chances of acceptance. Education



franchises can provide the necessary edge.

Furthermore, advancements in child psychology have enabled better identification of learning disabilities and specific areas where students may struggle. Instead of allowing children to fall behind, parents now opt for education franchises to address their specific needs and provide targeted assistance.

Last, emerging disciplines like coding, which hold significant importance for the future, are often not adequately covered in standard school curricula. Consequently, parents turn to education franchises for specialized instruction.

## Conclusion

The education franchise industry in the U.S. presents a promising investment opportunity, with a projected market growth of 2.2% in 2023. Investing in an education franchise offers advantages such as a substantial market size, positive impact on children's lives, simplified requirements, independence, and franchisor support. By avoiding common mistakes and adhering to franchisor guidelines, franchisees can position themselves for success in this dynamic and rewarding sector. ■



# GOOD DESIGN

## Gets Better Marketing Results

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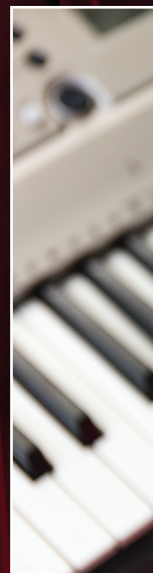
## MEET THE PEOPLE BEHIND THE BRANDS



Little School of Music



Mindy Cabral  
Founder



# Music Instruction for All Instruments and Voice

*Igniting a passion for music while enriching communities.*

By Sara Jensen

In this interview with Mindy Cabral, the founder of the Little School of Music, she highlights the comprehensive musical education provided to students.

The school focuses on teaching proper playing techniques for various instruments, introducing musical repertoire and songs, nurturing the ability to read music, fostering an understanding of musical concepts, vocabulary, and symbols (music theory), developing ear training skills, and honing performance abilities. At the Little School of

Music, students experience an emotionally comfortable environment that encourages them to develop a deep love and appreciation for music. They are empowered to explore their creativity and have fun making music, with the aim of enjoying this lifelong pursuit.

### Can you tell us about yourself?

#### How did you get started?

My name is Mindy Cabral and I'm a professional musician, educator, and entrepreneur. At age 17, I headed to New York to attend the Juilliard School and continued at the University of Southern California in Los Angeles

earning a degree in music performance. My professional music career included performances with orchestras, funk bands, big bands, musicals, recording sessions, and touring with major artists. Composing and recording my own music is also something I love to do.

I have been teaching since high school and continued my studies in early childhood music and hold an Orff Schulwerk Master's Level Certificate under Jos Wyutak, protégé of Carl Orff. Throughout my teaching career, I have had the opportunity to engage with students of all ages including babies, preschoolers, K-12 students in public and private schools, summer campers and students in after-school programs, as well as individual one-on-one instruction for ages 5 to adult. After having so many different experiences with teaching throughout Southern California, I found myself developing a love for music education. As a result, I felt the need to help bring music back to communities that were losing their school programs or weren't offering many programs outside of school.

After a recital for one of my classes a parent said to me, "Sometimes our dreams lead us to new paths." It struck a chord in me and I clearly saw how important and impactful music education is for children, for families, for communities, and for the world. My passion for teaching music and the need to improve music education using modern methods and tools led me to start my own school.







### Could you tell us about the Little School of Music and how many locations you have?

Little School of Music is the premier music school started in Santa Clarita Valley, CA, for young children to adults. We specialize in teaching vocal and instrumental lessons for all levels while developing life skills, confidence, and individual character. We have been providing quality music instruction to families for over a decade and are ready to expand to new communities!

### How is Little School of Music different than others, and could you tell us about your program? What is unique about Little School of Music?

We ensure that Little School of Music stays a very special place because of the requirements to obtain and maintain an amazing staff that will influence the franchisees' musical community. A clean and welcoming environment gives customers a sense of comfort right upon walking in.

Our Instructional rooms are sound-treated and equipped with the necessary materials, instruments, and tools needed for music instruction. We have developed a buildout plan to reduce the costs and time barriers to opening that so many other music service companies have.

In our Studio Plus franchise model, the recital hall is equipped with elegant show lighting, as well as a concert grand piano, which is a favorite for our performances and events. The recital hall can also be rented out to other organizations in the territory for an additional revenue stream.



### Some Little School of Music has been:

- Western Association of Schools and Colleges accreditation since 2016.
- Founding School and official exam center for the Royal Conservatory of Music since 2012.
- Students receive top honors and awards in exam programs and music festivals.
- We ensure our music instructors are caring professionals that develop a custom-tailored music program for each student.
- We encourage establishing partnerships within franchisees' community.
- We have partnerships with other professional music organizations.
- A variety of instruments, voice, and ensemble instruction are offered.
- School recitals are held four times per year.
- Students participate in additional festivals, competitions, community events, and exams.
- The learning experience is fun, positive, and fits the needs, learning style, and interests of each student.

*At Little School of Music, students learn more than just how to play an instrument and read music. They develop important life skill. Students learn discipline, work towards achieving goals, and build their confidence and individual character. Creative music making is the tool we use to inspire and unlock the potential that lives in each of us.*

**-Mindy Cabral**

### What's the typical investment to open a Little School of Music franchise?

The typical investment to open a Little School of Music franchise include the franchise fee, training fees, location costs, startup costs, equipment costs as well as your time, ranging from approximately \$275,000 for a Studio and \$340,000 for a Studio Plus.





### What are the company's franchisee selection criteria? Do you offer training to them?

We are looking for people with a background in music and business. Yes, we will offer training to franchisees, their studio managers, and the assistant managers.

### What are the benefits of having Little School of Music in the entire back-office operations?

Little School of Music was built from the ground up. Over the past 18 years, we've tried and tested all aspects of the business to create the most successful operation and experience for everyone. We continue to explore new methods, approaches, and developments to ensure we are providing the highest quality program. Our tech is revolutionary, even supporting remote training options for customers without a Little School of Music franchisee locally...yet.

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

We are planning on rapid expansion into new communities within Arizona, California, Colorado, Florida, Louisiana, Nebraska, Nevada, Texas, and Utah this year. Other states would be entertained if the right franchisee came forward.



### Does the investor need to know music?

The investor does not need to possess musical knowledge; however, the studio director who is responsible for the studio operations must have music education in their background.

### Who would make an outstanding Little School of Music franchise partner?

An outstanding franchise partner (or partners) is someone who has a passion for music (a musical background is a plus), and wants to bring the joy and benefits of music to their community. They will also need to have access to funding either by themselves, through loans, or from an investor who also believes in this vision. ▶

### For more information:

[www.littleschoolofmusic.com/franchise](http://www.littleschoolofmusic.com/franchise)  
(661) 222-2239  
[info@littleschoolofmusic.com](mailto:info@littleschoolofmusic.com)

## TESTIMONIALS FROM PARENTS

"A+ 100 music school. LSM is AMAZING. I'm a professional musician so I know what I'm talking about. My daughter (7) in under one year can read music and play songs from Disney, etc., and she's having a great time and loves piano. They have great recitals that are very organized and very fun. Shout out to her teacher!"

- Carl R (parent)

"Little School of Music is an excellent music school. The owner is available for any questions and engages with parents making you feel very comfortable. My grandson loves his piano teacher, she's patient and kind even when he's not being at his best for a 7 year old. I can't say enough about LSM; it's an excellent music school."

- Eileen S (grandparent)

"I have recommended this school to basically every young musician I've ever met. The teachers are all incredibly talented musicians, and are dedicated, engaging, and motivating. I've been going to LSM for over ten years and it has helped me grow as a musician and as a person. The school is very well run and organized; the owner could not be more kind and accommodating. Little School of Music is a safe place for kids to grow up and learn not only musicianship but confidence, responsibility, dedication, patience, and perseverance."

- Michelle S (LSM alumni)

"We love Little School of Music! Ms. Mindy and her wonderful staff have a plethora of musical knowledge. The credentials of each musician/instructor are incredible. My children have attended LSM for 17 years and hope to remain students there for many years to come. I highly recommend this music school! From the very serious and dedicated music students to the children and families that just want to give music a try, all levels of students of all ages will get the right support for their music needs. In my opinion, LSM is the best of the best in SCV!"

- Joan G





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If you've ever considered owning a franchise, there is a new resource offering informative, practical, and free video content to help you make an informed investment:

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The Daly Coach



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PHOTO BY SHUTTERSTOCK

# How to Find the Right FRANCHISE CONSULTANT

*With a wealth of options, help is needed to navigate the ins and outs of franchising and make a life-changing decision.*

By Melissa Lewis

**W**arlier this year, I attended a week-long conference where I met with over 120 companies. I spent 12 hours a day researching and analyzing the best franchise concepts in the industry. All this studying and networking helps us to better understand the industry and the owner profiles and present you with franchise opportunities ripe for success.

One key takeaway from the conference was the franchise trends we can expect to see in 2023. These five industries are

seeing impressive growth and offer great opportunities for franchise investors!

## THE PET INDUSTRY

Americans are pet-obsessed. The love people have for their pets is not restricted by age, gender, income, or any other demographic. Across the board, pets are treated as members of the family. As a result, the pet industry is booming.

Seventy percent of U.S. households own at least one pet. Millennials make up 32% of pet owners, Baby Boomers make up 27%, Gen X 24%, and Gen Z 14%. Altogether, pet owners spent \$123.6 billion on their pets

in 2021, and they're not slowing down. The industry is expected to grow by 143% by 2030.

