

FranchiseConnect[®]

VOL 03 • ISSUE 03

MAY/JUN 2021

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

**ARE FRANCHISEES
ENTREPRENEURS?**

**Children's Education Franchises
Are Going Hi-Tech**

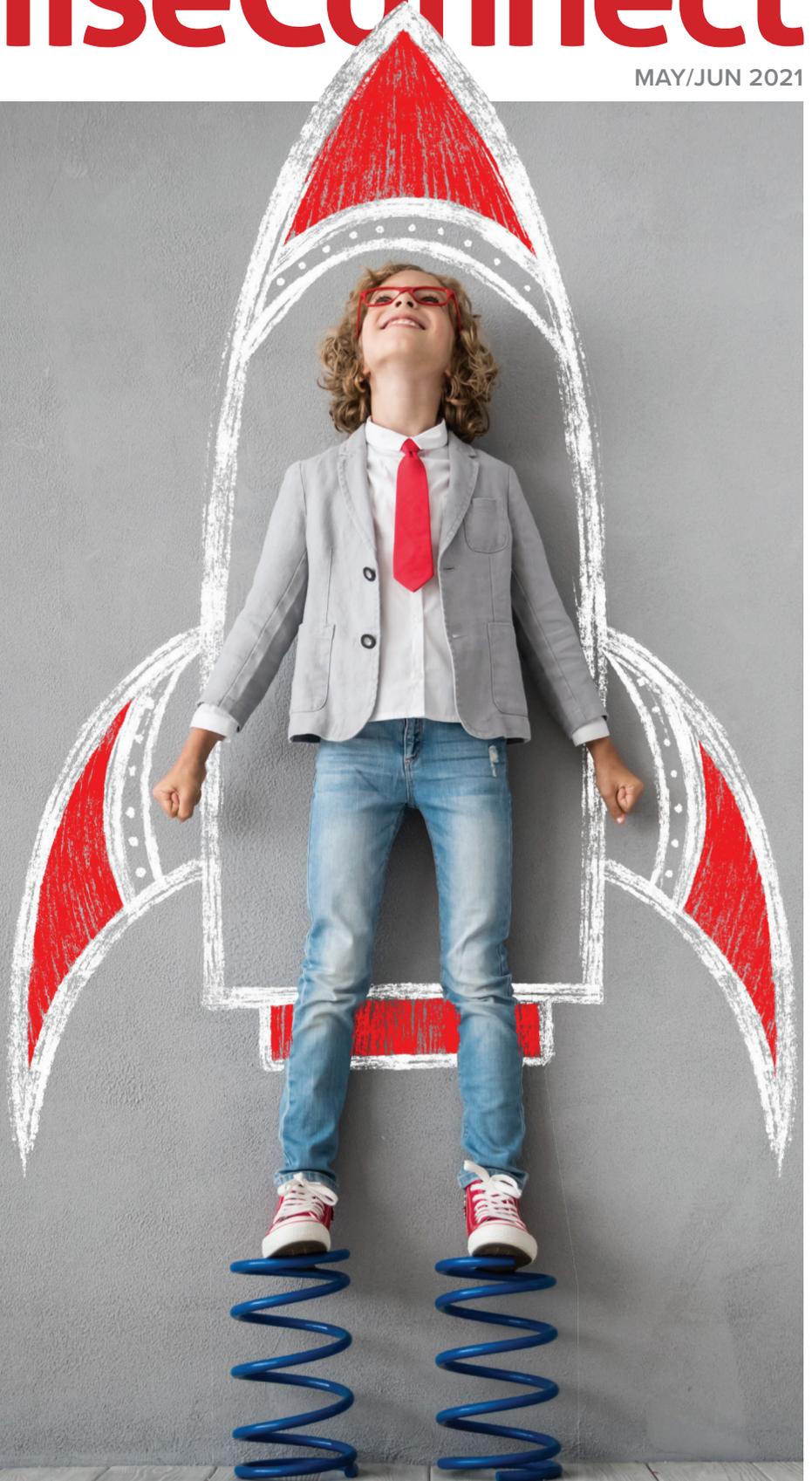
**LOSING YOUR JOB
MIGHT BE A GOOD THING**

**WHICH COMES FIRST
THE FRANCHISE
OR THE FUNDING?**

**SHOULD YOU OPEN
A FRANCHISE IN
THESE UNCERTAIN
TIMES?**

**MEET THE PEOPLE
BEHIND THE BRANDS**

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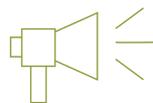
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"A MAN WHO STOPS ADVERTISING TO SAVE MONEY IS LIKE A MAN WHO STOPS A CLOCK TO SAVE TIME."

– Henry Ford



JAN/FEB – WINTER 2021

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 2021
Meow. Woof. Chirp. Peep. Squeak.