**There are many franchise options in the pet industry, including:**

- Nutrition (natural/organic pet foods)
- Dog boarding, dog hotels, and dog daycare
- Pet walking and pet sitting
- Grooming
- Dog training
- Pet supply stores

With over 775,000 franchise establishments from nearly 4,000





franchise concepts spanning over 300 different industries and business formats, the franchising industry in the U.S. is huge. Despite the growing size and popularity of franchising, the industry and available opportunities are a mystery to many people.

For those considering franchise ownership, the sheer number of opportunities and the steps involved in becoming a franchisee can be overwhelming. A franchise consultant can help conduct research and guide prospective owners down the path to becoming a franchisee.

## WHAT IS A FRANCHISE CONSULTANT?

A franchise consultant's job is to help potential entrepreneurs navigate the journey to franchise ownership. They bridge the gap between the franchisor and the franchisee.

Franchise consultants are not salespeople. They are trusted advisors who leverage their franchise knowledge and experience to help aspiring business owners research potential franchise opportunities and educate them about the franchise process.

Similar to realtors with home sales, franchise consultants have become a standard part of the franchise buying process.

Investing in a franchise is a significant, life-changing decision. It's important to find the right franchise consultant who can guide you, support you, and give you the knowledge to make an educated, informed decision that's best for you.

## BENEFITS OF WORKING WITH A FRANCHISE CONSULTANT

While it is possible to complete the franchising process on your own, a franchise consultant can be an incredible asset to help you find the ideal franchise opportunity. Working through the franchising process with a consultant also provides



benefits such as:

- time savings;
- objective feedback and opinions;
- finding the right franchise to fit your lifestyle, priorities, and goals;
- avoiding costly mistakes by investing in a franchise that is not the right fit;
- understanding the franchisor relationship and how it will impact your business;
- resources such as reputable lending institutions, franchise attorneys, CPAs, merchant services, insurance, marketing services, etc.

## WHAT TO LOOK FOR IN A FRANCHISE CONSULTANT

It is important to work with the right franchise consultant who is compatible with you and makes you feel comfortable, confident, and motivated throughout the franchising process. Here are some qualities and characteristics to look for in a franchise consulting partner:

- Someone who is on your team.
- Someone who has franchise or business ownership experience.
- Someone who will educate and teach you how to do the research.



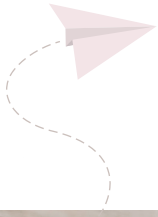


PHOTO BY VLADA KARPOVICH FROM PEXELS

- Someone whose personality complements your own.
- Someone who listens and takes the time to get to know you.

Franchises are not the right opportunity for everyone. A consultant can help you determine if a franchise investment is right for you and how to pursue franchising to achieve your goals. You should never feel like you're being sold a franchise.

You should always feel comfortable to say "no" and you should receive support from your franchise consultant even if you say "no." This isn't a sales pitch; franchise consultants help people make life-changing decisions.

When meeting with a potential franchise consultant, be sure to ask for:

- testimonials and/or proven results of their work,
- the cost of their consultancy services,
- an explanation of how the process works.

From franchisor to franchisee, Melissa Lewis has experience from all sides of the franchise industry. Her expertise will help pave the way for your future business. Additionally, all of the franchisologist's **services are free**. Learn more about the franchisologist 4-step process and what it's like working with Melissa.

There is no downside to working with a franchise consultant. We are here to help you with a smooth transition into franchise ownership so you can start off on the right foot as you pursue being your

own boss, having financial independence, and achieving the work-life balance you have always wanted.

If you'd like to learn more, talk with Melissa to find out if franchising is the right path to achieving your dreams and goals. ▶



**Melissa Lewis'** straightforward attitude and intuitive entrepreneurial spirit have been instrumental in success stories of thousands of people.

Melissa started her career in franchising as an employee at a small juice franchise. One of only five in the company, Melissa needed to wear many different hats for the business. Over a few years, Melissa helped push the company to a growth rate of over 1,000%. Her unique abilities and diverse experience were quickly recognized by a leader in the industry. For 20+ years, Melissa has found her passion helping people conquer their fears and realize their dreams through franchise ownership.





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# EDUCATION FRANCHISES: A LOOK AT THE GROWING MARKET FOR CHILDREN'S PRODUCTS AND SERVICES

*Known benefits and popular programs make this a great franchise opportunity.*

By Brian LaCour

In today's competitive world, parents are increasingly seeking high-quality educational products and services to give their children a strong foundation for academic success. This growing demand has led to the rise of education franchises that specialize in providing a wide range of children's products and services, including tutoring, enrichment programs, early learning centers, and educational toys. In this article, we will explore the benefits of investing in an education franchise and discuss some popular options in the market.

## BENEFITS OF INVESTING IN AN EDUCATION FRANCHISE

1. **Growing Demand:** With education being a top priority for many families, there is a steady demand for quality educational products and services. This provides a

stable customer base and revenue stream for education franchises.

2. **Established Business Model:** Education franchises typically offer a proven business model, complete with well-developed systems, processes, and marketing strategies. This reduces the risks associated with starting a business from scratch and increases the likelihood of success.
3. **Training and Support:** Franchisees receive comprehensive training and ongoing support from the franchisor, ensuring they have the necessary knowledge and skills to run their business effectively.
4. **Brand Recognition:** By investing in a well-known education franchise, entrepreneurs can leverage the existing brand reputation to attract customers and build trust in their local communities.
5. **Scalability:** Many education franchises offer scalable business models that

allow for expansion into multiple locations or diversifying into other related services.

## POPULAR EDUCATION FRANCHISES IN THE CHILDREN'S PRODUCTS AND SERVICES MARKET

1. **Kumon:** Kumon is a global leader in after-school math and reading programs, with over 26,000 centers in 50 countries. The company's unique learning method focuses on individualized instruction and self-paced learning, helping students build strong academic foundations and develop critical thinking skills.
2. **Huntington Learning Center:** Founded in 1977, Huntington Learning Center is a leading provider of tutoring and test preparation services for students of all ages. The company offers personalized, one-on-one instruction in various subjects, as well as exam preparation for



standardized tests such as the SAT, ACT, and state exams.

3. **The Goddard School:** The Goddard School is a premier early childhood education franchise with over 500 locations across the United States. The school's research-based curriculum focuses on nurturing children's cognitive, social, emotional, and physical development through play-based learning experiences.
4. **Sylvan Learning:** With more than 750 centers worldwide, Sylvan Learning is a well-established tutoring and enrichment program provider. The company offers personalized instruction in various subjects, including reading, math, writing, and study skills, as well as science, technology, engineering, and math (STEM) programs and college prep services.
5. **Bricks 4 Kidz:** Bricks 4 Kidz offers hands-on, project-based learning experiences using LEGO bricks. The company's programs cater to children aged 3–13 and focus on developing problem-solving, critical thinking, and teamwork skills through fun and engaging activities.

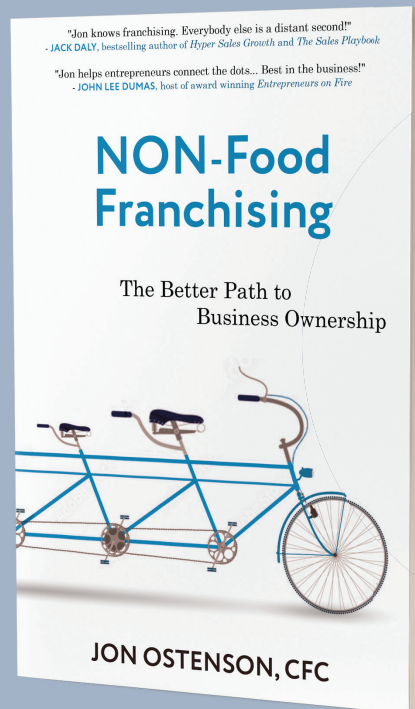
#### FINAL THOUGHTS

Investing in an education franchise can be a rewarding opportunity for entrepreneurs who are passionate about helping children succeed academically. With a wide range of options available in the market, it is essential to research and select a franchise that aligns with your interests, values, and business objectives. By providing high-quality educational products and services, education franchises not only contribute to the growth and development of children but also offer a promising business venture for those looking to make a difference in their communities. ▀



**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](mailto:blacour@internationalfranchisegroup.com).



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*Founder of FranBridge Consulting and Top 1% Consultant*

## MEET THE PEOPLE BEHIND THE BRANDS



**Garrett Davis**  
*Success and Growth Manager*



**James Calabrese**  
*Franchise Development Director*

# WE ARE THE LEADER

*in Sports, School, and Event Photography*

By Christina Huang

Since 1983, TSS Photography has been providing photographers across America with the resources and support to start and grow their own business. Specializing in youth sports, schools and event photography, TSS offers an extensive range of photo finishing products, ensuring each photograph's quality and consistency. With its innovative, low-cost franchise model, TSS empowers photographers to book more business, earn more money, and work less.

**Could you tell us about TSS and how many locations you have? Can you provide an overview of your photo studio and the unique features or services it offers?**

TSS Photography currently has 153 units in the United States and covers nearly the entire country.

TSS Photography is owned by Candid Color Systems, a long-standing photography lab based in Oklahoma City. With over 50 years of experience in the photo printing industry, this connection gives franchisees the ability to provide incredible products within days

of a photo shoot. Additionally, the photo technology afforded to all franchisees is proprietary and some of the most efficient in the business.

**Can you describe any notable projects or collaborations that your photo studio has been involved in? What made them unique or memorable?**

TSS works with national organizations and leagues like the YMCA, National Recreation and Park Associations, Miracle League, National Flag Football, and i9 Sports. We've partnered with several of these organizations to build better communities around the country while providing fast, great-looking photography solutions.

**What Makes TSS Photography Different?**

It's simple: TSS gives franchise owners what they need to succeed—all while letting owners do things their way. Whether owners are already professionally established or simply looking for a promising new venture, a TSS franchise opportunity awaits. TSS Photography is also a home-based business which allows you to control your cost and overhead. You set your hours and pursue the types of jobs you find most fulfilling. Don't just take our word for it—we were just awarded Franchise Business Review awards for being a Top Low-Cost Franchise opportunity, a Top Franchise for Women and two 2023 Entrepreneur accolades: a 2023 Franchise 500 award and







a Top Low-Cost Franchise award. Overall, TSS Photography is a great low-cost, flexible franchise network with national support and local connections that's perfect for any level of photographer!

#### **What's the typical investment to open a TSS franchise?**

The minimum cash required for a TSS Photography franchise varies due to equipment needs and market population, but a typical minimum investment could start around \$10,500 due to franchise fees. However, TSS Photography does not charge its franchisees a percentage or minimum monthly royalty.

#### **What steps could you take to ensure high customer satisfaction in your photo studio?**

#### **How do you handle client feedback and incorporate it into your work?**

With our corporately owned production facility in Oklahoma City, we can ensure all photo products maintain the highest level of quality that customers expect at a reasonable price. TSS franchisees participate in the Listen 360 Feedback program, which allows them to respond quickly to customers and serve their needs. Through our Listen360 review system, we're able to analyze what business areas are thriving and what categories need improvement. From there, we relay that feedback to

our franchisees, who adjust their work to better serve their population.

#### **What advice would you give aspiring photographers considering opening their own photo studio? What key lessons have you learned along your journey?**

Whether photography is a hobby that you want to transform into a reliable income source or you're just getting started, partnering with TSS Photography could be the foundation for a successful future. Between flexible hours, a detailed onboarding and training schedule, and developmental support in both photography and best business







**TSS PHOTOGRAPHY, WITH 153 LOCATIONS NATIONWIDE, SUPPORTS PHOTOGRAPHERS ACROSS AMERICA.**

practices, TSS is a great choice for any photographer. Any aspiring photographers who want to open their own studio should ask themselves to what level do they want to take their photography business. The good news is that a TSS franchise allows everyone the ability to do part-time photography work or, better yet, start a high-volume photography business in their community!

**Is there anything else you'd like to share with us about TSS PHOTOGRAPHY?**

If you love sports, working with kids, capturing images at exciting events or helping people create memories, a TSS PHOTOGRAPHY franchise can make a career out of your passion. And you can enjoy flexible hours, be your own boss, and create your own working environment. We don't just take pictures, we create memories. If this sounds like something you want to be a part of, contact us to learn more! ▶

**For more information:**

[www.tssfranchisebusiness.com](http://www.tssfranchisebusiness.com)  
[www.tssphotography.com](http://www.tssphotography.com)  
 (800) 336-4550 ext. 114  
 James Calabrese  
 Franchise Development Director





# Competitive Advantages

*What makes us different?*

## Comprehensive Back Office Administrative support:

- Caregiver Payroll Funding
- Billing & Collections
- Caregiver Benefits
- General Liability & Workers Compensation Insurance
- State Licensure Assistance
- Risk Management & Compliance Support

## Brand Programs that Generate Revenue:

Virtual Caregiver Platform  
Personal Assistant Services  
Brain Health and Fitness Program

## Franchise Opportunity Overview

- Total Investment Range: \$115,200 - \$168,800
- Net Worth Requirement: \$250,000
- Initial Franchise Fee: \$49,500
- Royalty Fee: 9%  
\*Includes Comprehensive back office support
- Single & Multi-Unit Opportunities Available
- Vet Fran Discount: 10%
- Territory Size; 25 - 35K 65+ population



[www.carebuildersfranchise.com](http://www.carebuildersfranchise.com)





PHOTO BY MONKEY BUSINESS IMAGES

# THINKING ABOUT A CHILDREN'S PRODUCTS AND SERVICES FRANCHISE?

*Here are the pros and cons you need to know.*

By Tom Scarda

It is said that two things in life are certain: death and taxes. If you have a family, another inevitable reality is that you will spend lots of money on your children, mostly without question.

According to *U.S. News and World Report*, it will cost a family more than \$300,000 to provide a child with basic necessities from birth to 18 years old. That figure doesn't include college.

A 2022 Cost of Care Survey from Care.com found that half of parents spend more than 20% of their household income on childcare. Average costs range from \$221 per week for one child at a family care center to \$694 per week for one child to receive care from a nanny in 2021. Nearly 60% of families surveyed by Care.com said they expect to spend more than \$10,000 on childcare in 2023.





*Parents often develop strong brand loyalty when it comes to their children's products and services, which can lead to repeat business and word-of-mouth referrals.*

In the general children's sector, you can be involved with many types of businesses. The products and services range from toys; clothing; swim lessons; educational programs in tutoring, SAT prep, music, and Montessori to sports training, party planning, childcare, haircuts, and more.

Should you consider children's products and services if you are considering a franchise? The short answer is yes, but there are business challenges to consider.

In the childcare sector, where food and hands-on care like diaper changing are provided, it often comes with specific regulations and standards that must be met. The owner needs to be aware of safety guidelines and certifications that are required as well as food and sanitation protocols. These regulations can be complex and costly.

Some products or services within the children's concepts may be seasonal, essential information to know before you dive in. If you look at concepts that offer summer camps or holiday-related franchises, know that they can impact revenue and require careful planning.

Children's preferences and trends can change rapidly. Franchise owners need to stay updated and adapt their offerings to meet evolving demands, which may involve additional investments and research.

In some models, the owner may need to invest in inventory upfront, which can be costly and pose a risk if there are unexpected shifts in market demand or trends.

Carefully think through your role as the owner of the franchise. Will your unit need to stay open after hours, waiting for parents to return from work? Will your clients (children) need training after school hours and on weekends? Suppose you provide a service in a brick-and-mortar location where kids come after school and on weekends. How does downtime during the work week impact your revenue regarding paying full-time rent yet only using the facility 25 hours per week?

Once you square away the issues that could be a drain on you or your franchise, there are more pros than cons in the children's industry.



The children's products and services industry is often robust. It has the potential for consistent demand, as parents are willing to spend on their children's well-being and development. In some cases, the business may be recession resilient and Amazon proof.

Great franchisors typically provide training, marketing support, and operational guidance to help franchisees succeed in delivering high-quality products and services.

Parents often develop strong brand loyalty when it comes to their children's products and services, which can lead to repeat business and word-of-mouth referrals.

Depending on the specific franchise, there may be flexibility in terms of operating hours and location.

It's important to note that the pros and cons may vary depending on the specific franchise and the local market conditions. Conducting thorough research and due diligence before investing in any franchise

opportunity is paramount. Using a seasoned franchise consultant to help guide you through picking a great company and helping with due diligence can be very useful.

If you use a consultant, be sure they have been in your shoes before. That is, they left corporate America to follow their dreams and owned and operated at least one franchise. Also, look for the certified franchise executive (CFE) designation attached to their name. CFE is the only recognized professional designation in the industry. It shows that the person is formally trained in all aspects of the franchise industry. ▮



Tom Scarda is a franchise coach and advisor. He was the number one franchisee of the year with his first franchise concept and failed miserably in his second franchise. The lessons learned from failure are what make him such an expert. Tom is the author of the number one bestseller *Franchise Savvy* and hosts The Franchise Academy Podcast. [www.TheFranchiseAcademy.com](http://www.TheFranchiseAcademy.com)