Pet Franchises

- ▶ **TOP 100 Pet 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



MAY/JUN – LATE SPRING 2021

Education Franchises
Children's Products and Services

- ▶ **TOP 100 Education 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



JUL/AUG – SUMMER 2021

Senior Care and Healthcare Franchises

- ▶ **TOP 100 Senior Care 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



SEP/OCT – FALL 2021

Food and Drink Franchises

- ▶ **TOP 100 Food 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



NOV/DEC – LATE FALL 2021

Sports and Fitness Franchises

- ▶ **TOP 100 Fitness 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

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FRANCHISE CONNECT MAGAZINE
JUL/AUG – SUMMER 2021

SENIOR CARE AND HEALTHCARE FRANCHISES

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GETTING BACK TO NORMAL

W

We had a community picnic last Sunday. Surprisingly a lot of people participated. After more than a year of separation and isolation, Americans are reuniting. We are hugging, laughing, and dancing. While many of us still feel anxious it is nice see many businesses getting back to normal. The economy is getting better. This has positive effects on the franchise industry too.

In this issue, we focus on education franchises, and children's products and services. *The New York Times*



estimates that American families spent over \$16 billion in the last summer alone on children's activities and child care.

The market for children's services and products is huge and growing. According to the latest U.S. *Census*, there are more than 74 million children in the United States (or about 1/4 of the national population). This number is projected to increase to approximately 80.3 million by 2030. Spending on children is also rising. A trend that children's franchise owners often point out is that people are having children later in life, in their 30s as opposed to their 20s. In most cases, older parents are more financially stable, meaning that they have additional money to spend on their children's development.

An increase in lifespan is also driving an increase in spending. Grandparents have more years to spend money on their grandchildren. Kids themselves now have more personal money to spend as well.

It's estimated that parents will spend about \$170,000–\$400,000 to raise a child from birth to 18 years old (dependent upon income level). Expenses include child care, education, health care, and clothing, housing, food, transportation, and miscellaneous expenses. As a proportion of total child-rearing expenses, housing accounts for the largest share. Child care, education, and food are the next largest average expenditures.

We have a lot of interesting articles and information in this issue. Please discover it.

Stay safe and healthy,

A handwritten signature in blue ink that reads "Sitki Kazanci". The signature is fluid and cursive.

SITKI KAZANCI / Founder-Publisher

AMERICAN
FAMILIES SPENT
OVER \$16 BILLION
IN THE LAST
SUMMER ALONE
ON CHILDREN.



PHOTO BY YURIY GOLUB

Sizzling Family-Focused Franchise Concepts for Spring and Summer

Kids are expensive and they grow fast. Franchisors have seen the demand and answered with franchise models to meet parents' needs.

By Christopher Conner

Kids have become the center around which an entire booming industry orbits. As of 2018, the number of children living in the United States was nearing 74 billion.¹ That's a big market to fish from. Post-Covid franchise sales are at an all time high, testifying to the exuberant entrepreneurs looking to grab hold of their own business and grow on their own terms, rather than within the shadow of a boss. If you've already begun to open the door and step back into the world, you'll find that there is a new buzz that is almost tangible. People are eager

to have fun, learn new things, and participate in organizations after a year of quiet isolation.

Let's take a look at some family-focused franchises worthy of growth for 2021.

LEARN A NEW SKILL

Youth sports programs are as American as apple pie. One *USA Today*² article points out that 63% of Americans spend \$100 to \$499 per child per month on sports. This leads us to The GRT Network, a freestyle trampoline program co-owned by Canadian acrobatic specialist, coach, social media influencer, and athlete Greg Roe.

The year 1934 brought us the first man-made trampoline by George Nissen and Larry Griswold. Originally invented as a tool to help train those in sports like gymnastics, diving, and skiing, trampolining has become a sport of its own.³ The GRT Network is one of the most unique skill training programs out there and quite literally the only trampoline-focused training program in the franchise marketplace (hello, no competition). The brand touts powerful muscles thanks to Greg's appearances on *America's Got Talent*, the Discovery

1. www.Statistica.com

2. www.USAToday.com

3. www.olympic.org

People are eager to have fun, learn new things, and participate in organizations after a year of quiet isolation.

Channel, and Ripley's *Believe It Or Not*; his work in helping to found the first Freestyle Trampoline Association; and his efforts to create training clinics for the Cirque du Soleil acrobats. But it's not just great branding and Greg's roster of accomplishments that makes this one a winner. The unique athlete-led structure of the entire program is special within the coaching world, including 3D modeling to help hone every athlete's skill. Plus, this franchise caters to a variety of sports and athletes of all ages, making it a must-have in many markets.

READY FOR LAUNCH

Parents know well that kids love to move. The family-centered franchise model is on the rise, expertly displayed at Launch Trampoline Parks, where kids can literally bounce off the walls. It's important to note that Launch isn't just for small children, and the audience is quite open, ranging from toddlers to teens—even parents have a great time. Each park has trampolines, birthday party packages, ninja courses, arcade games, laser tag, and the Krave restaurant. With multiple services come multiple revenue streams. The company has grown by leaps and bounds since its inception in 2012, with over 35 locations across the country attesting to their proven model and growing brand recognition. Every park is designed with labor efficiencies in mind, plus the company manufactures its own equipment and trampolines, driving revenues up. As far as year-round, family entertainment centers go, this franchise opportunity is one to jump for.