# TOP 100 EDUCATION FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
★ Little School of Music	2005	2023	\$275,000 - \$340,000	Mindy Cabral	(661) 964-7898	www.littleschoolofmusic.com/franchise
★ Building Kidz Worldwide	2015	2016	\$250,000 - \$1,000,000	Michael Peterson	(949) 282-7304	www.buildingkidz.com/franchise
★ TSS Photography	1983	1987	\$10,500	Garrett Davis	(855) 274-9299	www.tssphotography.com
Adventure Kids Playcare	2004	2006	\$344,250 - \$589,000	Dana Oliver	(817) 488-4600	www.web.adventurekidsplaycare.com
All About Kids	2005	2008	\$2,677,500 - \$3,372,500	Jim Kaiser	(859) 538-1387	www.allaboutkidsclubunion.com
Amazing Athletes	2002	2006	\$30,700 - \$44,150	Dr. Janee Henderson	(615) 807-1623	www.amazingathletes.com
Baby Bodyguards	2008	2013	\$33,215 - \$59,855	Fred Ibarra	(718) 332-0511	www.babybodyguards.com
Baby Boot Camp	2001	2005	\$6,120 - \$10,249	Kristen Horler	(941) 953-5000	www.babybootcamp.com
Baby Power Forever-Kids	1983	2012	150,000 - \$189,000	Linda Searles	(908) 507-3857	www.babypower.com
Bach to Rock	2007	2011	\$231,500 - \$531,500	Ralph Rillon	(410) 703-2078	www.bachtorockfranchise.com
Bach to Rock: America's Music School	2007	2012	\$241,500-\$440,000	Ralph Rillon	(410) 703-2078	www.b2rmusic.com
Best in Class Education Center	1988	2011	\$63,800 - \$125,480	Allegra Bozorth	(206) 341-9914	www.bestinclasseducation.com
BounceU	2003	2004	\$352,250 - \$769,100	@BounceU	(480) 632-9663	www.bounceu.com
Brick by Brick	2011	2013	\$34,200 - \$179,500	Kendra Randall	(619) 276-3990	www.brickbybrick.com
Brilliant Sky Toys & Books	2002	2007	\$196,000 - \$424,000	Baxter Lee	(615) 434-4515	www.brilliantskytoys.com
Brooklyn Robot Foundry	2011	2022	\$91,000 - \$118,000	Tawny Karlosky	(347) 762-6840	www.brooklynrobotfoundry.com/franchise
Challenge Island	2003	2012	\$47,600 - \$62,450	Sharon Duke	(770) 310-4400	www.challenge-island.com
Children's Orchard	1980	1985	\$174,700 - \$326,000	Carol Mintz	(952) 923-1223	www.childrensorchar.com
Class 101	1998	2007	\$69,900 - \$108,900	Josh Barker	(866) 501-2331	www.class101franchise.com
Club Tabby Franchise LLC	2007	2009	\$166,600 - \$315,000	Natalie Comeaux	(888) 226-6206	www.clubtabby.com
Cookie Cutters Haircuts for Kids	1994	1996	\$130,000 - \$278,000	Shawn Hetherman	(317) 334-1680	www.haircutsarefun.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
Creatif	2018	2021	\$209,896 - \$340,248	Jaya Aiyar	(925) 640-5176	www.creatif-franchise.com
Destination Athlete	2008	2008	\$31,300 - \$117,610	Heather Panzitta	(908) 730-0600	www.destinationathlete.com
Discovery Point Franchising Inc.	1988	1990	\$403,799 - \$3,441,949	Cliff Clark	(770) 622-2112	www.discoverypoint.com
Drama Kids Int'l.	1979	1989	\$130,000 - \$278,000	Megan Jewell	(949) 288-6889	www.dramakids.com
Ducklings Early Learning Franchise	1994	2018	\$756,400 - \$1,719,500	Kim Collier	(484) 607-8248	www.ducklingsfranchise.com
Engineering for Kids	2009	2011	\$27,550 - \$94,250	Jacqueline Pereira	(540) 418-0008	www.engineeringforkids.com
Flour Power Kids Cooking Studios	2008	2015	\$131,675 - \$241,675	Susan Caldwell	(919) 889-2598	www.flourpowerstudios.com
Fun Bus Fitness Fun on Wheels	2000	2003	\$140,500 - \$171,750	Heidi Horvath	(732) 516-9613	www.funbuses.com
GameTruck Licensing	2006	2008	\$146,599 - \$311,199	Scott Novis	(866) 253-3191	www.gametruckparty.com
Goddard Systems Inc.	1986	1988	\$619,900 - \$760,600	Jacqueline Lanzalone	(877) 256-7046	www.goddardschoolfranchise.com
Goldfish Swim School Franchising	2006	2008	\$1,315,283 - \$3,045,358	Christopher Burke	(800) 856-5120	www.goldfishswimschool.com
Gym On Wheels	2004	2014	\$27,261 - \$51,436	Tom Zino	(914) 715-6394	www.gymonwheels.com
Gymboree Play & Music	1976	1979	\$56,250 - \$389,100	Kathleen McFerrin	(415) 586-5051	www.gymboreeplayfranchise.com
HappyFeet Legends Int'l.	1989	2007	\$22,500 - \$29,400	Andy Barney	(913) 636-4073	www.happysoccerfeet.com
High Touch-High Tech	1990	1993	\$62,750 - \$69,000	Jolynn Jordan	(800) 444-4968	www.sciencemadefunrdu.net
Hudson Valley Swim	2003	2022	\$60,000	Nick Gartner	(845) 414-3565	www.franchise.hvswim.com
Huntington Learning Centers	1977	1985	\$119,201 - \$270,304	Anne Huntington	(866) 206-4547	www.huntingtonhelps.com
iCode	2015	2017	\$198,000 - \$360,000	Tiffany O'Hair	(903) 818-5876	www.icodefranchise.com
Ident-A-Kid Franchise Corp.	1986	2000	\$34,200 - \$44,400	Dawn Cole	(800) 890-1000	www.identakid.com
Interactive Children Edu. and Ent. Corp.	1996	1998	\$35,000	Mike Johnson	(786) 600-1135	www.nuttyscientists.com
Just Between Friends Franchise Systems	1997	2004	\$38,550 - \$54,545	Heather Lineberger	(918) 902-5673	www.jbfsale.com
Kidcreate Studio Franchising	2007	2016	\$64,520 - \$279,500	Mike Conlon	(303) 997-0746	www.franchise.kidcreatestudio.com
Kiddie Academy Educational Child Care	1981	1992	\$417,000 - \$4,530,000	Broc M. Silberzahn	(410) 515-5434	www.kiddieacademy.com/franchising
Kidokinetics	2000	2006	\$42,900 - \$57,000	Terri Braun	(954) 385-8511	www.kidokinetics.com
Kids In Sports Franchising	1999	2014	\$202,750 - \$331,250	Michael Strutt	(917) 362-0686	www.kidsinsports.com
KidsPark	1988	2004	\$290,000 - \$516,000	Thomas Keefe	(818) 570-0768	www.kidspark.com
Kidz On The Go	1993	2007	\$100,000 - \$125,000	Traci Welch	(203) 247-1524	www.kidzonthego.com
Kinderdance International	1979	1985	15,000	Karen Maltese	(321) 271-6852	www.kinderdance.com



# INDEPENDENT GUIDE TO THE BEST FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
KLA Schools	2007	2009	\$511,500 - \$2,111,250	Candy Ortega	(305) 377-0391	www.klaschools.com
Lafayette Academy	1991	2014	\$91,300 - \$208,750	Alex Perez	(925) 284-1644	www.lafayetteacademy.com
Launch Trampoline Park	2012	2013	\$1,113,285 - \$2,828,080	Derek Charello	(386) 569-5190	www.launchtrampolinepark.com
LeafSpring Schools	1988	1999	\$3,546,150 - \$6,473,700	Crystal Walter	(804) 747-5900	www.leafspringschool.com
Legacy Academy	1997	1998	\$3,524,600 - \$6,135,500	Melissa Turner	(505) 923-3659	www.legacyschools.us
Lice Squad Canada Inc.	2001	2002	\$25,750 - \$95,500	Dawn Mucci	(705) 458-4448	www.licesquad.com
Lil' Angels Photography	1996	1998	\$41,263 - \$45,780	Paul Kimball	(423) 479-6186	www.lilangelsphoto.com
Little Land Play Gym	2015	2017	\$225,450 - \$498,500	Ernie Beltz Jr.	(512) 827-3670	www.littlelandplaygym.com
Little Medical School	2010	2015	\$50,000 - \$90,000	Jennifer Griffard	(888) 567-7836	www.littlemedicalschool.com
Little Sunshine's Playhouse	2002	2005	\$380,700 - \$486,500	Rochette Dahler	(417) 887-4242	www.littlesunshine.com
Mathnasium	2002	2003	\$112,860 - \$148,655	Mathnasium Fran. Dev. Team	(888) 763-2604	www.mathnasiumfranchise.com
Monkey Joe's Parties & Play	2004	2005	\$699,425 - \$1,484,129	Brooke Hawkins	(470) 277-5721	www.monkeyjoes.com
My Gym Children's Fitness Center	1983	1995	\$36,750 - \$244,200	Cory Bertisch	(800) 469-4967	www.mygym.com
Nutty Scientists	1996	1998	\$35,000	John Carter	(786) 600-1135	www.nuttyscientists.com
Omega Learning Center	2005	2007	\$115,863 - \$231,506	Kimberly Smith	(770) 422-3510	www.omegafanchise.com
Once Upon A Child	1984	1992	\$268,500 - \$396,900	Mondher Smida	(763) 520-8500	www.onceuponachild.com
One Hour Parties	2001	2008	\$44,500 - \$70,600	Michelle Christie	(866) 522-0332	www.onehourparties.com
Overtime Franchise	2003	2016	\$59,900 - \$68,600	Chris Whelan	(571) 525-2256	www.overtimefranchise.com
Pinnacle Montessori	2009	2013	\$3,189,625 - \$5,298,375	Kaki Reddy	(866) 333-6867	www.pinnaclemontessori.com
Plato's Closet	1998	1999	\$255,000 - \$400,900	Brett Heffes	(800) 592-8049	www.platoscloset.com
Primrose School Franchising	1982	1988	\$553,180 - \$7,039,578	Steve Clemente	(770) 529-4100	www.primroseschools.com
Real Life Ninja Academy	2015	2017	\$117,750 - \$232,850	Drew Drechsel	(203) 687-8676	www.reallifeninjacademy.com
Romp n' Roll	2004	2006	\$198,700 - \$399,150	Michael Barnett	(804) 965-6940	www.rompnroll.com
School of Rock	1998	2005	\$395,800 - \$537,400	Tony Padulo	(312) 585-6355	www.schoolofrock.com/franchising
Sharkey's Cuts For Kids	2001	2004	\$144,000 - \$184,000	Scott Sharkey	(203) 637-8911	www.sharkeyscutsforkids.com
Shear Madness Haircuts for Kids	1997	2010	\$126,862 - \$293,562	Erin Nanke	(913) 780-4404	www.shearmadnesskids.com
Sitting Made Simple	2008	2015	\$48,549 - \$63,149	Amanda Knapp	(614) 743-4745	www.sittingmadesimple.com
Sky Zone	2004	2009	\$1,343,813 - \$2,794,230	Jeff Platt	(310) 323-4500	www.skyzone.com
Skyhawks Sports & Supertots Sports Aca.	1979	2007	\$26,250 - \$65,750	Jason Frazier	(800) 804-3509	www.skyhawks.com
Snapology	2010	2015	\$73,650 - \$611,800	James Franks	(817) 241-5831	www.snapologyfranchising.com
Soccer Shots Franchising	1997	2005	\$43,000 - \$55,300	Benji Kennel	(717) 303-8884	www.soccershotsfranchising.com
Special Strong	2016	2020	\$60,700	Daniel Stein	(214) 843-8135	www.specialstrong.com
Stemtree	2010	2016	\$120,000	Claudia Hall	(703) 281-7836	www.stemtree.com
Stretch-N-Grow Int'l.	1992	1993	\$29,600	Jill Dunn Manly	(800) 348-0166	www.stretch-n-grow.com
Stroller Spa	2006	2011	\$3,500 - \$9,000	Jamie Mamikunian	(415) 342-9090	www.strollerspa.com
Taste Buds Kitchen	2007	2013	\$206,570 - \$360,225	Jeff Brelsford	(410) 304-2062	www.tastebudskitchen.com
TGA Premier Golf	2002	2006	\$21,450 - \$62,800	Joshua Jacobs	(310) 333-0622	www.playtga.com
The Learning Experience Academy	1979	2003	\$493,549 - \$3,585,549	Traci Wilk	(248) 267-9090	www.thelearningexperience.com
The Warrior Factory	2016	2018	\$685,500 - \$1,058,700	Carl Fantauzzo	(585) 427-9289	www.thewarriorfactoryroc.com
Tierra Encantada	2013	2019	\$1,500,000 - \$2,900,000	Robert Thesing	(612) 423-5326	www.tierraencantada.com
Tiger-Rock Martial Arts	1983	2008	\$89,900 - \$197,600	Steve & Mariea Snyder	(913) 725-0777	www.tigerrockmartialarts.com
Tutoring Club LLC	1991	1999	\$56,500 - \$109,900	David Hill	(702) 588-5280	www.tutoringclub.com
Tutu School	1983	1984	\$20,400 - \$74,275	Genevieve Weeks	(415) 734-8840	www.tutuschool.com
Wholesome Tummies Franchise	2007	2009	\$88,150 - \$270,250	Debbie Blacher	(888) 436-1415	www.wholesometummies.com
Wize Computing Academy Franchising	2015	2018	\$40,000 - \$70,000	Vishal Bhasin	(214) 226-4595	www.wizeacademy.com
Young Rembrandts Franchise, Inc.	1988	2001	\$45,000 - \$53,000	Kim Swanson	(847) 742-6966 ext. 231	www.youngrembrandts.com
Zaniac	2012	2013	\$219,500 - \$378,000	Reed Bilbray	(435) 575-7737	www.zaniaclearning.com
Zebra Robotics	2014	2019	\$135,000 - \$255,000	Lauren Schramm	(772) 320-8698	www.zebrarobotics.com/franchise
Zooga Yoga for Kids	2012	2017	\$150,000 - \$300,000	Antonia King	(310) 839-6642	www.zoogayoga.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.