THE INDOOR PLAYScape

For those of us who grew up in the 80s and 90s, when we say indoor playgrounds, brands like Discovery Zone and Leaps and Bounds come to mind. Where these play places fell short, Mt. Playmore reigns supreme. The company was strategically designed by a team of experienced engineers with entire families in mind. Today's



parents want to get in on the fun, climb through the tunnels, and slide with the best of them—Mt. Playmore allows just that. Mt. Playmore exists within mid- to high-income communities, beckoning families with everything from a full day of play for \$10.95 per child (aged 4 to 15) to a quick bite at its in-house restaurant. When parents are exhausted and their kids are still going, cleverly placed centralized seating allows for the grown-ups to watch and relax, work, if needed, and socialize.

The franchise opportunity gives its franchisees several revenue streams, ongoing support, and well-established vendor relationships for increased savings. The company also attracts volume with discount pricing for infants and those 16 and up, charging just \$1.50 each. Indoor play places are not bound by climate or season and have steadily grown thanks to the natural referral network within the parental community, as is true for many of the other brands mentioned here.

SECOND HAND GOES TO FIRST

Kids are expensive and they grow fast. Franchisors have seen the demand and answered with franchise models to meet parents' needs. One research study by Mintel says that 81% of parents would

buy/have bought their children's clothes from second-hand sources. Investing in a second-hand shop like Illinois-based From One Mother to Another can fulfill the demand plus add those feel good fuzzies to your day. This brand works like a consignment shop, inviting parents to bring in their gently worn unwanted apparel and equipment to the shop and then get cash as each item sells. These shops can fit easily into the newly available slew of spaces that were left empty after last year's closures. They also don't have tons of upfront inventory costs due to the consignment model. These types of stores are fun to own, are affordable, and serve as a community asset. The market is ripe for kids consignment post-Covid, which means From One Mother to Another may be the perfect shop to fill that vacant space you've had your eye on. ▶



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 US 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



IMAGE BY GERD ALTMANN FROM PIXABAY

Becoming a Person of Influence

It takes commitment, learning from mistakes, and growing.

By Kimberley Daly

Business owners are people of influence. Successful business owners influence their team, their customers, and their communities every day. But just because you do not feel qualified to influence others today does not mean you cannot learn this skill. Champions are not born champions. Champions are made through first having a dream and then trying and failing and persevering and staying committed to that dream at all costs. To become a person of influence, you first have to believe in yourself.

A person of influence wants to impact the world in a positive way. This person should be dedicated to personal growth and self-improvement as you can only give away what you are. Influential people aspire to high morals and sound character. They are disciplined in their words and

actions, and they thrive on helping others and creating value in the world.

When I interview people, who want to own a business, these aspirations set apart those who become business owners. Making money is a great goal for business ownership, but in my experience, it is not

A PERSON OF INFLUENCE WANTS TO IMPACT THE WORLD IN A POSITIVE WAY.

enough to propel a person to change their life and start a business. People who want to make more money will look at businesses, but they will never find the “right” business. After 16 years of helping thousands of people make decisions about business ownership, I see very clearly that those who say yes to their dream want greater impact and influence in their lives, over their families, and in

their communities.

Anyone can become a person of influence, an expert, a leader, a business owner, or really achieve anything they set their mind to if they are committed to learning, trying, failing, and growing. We are born with potential, but we must nurture that potential every day to become all that we were meant to be. I believe anyone can be a successful business owner if they are committed to becoming a person of influence and perhaps even excellence! ▶



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.

LinkedIn TIPS YOU MIGHT HAVE MISSED

Following these courtesies will help you make strong connections.

By Nancy Friedman

As many of us know, LinkedIn is a good social media provider to connect with people. Sadly, as many of us know as well, it gets abused and misused.

Here are a few of our Telephone Doctor essential tips that will help you on your way to building rapport and connecting. Good luck!

First and foremost, selling on a first invite on LinkedIn should be a ticketable offense. I've not heard or spoken with anyone who enjoys those first connections and a sell right up front.

Now, down to the simplicities. Here are three from our list of 10. If you'd like the rest of them, please "LinkedIn" with me and mention that.

TIP #1—With the rarest of exceptions, in fact in most cases, I do not use the *default* invite—ever. Why? It does very little. The only time I happen to use it is when I make a mistake in which button I click. My invites are *always* personal. Use the LinkedIn "MORE" portion on your phone or big screen to find

DON'T SELL SOMETHING ON A FIRST INVITE.

"personalize invite." Your invite length doesn't need to be in competition with *Gone with the Wind*; however, you should show a definable reason to connect. And NOT to sell them something on a first invite. Best is an invite from the heart. "We have many common connections" is one of the worst. Common connections do not mean common ground. Big difference!

Find a social reason that makes sense to connect—to benefit you both. And best of all, if you can get a really good recommendation from a common connection, then word it softly, and use that.

Sample: "Hi Dan, Kit Vinson, of Fran Man



mentioned you're someone I should connect with on LinkedIn. Thanks so much. Look forward to talking eventually."

And we can now add our website or our email to the invite. That's one thing that might help. If you're doing a longer invite, I suggest you type it first in a Word document. Get it right—spelling, punctuation, etc.—then cut and paste into LinkedIn.

TIP #2—Update your picture at least twice a year. Some folks have their Bar Mitzvah picture up—or it looks like it. Many years ago, I was told by a professional actor, "Grow old with your audience." Don't let people say OMG when they meet you after they have seen your 30-year-old photo on LinkedIn.

TIP #3—Acknowledge connections with a thank you or a note back to them on LinkedIn. Again, no selling on the invites. Get to know them a bit first.

Next time we will cover endorsements, likes, recommendations, and much more.

Enjoy, and thanks for reading. ▶



Nancy Friedman, founder and chairman of Telephone Doctor Customer Service Training, is a popular customer service and sales speaker at franchise events, corporate meetings, and conferences. Now offering and specializing in virtual Zoom programs.

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ANALYZING THE EDUCATION INDUSTRY FOR FRANCHISEES IN 2021

EDUCATION FRANCHISE AND PRODUCT SERVICES FOR CHILDREN IN THE USA

By Sara Jensen

The educational franchise market is thriving, with lucrative opportunities available for franchisees. Data from the Bureau of Labor Statistics show that well over 100,000 establishments are operating in the private education industry, with over 200,000 state and federal institutions. According to the National Center for Education Statistics, this industry accounts for over 3.5 million jobs.

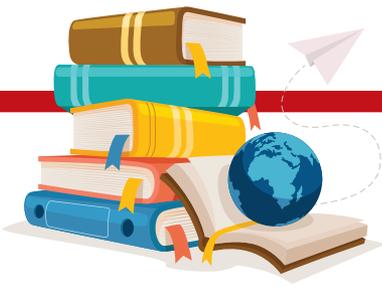
A variety of niches make education franchises rich with opportunities.





COVER
STORY

IMAGE BY YUGANOV KONSTANTIN



EDUCATION FRANCHISE AND PRODUCT SERVICES FOR CHILDREN IN THE USA

Private companies are mostly fragmented and dominated by some 50 large businesses representing a whopping 30% of the industry's total revenue.

About 56.4 million students will obtain formal education from kindergarten through grade 12. These students and their parents are potential clients for franchisees. The educational franchise isn't restricted to providing educational services as there are endless opportunities in art, career, dance, language preparation, test preparation, and driving classes.

CURSORY OVERVIEW OF THE INDUSTRY

The bulk of the revenue in the educational industry comes from tuition fees. Gross profit represents nearly 60% to 90%, depending on the area and subject matter.

Companies that grow can reap the benefits of scaling, which includes lower fixed costs and higher operational efficiency. However, the growth also makes it a bit difficult to find qualified trainers. Entrepreneurs who want to open a franchise in this sector should review the demographics and evaluate the local talent pool before committing to the industry.

In the early 2000s, the industry was struggling to compete with online alternatives and mobile apps. However, in recent years, the educational sector has used technology for its own benefit. Most of these tools make education more fun and engaging. They also simplify the management of students and administrative tasks and make it easier to distribute educational material more efficiently.

If anything, the educational industry has gone through exponential growth in recent years, mostly attributed to technology.

It is worth pointing out that there is continued demand for higher education and renewed interest in trade schools. More

students and parents are beginning to realize that a college education, while useful, is expensive and not always helpful compared to learning a trade, which allows them to start making money right away (while racking up less debt).

TUTORING AS A FRANCHISE OPTION

The most popular franchise option in education is tutoring. This is a multi-billion dollar industry valued at over \$8.7 billion. Within this industry, online tutoring services account for well over \$1.3 billion and growing according to IBISWorld.

Tutors can provide services based out of their home or go to an on-site location. However, due to new social distancing requirements, more of these services will pivot toward online platforms. The online model will become more popular with time and rely on the franchisee to facilitate seamless communication between the students and educators.

Brokering franchisees do not require prior experience in education. They can get started right away.

Entrepreneurs can also use an on-site location-based model to run the franchise. In this model, the most popular option is to have students visit in person to attend classes. There are vast opportunities for franchisees to offer all kinds of subjects, ranging from math and science to test preparations.

There is one disadvantage with this model. It requires access to real estate, representing an obvious barrier to entry for most entrepreneurs on a limited budget.

Some franchises are combining child care with education, which mostly caters to parents with younger children. Estimates show that there are over 11 million children under five years old who spend at least 35 hours per week in childcare per a report from the Assessing the New Federalism project.



Parents also recognize the importance of early childhood education, which has shown to provide long-term benefits.

This trend has been studied by the U.S. Bureau of Labor Statistics, which found that there will be gainful employment for people through 2021.

Franchises can also capitalize on after-school programs. Some of the most prominent child care programs include Children's Lighthouse, All About Kids, and Primrose School Franchising Co.