# COST VS. VALUE

*Perspective can change  
your point of view.*





*Cost is what you pay, but value is what you gain. Don't just focus on the price tag, consider the worth it brings to your life.*

By Patrick Laforet

**W**e see this question in many aspects of our lives. I often hear, "It costs too much," or "I just cannot afford it."

Let's have a little closer look at the difference.

Cost is the easier of the two to lock down. The cost of the flight is \$600. The cost to drive is \$150. The difference is \$450. But what else does it cost? To fly will take three hours, to drive it will take 6 or 7 hours, nearly a whole day.

The value of flying is convenience and saving time. This will have value to a busy person but much less value to someone who has all of the time in the world.

Another example is in my business. As a recruiter in the franchise world, I do specialized searches for very unique talent and cultural fit. We typically charge 20% of the base salary. So the cost of hiring an individual through my service may be \$20,000. We can all agree that is a substantial fee.

Now let's look at the value. My orders come from companies who either need the results quickly, or all of their own efforts have not produced results. So, if the person you seek is a sales manager who will run a team of sales people who collectively produce \$5 million in sales, what is the value of having the right person in the role? Clearly it is critical to our success.

When we consider the value of this individual, then the costs seems much more reasonable and worthwhile.

The same is true when you consider buying a franchise. Obviously, there are costs involved. However, when one considers the alternative, the value becomes apparent quickly. One could argue that they could create systems and marketing promotional material on their own at a much lower cost. However, what they will not have is an

existing team, an established reputation, and often strong regional and national marketing.

Looking further, there is great value in having a support team beside you. The organization has seen many others in exactly the same position as you as a new franchisee; this allows that experience to benefit you directly. Another question, what is the value of not feeling alone and knowing that the operations team have experience helping people just like you succeed over and over. It's hard to put a price on peace of mind.

By speaking to existing franchisees, the value of the relationship will become instantly apparent. ▮



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. He is the author of *Job Search Secrets 2020*. Find Pat at [www.stoakley.com/team/pat-laforet](http://www.stoakley.com/team/pat-laforet). Email him at [plaforet@stoakley.com](mailto:plaforet@stoakley.com) or visit his site for more free resources.





# THE IMPORTANCE OF VALIDATION WHEN EVALUATING A FRANCHISE

*Existing franchisees can offer a deeper view of the franchisor and tips for success.*

By Tiffany Dodson

**V**alidation is the part of the franchise discovery process where the franchise prospect speaks with existing franchisees. Understanding what to evaluate will help the prospect reach their final decision whether to become a franchisee of this concept. Validation plays a vital role in learning more about the franchise directly from the franchisee's perspective.

During validation, the prospect gathers information from existing franchisees and former franchisees, if they choose. Franchisees may answer questions about their experiences in the franchise, their unit's (units') financial performance, and daily life running this concept. The franchisee may also impart lessons learned that will help the prospect should they move forward. As a prospect, keep these six points in mind during validation:

**01 Everyday Perspective:** The franchisee can answer questions and share what it is like day to day as a franchisee of the concept. What skills they use, what support they receive, as well as challenges encountered. Asking about the franchisee's daily routine will give the prospect an idea if this is something that they would want to do regularly. All work has small pieces that are less fun than others; yet, overall, the daily routine should seem appealing.

**02 Franchisor–Franchisee Relationship:** Asking about the franchisor and the relationship will show whether the franchisor operates transparently. In these questions, the prospect will learn if the two have open communication and if the franchisor is responsive to the franchisee. Closed communication is a red flag since healthy two-way communication helps not only the franchisee grow their business faster, but also helps the franchise system grow stronger.



PHOTO BY OLEG MAGNI FROM PEXELS





PHOTO BY MINDANDI



**03 Pieces of Wisdom:** During validation, franchisees will often share things that they wished that they knew when they started, or lessons that they learned over the years. Transferring knowledge holds great value and may avoid costly mistakes as well as shorten the time to reach goals. This sharing of wisdom from sage franchisees is one of my personal favorite parts of being a franchisee, having others in the same situation and sharing tips on how to succeed.

**04 Training and Support:** Franchise systems offer training for new franchisees and ongoing training. While validating with an existing franchisee, ask about both pieces—the

upfront training as well as ongoing training plus support. Did the upfront training prepare the franchisee well? When questions, issues, or concerns arise, does the franchisee have a coach that helps find needed answers? Understanding the support structure of the franchise will help a prospect determine if it aligns with the prospect's needs as a new or growing franchise owner.

**05 Financials:** Often prospects focus on the bottom line only. While the bottom line is key, do not neglect to ask about other financial measures, too. The other measures could include the time to break even, seasonality of the business, cash flow requirements, as well as if the build-out costs matched what was represented in the franchise disclosure document. Also inquire about other factors that influence these measures, like build-out time and availability of franchisor-supplied

resources (e.g., equipment supplied by the franchisor, or products sold to clients that the franchisor sources).

**06 Satisfaction:** Gauge the overall satisfaction of the franchisees. Speaking with a diverse group of franchisees will offer the best perspective for what it may feel like to join the franchise. High levels of satisfaction would show that franchisees feel valued by their franchisor, achieve their goals, and have the support needed to succeed.

Validation offers critical insight into the franchise system from financials to support to culture. Additionally, if the prospect moves forward, validation offers nuggets of wisdom that may aid in the startup and growth phases of the business. Plus, the prospect develops an early network for franchisees who may add to the support structure. Engaging in thorough validation helps mitigate risks, increases the likelihood of a successful investment, and sets the foundation for a fruitful and rewarding franchise journey. ▮



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](mailto:Tiffany@TheSaltSuite.com).



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PHOTO BY LITTLE SCHOOL OF MUSIC

# THE CHILDREN SERVICES INDUSTRY: STEPPING IN AND LEADING!

*Music programs have proven benefits and are growing at increased rates.*

By Lynne D. Shelton, Esq.

**T**he children services industry is certainly on fire and has been booming since 2018. The segment includes different business types such as music and voice services, tutoring, private sports and games lessons, and everything

in between. The children services industry is currently valued at \$506 billion and is expected to see an overall growth of 53% by 2024. So why is this industry so hot right now? Experts report that it's because of an upward tick in parents putting more focus on their children's needs and desires since being forced to stay home with them during

the Covid lockdowns in most states. That along with the fact that these businesses were deemed to be essential during the Covid lockdowns has allowed them to continue to grow. "Coming out of Covid, people are continuing to spend a lot of time in their home and with their children," as reported by 1851 author Katie Porter. School studies and education associations agree with the need for music programs, or the reintroduction of music programs in schools.

Let's take a look at one of the verticals that is bolstering this industry. The children's music segment has had a marvelous year. We see franchise brands such as Little School of Music booking in an impressive sales growth increase followed by the whopping decision to begin offering their brand as a franchise.



PHOTO BY COTTONERO STUDIO



President Mindy Cabral, also a musician who has played on some of the largest stages in the world, says, "It is all about giving back and moving music forward. It is important to offer age-appropriate, quality music education programs to help every student enjoy the learning process, experience the benefits of music, and achieve their individual musical goals while learning important life skills and discipline, and building their confidence and individual character. Creative music-making is the tool to use to inspire and unlock the potential that lives in each of us."