EXPLORING OPPORTUNITIES IN CHILD EDUCATION SERVICES

Most child education services focus on helping K-12 students with their math, reading, writing, SAT and ACT preparation, and more. According to studies, there are about 74.2 million children in the United States under the age of 18. This gives a unique opportunity for educational services to cater to children and help them acquire education, gain new skills, and acquire tech-oriented skills such as programming and web design.



PHOTO BY PRESSMASTER

Since traditional school systems don't focus on essential life skills such as business development and taxes, franchises can fill the void. Examples include teaching finance and business skills to children so they can start their entrepreneurial journey at an early age. They can teach key skills in taxation and leadership to help younger people know what to expect when they launch their own businesses.

Another exciting franchising opportunity is to start a year-round science, technology, engineering, and math (STEM) educational facility for children enrolled in engineering and science courses. There is going to be a steady supply of students who will pursue a tech-oriented career, which ensures guaranteed income to franchisees.

Mathematics in particular is a subject that a large percentage of elementary and secondary school students struggle with. Studies found that nearly two-thirds of children scored below proficient in math.

This is a compelling demand for supplemental math tutoring to prepare children for college and career. If you are interested, there

are various franchises with specialized programs for mathematics. Most investments start at around \$50,000 minimum and access to a liquid capital of around \$110,000.

Beyond STEM education, you can also invest in art franchises that provide art and music education to students who want to develop their skills in this area. Franchises such as the School of Rock and Kidcreate Studio offer art education that fills the void found in traditional institutions.

Another exciting investment opportunity is in retail through franchises such as Kazoo Toys and Learning Express. These businesses design educational toys for all ages and help parents who want to promote learning through hands-on creativity.

WRAPPING UP

Teaming up with a large educational provider offers numerous marketing advantages that are not available to a smaller business just starting out. Buying an educational franchise is a time-tested way of making financial progress while also positively uplifting the community. ▶



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.

MEET THE PEOPLE
BEHIND THE BRANDS



Laura Coe, Co-Founder and CEO



#1 RANKED CHILDREN'S ENRICHMENT FRANCHISE

Snapology is the premier partner for STEAM education, offering year-round programs.

By Christina Huang

At Snapology, they understand that children are meant to learn through play. When children are actively engaged in hands-on, interactive learning activities, their creativity flourishes and they show a greater interest in school. Snapology helps your child grow up with a thirst for knowledge. How do they do it? Snapology engages children ages 2–14 using

LEGO bricks, K'Nex, popular themes, and technology. While the kids are having fun, they sneak in the educational concepts. In most cases, kids don't realize how much they are learning!

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

I grew up the child of entrepreneurs and I always knew that I wanted to own my own business someday. While working as an

actuary in my first career, I became a franchisee of two different franchise systems. While I enjoyed being a business owner, neither of these businesses were ultimately a good fit for me. Snapology is actually my third business. After selling the first two businesses (and having two children in the meantime), my sister and I stumbled onto the idea of Snapology while searching for activities for my two sons.

I knew I wanted to give my sons the opportunity to develop confidence, teamwork, and social skills that come from a team activity, but they just were not into sports. What they were into were LEGO bricks and creative problem solving. Science, technology, engineering, arts, and math (STEAM) education was just beginning to hit the mainstream at that time, and we knew that if we could build something that filled the need for STEAM enrichment and combined it with having fun, we would have a successful business on our hands.

Tell us about Snapology's history. How many locations do you have nationally and internationally?

Snapology started with just a couple of programs at our local community center. The demand was so great, we had to bring on a





team to develop our programs and expand on what we were offering. We were lucky to hire some pretty talented people to develop curriculum and test our programs. We put a lot of time into creating a solid base for Snapology, waiting five years until we began to offer franchisees, because we knew building a solid support system was imperative. We now have over 100 locations in the US and 60 additional locations in 13 countries. But we aren't stopping there!

What is the company culture?

It may sound cliché but we really are like a family. We celebrate wins and solve challenges together. As a former franchise owner myself, I know how important offering a supportive team atmosphere is, and that is how I have built my business.

How is Snapology different than others?

Our team is leading the way in innovative curriculum with over 1600 hours of quality, vetted lessons. There is no competitor who can compare to the breadth and depth of our curriculum. We also rely on a three-prong approach to enrichment. We believe we have found the perfect balance of academic enrichment, social development and, of course, fun! So many in the enrichment space are missing one of these pieces. We understand the importance of having all of these elements in place to help a child truly grow.

What's the typical investment to open a Snapology?

The typical investment for a Snapology franchise can range between \$50,000 and



\$70,000 for a community-based program. Franchisees can also add on a brick-and-mortar discovery center, or even a Snapology mobile STEAM lab bus.

What have you had to do to adapt to the Coronavirus?

STEAM education is all about solving problems that come our way. We could not be prouder of the way we have evolved over the last year. As schools closed, we were

the first enrichment provider to offer online programs and, while we were forced to adapt the way we delivered programs, we didn't change who we are at our core. We continued to focus on social interaction and fun by making sure that our online classes were live, interactive, small group programs so that kids could still engage with one another. In addition, within hours of schools shutting down, we launched a series of free activities for kids to engage in during a time when



both children and their parents needed us most. We believe that building community is essential to what we do.