School of Rock, another franchise system, states that music programs are "designed to encourage learning in a supportive environment where students of all skill levels are comfortable and engaged."

Making the music argument with music education statistics is crucial in music education advocacy. Schools with music programs have an estimated 90.2% graduation rate and 93.9% attendance rate compared to schools without music education, which average 72.9% graduation rate and 84.9% attendance rate.

**Some other vital music education statistics include the effect on the education system:**

- Seventy-eight percent of Americans believe learning a musical instrument helps students perform better in other subjects. ~ Gallup Poll, "American Attitudes Toward Making Music"
- Students who were exposed to music-based lessons scored a full 100% higher on fractions tests than those who learned in the conventional manner. ~ *Neurological Research and Music Education Statistics*
- The schools that produced the highest academic achievement in the United States today are spending 20% to 30% of the day on the arts, with special emphasis on music. ~ *International Association for the Evaluation of Educational Achievement*
- Ninety-five percent of Americans believe that music is a key component in a child's



well-rounded education; three quarters of those surveyed feel that schools should mandate music education. ~ Gallup Poll, "American Attitudes Toward Making Music"

- The arts are one of the six subject areas which the College Board recognizes as essential in order to thrive in college. ~ *Academic Preparation for College: What Students Need to Know and Be Able to Do*
- Students taking courses in music performance and music appreciation scored higher in the SAT than students with no arts participation. Music performance students scored 53 points higher on the verbal and 39 points higher on the math. Music appreciation students scored 61 points higher on the verbal and 42 points higher on the math. ~ *College-Bound Seniors National Report: Profile of SAT Program Test Takers, The College Entrance Examination Board, Princeton, New Jersey*
- Music lessons, and even simply listening to music, can enhance spatial reasoning performance, a critical higher-brain function necessary to perform complex tasks including mathematics. ~ *Music and Spatial Task Performance: A Casual Relationship. Frances Rauscher, Ph.D., et al., University of California, Irvine*

**Some of the Human Outcomes Traced to the Music and Arts Industry**

In addition to schools, many associations have studied the effects of music on personhood and the family. Here are some noteworthy studies in that area:

- Students who participate in school band or orchestra have the lowest levels of current and lifelong use of alcohol, tobacco and illicit drugs among any group in our society. ~ *House. Concurrent. Resolution. 266, United States Congress*
- Nine out of ten adults and teenagers who play instruments agree that music making brings the family closer together. ~ *Music Making and Our Schools, American Music Conference*
- With music in schools, students connect to each other better, and have greater camaraderie, fewer fights, less racism, and reduced use of hurtful sarcasm. ~ *Eric Jensen, Arts with the Brain in Mind*
- Seventy-one percent of Americans surveyed believe that teenagers who play an instrument are less likely to have disciplinary problems. ~ Gallup Poll, "American Attitudes Toward Making Music,"
- Music enhances the process of learning. The systems they nourish, which include





PHOTO BY LITTLESCHOOL OF MUSIC

our integrated sensory, attention, cognitive, emotional and motor capacities, are shown to be the driving forces behind all other learning. ~ Roberta Rowen Konrad, *Empathy, Arts and Social Studies*

- During moments of musical euphoria, blood travels through the brain to areas where other stimuli can produce feelings of contentment and joy and travels away from brain cell areas associated with depression and fear. ~ Dr. Frederick Tims, *AMC Music News*

- With music instruction in schools, teachers found that students were less aggressive. ~ Roberta Rowen Konrad, *Empathy, Arts and Social Studies*

- College-age musicians are emotionally healthier than their non-musician counterparts for performance anxiety, emotional concerns, and alcohol-related problems. ~ *Houston Chronicle*

- "A grounding in the arts will help our children to see; to bring a uniquely human perspective to science and

technology. In short, it will help them as they grow smarter to also grow wiser."

~ Robert E. Allen, Chairman and Chief Executive Officer, AT&T Corporation, in "America's Culture Begins with Education"

- Student involvement in extracurricular or co-curricular activities makes students resilient to current substance use among their peers, according to a recent statewide survey of Texas Schools. Secondary students who participated in band, orchestra, or choir reported the



PHOTO BY KSENIA CHERNAYA



lowest lifetime use of all substances.

~ *Texas School Survey of Substance Abuse Among Students: Grades 7-12*

- Teaching through the arts motivates children and increases their aptitude for learning. ~ *Eric Jensen, Arts with the Brain in Mind*

### How the Music Industry Affects Jobs and the Workplace

There have also been studies done regarding the effects of music training and how they affect the students later in life. Here are some worthy mentions, although there are many more in the marketplace:

- The arts produce jobs, generating an estimated \$37 billion with a return of \$3.4 billion in federal income taxes. ~ *American Arts Alliance Fact Sheet*
- Lewis Thomas, physician and biologist, found that music majors comprise the highest percentage of accepted medical students at 66%. ~ *"The Case for Music in the Schools," Phi Delta Kappan*
- Arts education aids students in skills needed in the workplace: flexibility, the ability to solve problems, communication, learning new skills, being creative and innovative, and striving for excellence.

~ *Joseph M. Calahan, Director of Corporate Communications, Xerox Corporation*

- Music is one of our greatest economic exports. "The arts are an economic plus—second only to aerospace as our most lucrative national export." ~ *Michael Greene, The National Academy of Recording Arts and Sciences*

What does our government think of music education? They are certainly for it, even though the requirements surrounding accreditation do not necessarily agree with the sentiment that Richard Riley, former U.S. Secretary of Education has. He stated, "I believe arts education in music, theater, dance, and the visual arts is one of the most creative ways we have to find the gold that is buried just beneath the surface. They (children) have an enthusiasm for life, a spark of creativity, and vivid imaginations that need training, training that prepares them

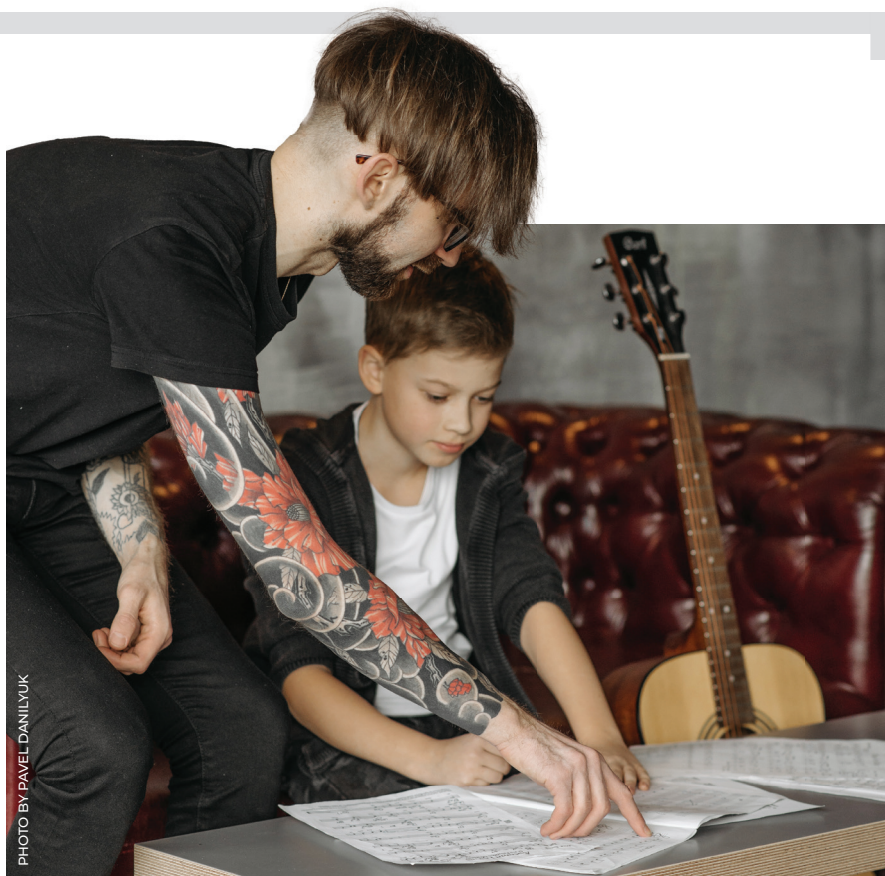


PHOTO BY PAVEL DANILYUK

to become confident young men and women. As I visit schools around the country, I see a renewed interest in arts education and a growing concern about the negative impact of cutting art and music out of the curriculum. The creativity of the arts and the joy of music should be central to the education of every American child."

### Should the Music Industry Be Central to Your Business Career?

In most years a single digit sales growth rate was expected and certainly still applauded, averaging around the 1.7% rate. This year these growth rates seem small compared to the 2.5% to the 3.7% growth rate for the number of establishments. FranData shows the top 10 states by the number of franchise establishments in 2022: Texas, Florida, Arizona, South Carolina, Idaho, Tennessee, North Carolina, Montana, Nebraska, and Nevada, in that order.

Whether it's a brand new rising franchise system or one that has over 1,200 franchises across the globe, you should always make sure to do your due diligence on how that brand specifically rates to what you want out of your franchise business.

Christina McAmis, attorney at Shelton

Law & Associates, reports that financial disclosure document reviews are up as well. "This is a good thing for the industry. Entrepreneurs are becoming smarter about protecting their investments. Prior to ever getting started they are ensuring that their counsel and other trusted advisers are weighing in on protecting their futures. That is just smart business no matter what brand you are looking at." ▸



**Lynne D. Shelton** was the chief operating officer of a large franchise system and is currently the senior attorney for Shelton Law & Associates (SLA) franchise law firm, as well as a franchisor owner in an international franchise system, and CEO of an International nonprofit company specializing in teaching entrepreneurship to young adults.