Now we are ready to get back to offering our programs in person, which we believe is imperative to true STEAM education. We do, however, see some exciting applications for our online programs in rural areas or for children who are unable to enjoy classes in person due to health concerns.

What are franchisees' earning potential?

We have dozens of revenue streams at Snapology. This, coupled with large territories and a robust suite of curriculum, means that full-time franchisees can really grow the business to earn substantial revenue. We always tell our owners that their only limit is their imagination.

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

We kick off each owner's business with a four-day intensive training at our location in Pittsburgh where we walk through everything from daily operations, to accounting, to marketing and, of course, our curriculum. The initial training is followed by individual meetings with our HQ team leaders over the following weeks as you head out to start building your business.

Once this completes, we have an arsenal of on-going training and support systems in place to help our franchisees every step of the way. We offer six months of dedicated marketing support as you launch your business, as well as access to our leadership team at any time for advice or brainstorming. We

have monthly town halls and roundtables, an annual conference and regional support meetings. We are also proud to have an incredibly active owner's network where franchisees support one another.

What qualities make a franchisee successful?

Snapology isn't a set it and forget it business. Our best franchisees believe in what we do and they are not afraid to sell it. They are creative in their approach and confident in the product. Successful Snapology owners put in the work and are rewarded and inspired by the difference they make in the lives of kids in their community.

Is an educational background required to become a Snapology franchisee?

No. Through our training process, owners quickly become familiar with the educational aspects of the business. Our owners don't teach our classes. They hire qualified teachers so they can focus their energy on growing the business.

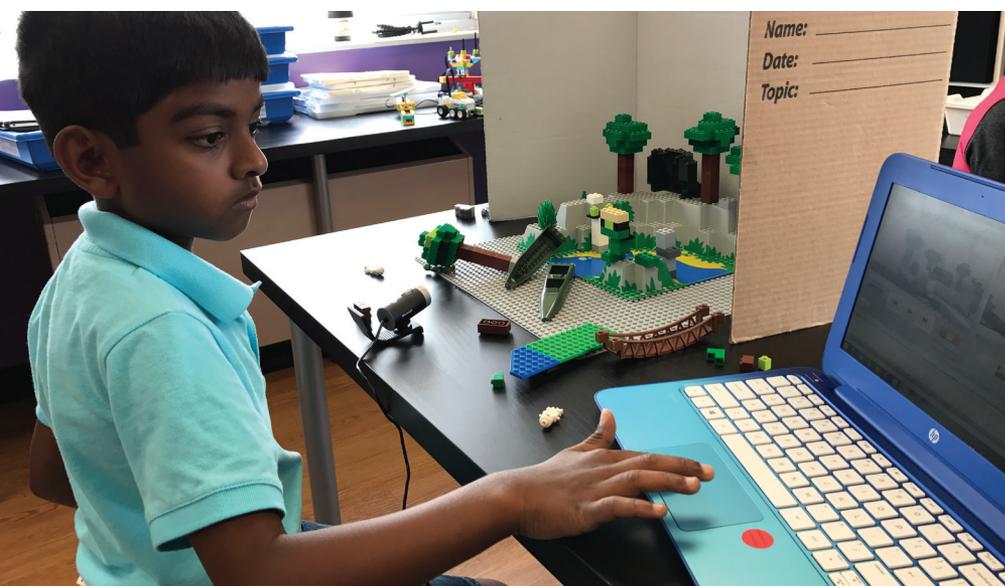
What are the brand's further national growth plans? What are the brand's expansion plans in the future?

The demand for our programs is rapidly increasing—so we are stepping things up. We are looking to expand throughout the United States and internationally. We have identified key territories where demand for our programs is highest and are looking for the right entrepreneurs to join our family. We look to add 30–40 new locations in 2021.

Is there anything else that you'd like to share with us about Snapology?

At Snapology we never stop moving forward. The needs of our communities and STEAM education are ever evolving and we are focused on staying nimble and flexible to be able to meet those needs. As demonstrated through our adaptations over the last year, we will continue to grow and develop to maintain our position as the #1 children's enrichment program. We couldn't be more excited about the future! ▶

For more information:
www.snapology.com/franchise
 (412) 295-1545
info@snapology.com



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Finding the right franchisees is one of the most challenging and critical aspects of building a successful franchise.

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TOP 100 EDUCATION FRANCHISES CHILDREN'S PRODUCTS AND SERVICES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
✦ Mathnasium Learning Centers	2002	2003	\$112,750 - \$149,110	Mary Olguin	(323) 421-8074	www.mathnasium.com/franchise
✦ Snapology	2010	2015	\$50,000 - \$70,000	Bob Coe	(717) 880-1378	www.snapology.com/franchise
The French American Academy	2012	2021	\$143,900	Jean-Francois Gueguen	(201) 887-4637	www.franchise-faacademy.org
Celebree School	1994	2018	\$634,000 - \$1,390,000	Ali Kraus	(410) 404-4837	www.celebree.cimo/franchising
Code Wiz Franchising	2017	2019	\$117,000 - \$193,000	Umit Soltani	(978) 496-1053	www.codewizfranchise.com
FUN BUS Fitness FUN on Wheels	2002	2003	\$63,850 - \$144,000	Stacey Kimmins	(732) 578-1287	www.funbuses.com
Class 101	1997	2008	\$45,950 - \$63,450	Thomas Pabin	(859) 687-9629	www.Class101.com
Amazing Athletes	2002	2006	\$34,450 - \$64,950	Paul Laudermlch	(732) 580-4905	amazingathletes.com
Abrakadoodle	2002	2004	\$38,088 - \$63,937	Rosemarie Hartnett	(703) 860-6570	www.abrakadoodle.com
Wize Computing Academy	2015	2018	Approx \$35,000	Vishal Bhasin	(214) 226-4595	www.wizeacademy.com
Young Rembrandts Franchise Inc.	1988	2001	\$45,000	Kim Swanson	(847) 742-6966	www.youngrembrandtsfranchise.com
School of Rock	1998	2005	\$271,500 - \$494,100	Anthony Padulo	(312) 585-6355	https://franchising.schoolofrock.com
Rock and Roll Daycare	2012	2019	\$351,500 to \$640,000	Asha Morales	(407) 431-1878	www.RockAndRollDaycare.com
Ho Math Chess Learning Centre	2019	2019	\$1,500	Frank Ho	(604) 263-4321	www.homathchess.com
Mad Science	1985	1995	\$28,000	Scott Reid	(514) 213-5563	www.madscience.org
Crayola Imagine Arts Academy	2016	2019	\$25,000 - \$45,000	Scott Reid	(514) 213-5563	www.imagineartsacademy.com
The Edison Early Learning Center Franchise	2007	2021	\$197,067	Dawn	(570) 282-5370	www.edisonearlylearning.org
Genius Kids Development Inc.	2011	2011	\$500,000	Rennu Dhillon	(510) 364-4033	www.geniuskidsonline.com
KidsPark	1988	1995	\$260,000	Thomas Keefe	(818) 287-1970	www.kidspark.com
Bricks 4 Kidz	2009	2010	\$19,995	Robyn Ewing	(904) 238-3878	www.bricks4kidz.com
LearningRx	2002	2003	\$125,000 - \$175,000	Natalie Speakman	(719) 955-6708	www.learningrx-franchise.com
Zooga Yoga	2012	2016	\$88,370 - \$282,335	Antonia King	(323) 333-8833	www.zoogayoga.com
BusinessKids	1995	2013	\$30,000	Rebeca Garcia	(929) 990-8355	www.businesskidsusa.com
Hi-Five sports Franchising	1990	2015	\$25,450	Joseph Fisher	(682) 250-6223	www.hifivesportsclubs.com
Stemtree	2010	2016	\$120,000	Dr. Bell	(703) 281-7836	www.Stemtree.com
Overtime Athletics	2003	2017	\$10,000	Chris Whelan	(720) 689-4133	www.otathletics.com/franchise
Ducklings Early Learning Franchise	1995	2016	\$512,900 - \$1,496,000	Kim Collier	(484) 607-8248	www.ducklingsfranchise.com
IDEA Lab Kids International	2011	2017	\$155,500 to \$368,000	Fernando Martinez	(281) 982-5126	www.idealabkids.com
Reading Readiness Centers		2020	\$80,000	Nabila Rangoonwala	(323) 216-9541	www.readingreadiness.org
Building Kidz Worldwide, LLC	2003	2016	\$214,000 - \$857,000	Sanjay Gehani	(408) 205-7674	www.buildingkidz.com
Adventure Kids Playcare	2004	2006	\$450,000 - \$550,000	Dana Oliver	(214) 277-9948	www.adventurekidsplaycare.com
GOW Franchising	2015	2016	Approximately \$25,000	Thomas Zino	(917) 362-0686	www.gymonwheels.com
Lafayette Academy	1991	2014	\$91,300 - \$208,750	Alex Perez	(925) 284-1644	www.lafayetteacademy.com
Best in Class Education Center	1988	2011	\$63,800 - \$125,480	Allegra Bozorth	(206) 341-9914	www.bestinclasseducation.com
Huntington Learning Centers	1977	1985	\$119,201 - \$270,304	Anne Huntington	(866) 206-4547	www.huntingtonhelps.com
Gymboree Play & Music	1976	1978	\$120,935 - \$279,900	Bonnie Stewart	(415) 242-5637	www.gymboreeclasses.com
Plato's Closet	1998	1999	\$255,000 - \$400,900	Brett Heffes	(800) 592-8049	www.platoscloset.com
KLA Schools	2007	2009	\$511,500 - \$2,111,250	Candy Ortega	(305) 377-0391	www.klaschools.com
The Warrior Factory	2016	2018	\$685,500 - \$1,058,700	Carl Fantauzzo	(585) 427-9289	www.thewarriorfactoryroc.com
Kinderdance Int'l. Inc.	1979	1985	\$18,100 - \$46,750	Carol Kay Harsell	(540) 904-2595	www.kinderdance.com
Children's Orchard LLC	1980	1985	\$174,700 - \$326,000	Carol Mintz	(952) 923-1223	www.childrenorchard.com
Overtime Franchise	2003	2016	\$59,900 - \$68,600	Chris Whelan	(571) 525.2256	www.overtimefranchise.com
Goldfish Swim School Franchising LLC	2006	2008	\$1,315,283 - \$3,045,358	Chris McCuiston	(800) 856-5120	www.goldfishswimschool.com
Discovery Point Franchising Inc.	1988	1990	\$403,799 - \$3,441,949	Cliff Clark	(770) 622-2112	www.discoverypoint.com
LeafSpring Schools	1988	1999	\$3,546,150 - \$6,473,700	Crystal Walter	(804) 747-5900	www.leafspringschool.com
Adventure Kids Playcare	2004	2006	\$344,250 - \$589,000	Dana Oliver	(817) 488.4600	www.web.adventurekidsplaycare.com
Tutoring Club LLC	1991	1999	\$56,500 - \$109,900	David Hill	(702) 588-5280	www.tutoringclub.com
Ident-A-Kid Franchise Corp.	1986	2000	\$34,200 - \$44,400	Dawn Cole	(800) 890-1000	www.identakid.com
Lice Squad Canada Inc.	2001	2002	\$25,750 - \$95,500	Dawn Mucci	(705) 458-4448	www.lic Squad.com
Amazing Athletes	2002	2006	\$30,700 - \$44,150	Dr. Janee Henderson	(615) 807-1623	www.amazingathletes.com
Real Life Ninja Academy	2015	2017	\$117,750 - \$232,850	Drew Drechsel	(203) 687-8676	www.reallifeninjaacademy.com