SLA attorneys have 50+ years' business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services, site selection, 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 services for a flat monthly fee.

SLA additionally works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, site selection, 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**.



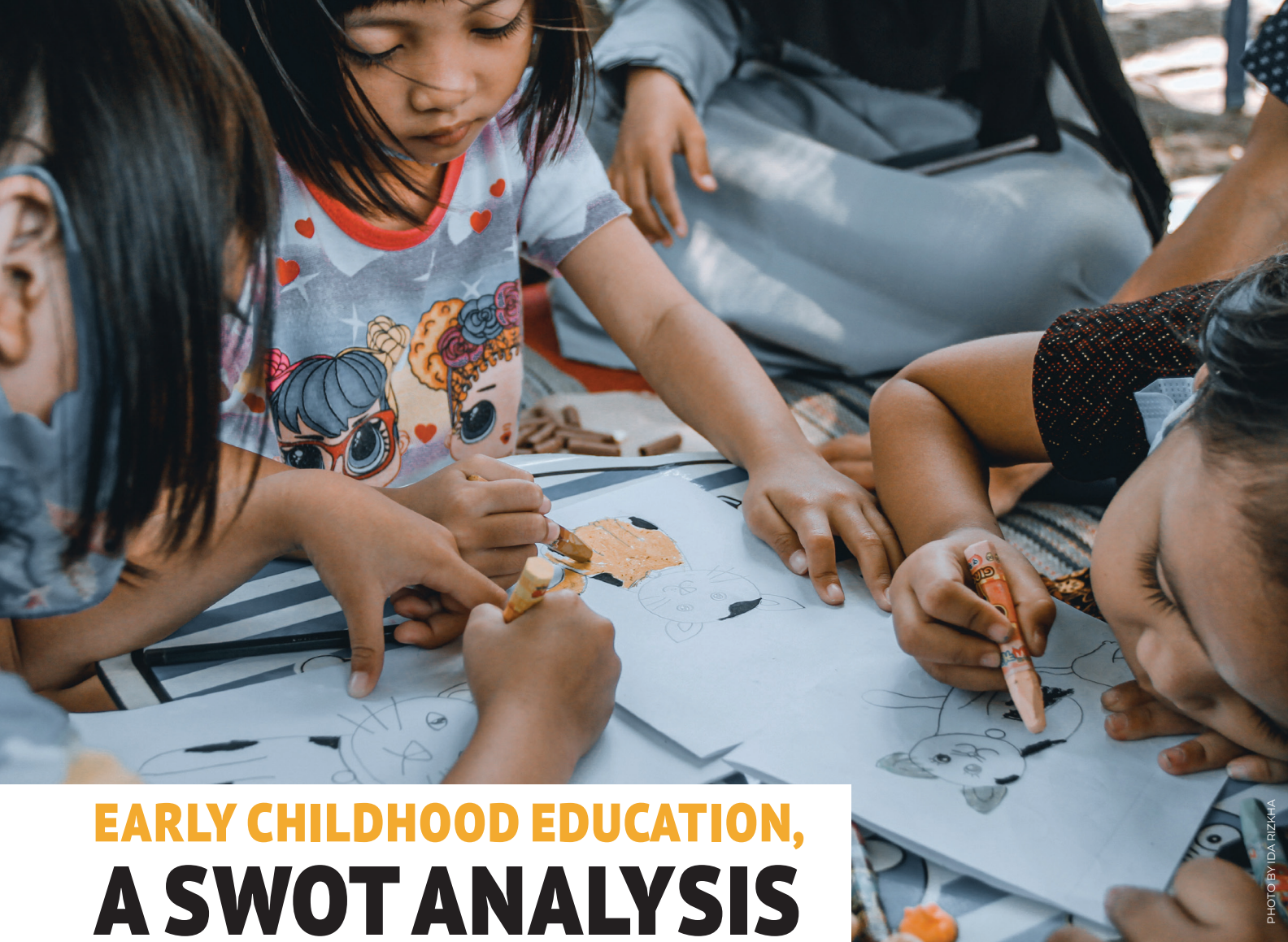


PHOTO BY IDA RIZKHA

# EARLY CHILDHOOD EDUCATION, A SWOT ANALYSIS

*While demand continues to grow, there are also some challenges.*

By Michael Peterson

I don't think I'm telling you anything you don't already know, dear reader, when I say the world has been in flux over the last couple of years. Of course, this is as evident in the early childhood education (ECE) space as anywhere else, if not more so! It was just two years ago that I wrote an article for this exact publication discussing how it was imperative that we return to normalcy in ECE and childcare to get

the economy back on track. In most ways, we are there now. No longer are schools closing due to Covid outbreaks. Parents don't have to worry from day to day if their child's school will be closed for the next two weeks, impacting their ability to return to the office. Like many industries, however, the ECE industry is not the same industry it was pre-pandemic.

A **SWOT** (Strengths, Weaknesses, Opportunities, and Threats) analysis is often used to help a company find its way forward, but this format has other uses as well, including general industry review. It's likely that most, if not all, franchise industries could use a look under the hood after the hard run we just took them through, and ECE is no different.

In case it is a term you are not familiar with; a SWOT analysis is a tool used to identify internal and external strengths and weaknesses and also external opportunities

and threats. It is often used as an overall review to evaluate a company's current market position as well as to set goals and make path-defining decisions. As I mentioned, however, a SWOT can be applied to a specific industry as well. To do this, we can adjust the scope of the analysis to focus on this industry, and even more specifically, investing as a franchisee in this industry. So today, let's take a look at the current state of the ECE franchise industry and see what our SWOT analysis tells us. For clarity, this analysis highlights what I consider the two most significant factors for each of the SWOT categories. A full SWOT analysis could easily fill tens of pages, but my goal here is to provide a focused snapshot.

With that said, let's begin, shall we?

## STRENGTHS

Let me start with a simple statement. The ECE industry is strong. It is strong now and





it will remain that way. Let's look at the individual strengths.

**Demand:** If the drivers of an industry can be viewed as an engine, this engine has multiple cylinders, each pumping with vigor. First, more and more parents are getting driven back to the workplace, requiring that they find dependable, quality child-care. Compounding this, about a quarter of preschools permanently closed their doors during the pandemic, and increased demand with decreased supply is keeping the pedal to the floor, if I may mix my metaphors. Moreover, there's a burgeoning awareness among parents and policymakers alike about the long-term benefits of early learning and development. As my article 24 months ago mentioned, an Executive Office of the President report (December 2014) pegged societal return on investment at \$8.60 for every ECE dollar spent. The pressure of demand is coming from both a groundswell and from societal and governmental recognition.

**Digital/Amazon-Proof:** Certainly, ECEs, as the current turn of phrase goes, "Amazon-proof." Unlike many industries disrupted by the virtual shift, you just can't package a preschool experience and drop it at the front door, gift-wrapped and primed for overnight delivery. The texture of finger paint, the clang of monkey bars, or the hug of a friend who you haven't seen in forever (or maybe just over the weekend); these simply don't translate into pixels. Speaking of pixels, anyone who has attempted to steer a lively toddler through a quick Zoom with grandma and grandpa knows it's a feat akin to herding cats. Also, no matter how much we all love Chat GPT (which did not write this article), generative AI just can't focus on the social, emotional, cognitive, and linguistic development of your child, and especially not while you are at work. The in-person nature of ECE ensures the industry's resilience in an increasingly digitized world. I could go on, Strengths include the fact that more and more families are becoming dual-income, and that the industry has consistently outperformed forecasts (currently the forecast is 15% compound annual growth rate for the next 5 years).



PHOTO BY IGUSTAVO FRING

## WEAKNESSES

**Investment:** The first weakness is not uniform for ECE franchises, but it is present to some extent in all: the initial investment. Opening a preschool or daycare franchise typically starts in the \$1 million range and can climb upwards of \$4 million for some franchises. This is a substantial sum, and it can be a significant barrier to entry for potential franchisees. Building Kidz preschool, the longest-running Franchise Beacon client, has tackled this somewhat. They've developed a model that allows for variable school sizes and real estate models, bringing a more accessible \$250K to \$1 million investment to the table. Nonetheless, even with Building Kidz, this is not an insignificant sum. (*Building Kidz ad see inside the front cover.*)

**Staffing:** If you were to ask any preschool owner today what their biggest challenge is, you'd likely hear "staffing." Of course, that is equally true of virtually all brick and mortar businesses, but the pinch is felt more so in ECE than in other industries. This weakness is not uniform across brands; staffing should be a focus of your franchisee validation calls if you are considering investing in a preschool franchise.

## OPPORTUNITIES

I will highlight one opportunity that franchisors have to bring additional value to their franchisees, and one opportunity that franchisees likely have, irrespective of the franchise brand.

**Opportunity for Franchisors—Partnerships:** As the world begins to shift back toward in-person work, there is a tension between employers wanting their staff back in the office and employees who have grown accustomed to the flexibility offered by remote work. Franchisors have a rare opportunity to step in and add true workplace value by forming partnerships with companies to offer childcare services on-site. This would allow franchisors to both ease the transition back to office life and carve out a new and significant revenue stream for their franchisees.

**Opportunity for Franchisees—A generational opportunity to expand.** For franchisees, the surging demand for and reduced national capacity of ECE presents a clear opportunity to expand and open more schools. Adding fuel to this opportunity is the current real estate market. According to Cushman & Wakefield, the pandemic has left us with roughly 95 million square feet of unoccupied



PHOTO BY MIKHAIL NILOV

real estate, providing franchisees with the opportunity to expand and secure favorable lease or purchase terms, tenant improvement, and other concessions.

## THREATS

Every marketplace faces threats, and a realistic assessment of those is a must before you make an investment decision.

**Policy Changes:** I consider this to be an opportunity, but it must be assessed as a threat as well. As you may be aware, several states are contemplating the expansion of public school programs to embrace pre-kindergarten ages. On one hand, government involvement elevates ECE in the national conversation. In addition to driving enrollment, policy changes have the potential to address the current teacher shortages. This is a maybe, however. Additionally, I believe that the demand for ECE is so immense that free ECE will not address the shortfall, and therefore would neither impact enrollment nor put downward pressure on pricing. Of course, there's always

a chance that I might be wrong, or if I'm correct, this could introduce a different external threat, private equity. An infusion of private equity, especially when combined with a free option, could lead to increased competition, depressed enrollment, and/or downward pricing pressure. Again, I don't think this is a likely scenario, but it should be one that an investor considers.

**No Policy Changes:** The biggest driver of staffing shortages in ECE right now is the same driver as in other industries: a very strange employment environment that, if recent trends continue, is starting to self-correct. However, we *still* have the underlying issue of preschool teacher wages. The fact is that even a hypothetical preschool operating at near-full capacity with an owner willing to operate at break-even still can't afford to pay a true living wage, a wage that allows for bill-paying, short-term savings, long-term retirement planning, vacations, etc. Our industry has historically been dominated by secondary earners; that is, they have a spouse or significant other that

is the primary earner in the home, allowing them to accept a lower wage, generally in a passion pursuit. For reasons that are too far afield for this article, the pool of voluntary secondary earners is not keeping pace with the population at large. Thus, future subsidies for employment in this sector could become an essential consideration. Without such support, we may face a severe shortage of preschool teachers. I believe that no one, from the administration down to the individual voter, will allow this to happen, but again this must be looked at from a threat standpoint.

Thank you for sticking with me through this SWOT exercise. Here are some key takeaways, as I see them:

- Our industry is strong, has a surging demand, and has a built-in resiliency due to its resistance of tech disruption (Amazon-proof).
- Like any industry, there are challenges. For ECE, chief among those is the required investment and challenges around staffing.
- Opportunities for franchisors and franchisees abound! Two key areas are (franchisors) strategic partnerships and (franchisees) capitalizing on available real estate for expansion.
- Future policy changes (or the lack thereof) are potential threats; they are also areas of potential opportunity for strategic growth and positioning.

I am extremely bullish on the ECE industry. I think that it is very important; however, investors in the industry must make sure they partner with a franchisor that has a track record of success and of foreseeing and getting in front of changes in the industry. As with any industry, prospective franchisees should invest with an eye on the risk factors as well as the upside. ▀



**Michael Peterson** is the president of Franchise Beacon, a premier franchise consulting and outsource development firm. Michael is the author of the bestselling *How and Why to Franchise Your Business*, contributes widely to franchise publications, and speaks frequently on franchise sales and compliance.



# Igniting a Passion for Music While Enriching Communities

Discover Little School of Music Franchising Opportunities.

## Introduction

In the dynamic world of music education, a new star is rising on the horizon - Little School of Music is a premier music school franchise that promises to revolutionize the way aspiring musicians learn and grow. With its commitment to nurturing talent, fostering creativity, and providing exceptional instruction, this innovative franchise is set to become the go-to destination for music enthusiasts of all ages and skill levels.

## Unparalleled Expertise and Curriculum

At the core of this premier music school is a team of highly accomplished and passionate music instructors. Drawing from their vast experience and expertise, these instructors deliver personalized lessons designed to unlock the full potential of every student. Whether one dreams of mastering a classical instrument, exploring contemporary styles, or diving into music theory, Little School of Music utilizes comprehensive curricula and programs which cater to diverse musical interests and aspirations.

## State-of-the-Art Facilities

Recognizing the importance of an inspiring learning environment, Little School of Music spares no effort in creating state-of-the-art facilities that encourage creativity and facilitate musical growth. Equipped with cutting-edge technology and sound-treated studios, each location provides an immersive and distraction-free experience for students. From individual practice rooms to ensemble spaces, these facilities cater to the needs of both solo performers and collaborative musicians.

## Diverse Programs for All Ages

One of the defining features of Little School of Music is its commitment to inclusivity and accessibility. Recognizing that music knows no age limits, it offers a diverse range

of programs tailored to different age groups. From early childhood music classes that foster a love for music to adult programs that cater to those pursuing lifelong passions, Little School of Music strives to create a vibrant and supportive musical community for everyone.

## Performance Opportunities and Mentorship

A crucial aspect of musical growth is the opportunity to perform and share one's talent with others. Little School of Music organizes regular recitals, concerts, and community events, providing students with valuable performance opportunities and the chance to showcase their skills. Moreover, through mentorship programs and collaborations with established artists, Little School of Music creates pathways for students to receive guidance from music professionals, empowering them to reach their fullest potential.

## Expanding to New Communities

With its proven success and commitment to excellence, this premier music school franchise, Little School of Music, is now expanding its impact to new locations bringing its transformative music education to aspiring musicians across the country. Little School of Music aims to enrich communities, ignite musical passions, and create lasting connections through the power of music.

## Conclusion

In the realm of music education, the arrival of a premier music school franchise signifies a new era of excellence, innovation, and limitless musical possibilities. With its exceptional instructors, state-of-the-art facilities, diverse programs, and commitment to nurturing talent, Little School of Music is poised to shape the future of music education. As it expands to new communities, it will continue to inspire, educate, and empower a new generation of musicians, ensuring that the universal language of music thrives for years to come.



## LITTLE SCHOOL OF MUSIC

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We started in 1983 as a photo solution for local sports teams. Fast forward to 2023 – the TSS team employs the most innovative products and technologies to enhance photo day for students, athletes, event

attendees, business professionals and more. We are always looking to the future and endeavor to provide business owners with the best possible equipment, customer support and marketing/sales expertise.

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If you have worked hard to establish an existing brand, we certainly understand that you may want to continue to operate under that name. If this business involves sports or schools, then we can share the extensive list of reasons you may want to convert the name of that business to TSS Photography (chief among them the brand recognition and buying power we get collectively). If you photograph portraits or other types of work, then we can discuss options with you as to how the two business lines can co-exist.

TSS offers the largest product line in the industry. With our corporately owned production facility based in Oklahoma City, we can ensure all products maintain the highest level of quality that customers expect at reasonable prices. We offer industry-leading turn-around of orders so customers can enjoy their photos right away. Being in the photo industry for over three decades, we understand the importance of each photograph to parents, family and friends. It's our guarantee that the quality of every image and product is nothing short of fantastic.



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## Building Kidz Worldwide: An Award Winning Educational Franchise That Combines Passion, Profits, and Innovation

Building Kidz Worldwide combines a cutting-edge curriculum, unique business model, and a dedication to social responsibility to shape the future, one child at a time.

In 2003, Vineeta Bhandari left a career in Corporate America. With her daughter recently diagnosed with juvenile diabetes, she envisioned a preschool that was completely child-focused, addressing their comprehensive development needs.

Building Kidz was born.

Vineeta grew Building Kidz to 5 schools by 2013. Over the same time period, Vineeta's mission expanded from providing a safe and nurturing environment for her daughter, to providing the same to children in her immediate vicinity, to the far-reaching goal of touching the lives of a million children in her lifetime.

The genesis of Building Kidz's second iteration was a collaborative effort between Vineeta, Sanjay Gehani, and Sanjeet Karamchandani, the founders of the franchise concept.

By 2014, they had developed a plan to reach Vineeta's vision while also expanding to 10 campuses. In 2015, the Building Kidz franchise concept launched, helping like-minded individuals engage in the early-childhood education industry.

The Building Kidz franchise offering stands out for several reasons, chief among those being its flexible business and real estate model. Primarily offering care and education for children aged 2-6 years, franchisees have the option to extend their services to infant care and after-school care for children up to the 6th grade. This flexibility extends to real estate as well, as campuses are operational in stand-alone buildings, retail centers, converted homes, churches, and business complexes, ranging from 2,000 to 10,000 square feet.

At the heart of Building Kidz is an innovative approach to whole child development which uniquely integrates performing arts and learning through life experiences into a devel-

opmentally appropriate curriculum. Focusing on emotional, social, cognitive, linguistic, physical and academic development not only guarantees superior care for our young ones but also enables higher tuition rates. We emphasize value, leading to industry-leading profitability for franchisees, rather than competing as the low-price leader.

At no expense to its franchisees, Building Kidz the franchisor uses 25% of its profits to help underprivileged children at home and abroad. Besides impacting the lives of children across the globe, this initiative allows us to connect deeply with our customers and the communities we serve and allows our franchisees and parents to have a strong societal impact that extends far beyond our campuses.

Building Kidz is far from the traditional 'cookie-cutter' franchise offering. Our franchisee-centric model allows for a range of investments and franchisee individual risk profiles, all while maintaining our dedication to providing a world-class early educational experience.



### BUILDING KIDZ WORLDWIDE, LLC

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As a leading senior care franchise, CareBuilders at Home offers innovative service extensions to differentiate from its competitors and drive profitability for franchise partners. These include a Virtual Caregiver Platform that uses cutting-edge technology to provide clients with an instant connection to friends, family, and their care team; a Brain Health and Fitness Program to promote cognitive development and independence; and Personal Assistant Services for task-specific needs such as personal care, housekeeping, and transportation. With the senior care industry projected to reach \$1.7 trillion by 2028, CareBuilders at Home is an established brand that is well-positioned to meet the growing needs of the aging population.



### CareBuilders at Home

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