✦ SEE THE COMPANY AD IN THIS ISSUE TO GET MORE INFORMATION.



INDEPENDENT GUIDE TO THE BEST FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
Shear Madness Haircuts for Kids	1997	2010	\$126,862 - \$293,562	Erin Nanke	(913) 780-4404	www.shearmadnesskids.com
Tutu School	1983	1984	\$20,400 - \$74,275	Genevieve Weeks	(415) 734-8840	www.tutuschool.com
Kiddie Academy	1981	1992	\$425,000 - \$4,163,000	Gregory Helwig	(800) 554-3343	www.kiddieacademy.com
Just Between Friends Franchise Systems	1997	2004	\$38,550 - \$54,545	Heather Lineberger	(918) 902-5673	www.jbfsale.com
Destination Athlete LLC	2008	2008	\$31,300 - \$117,610	Heather Panzitta	(908) 730-0600	www.destinationathlete.com
Engineering for Kids	2009	2011	\$27,550 - \$94,250	Jacqueline Pereira	(540) 418-0008	www.engineeringforkids.com
Stroller Spa	2006	2011	\$3,500 - \$9,000	Jamie Mamikunian	866-8-7727553	www.strollerspa.com
Skyhawks Sports & Supertots Sports Acad.	1979	2007	\$26,250 - \$65,750	Jason Frazier	(800) 804-3509	www.skyhawks.com
Taste Buds Kitchen	2007	2013	\$206,570 - \$360,225	Jeff Brelsford	(410) 304-2062	www.tastebudskitchen.com
Stretch-N-Grow Int'l. Inc.	1992	1993	\$29,600	Jill Dunn Manly	(800) 348-0166	www.stretch-n-grow.com
All About Kids	2005	2008	\$2,677,500 - \$3,372,500	Jim Kaiser	(859) 538-1387	www.allaboutkidsunion.com
Crestcom International	1987	1987	\$85,000 - \$99,000	Tammy Berberick	(970) 484-2707	www.crestcomfranchise.com
High Touch-High Tech	1990	1993	\$62,750 - \$69,000	Jolynn Jordan	(800) 444-4968	www.sciencemadefunrdu.net
Cool de Sac	2008	2010	\$858,700 - \$1,988,667	Jose Luis Bueno	(305) 477-5505	www.cooldesacmiami.com
TGA Premier Golf	2002	2006	\$21,450 - \$62,800	Joshua Jacobs	(310) 333-0622	www.playtga.com
Pinnacle Montessori	2009	2013	\$3,189,625 - \$5,298,375	Kaki Reddy	(866) 333-6867	www.pinnaclemontessori.com
Brick by Brick	2011	2013	\$34,200 - \$179,500	Kendra Randall	(619) 276-3990	www.brickbybrick.com
Omega Learning Center	2005	2007	\$115,863 - \$231,506	Kimberly Smith	(770) 422-3510	www.omegafanchise.com
Tierra Encantada	2013	2019	\$591,250 - \$1,055,000	Kristen Denzer	(651) 686-2936	www.tierraencantada.com
Baby Boot Camp	2001	2005	\$6,000 - \$10,000	Kristen Horler	(941) 953-5000	www.babybootcamp.com
Kidcreate Studio	2007	2007	\$109,000 - \$261,000	Lara Olson	(303) 997-0746	franchise.kidcreatestudio.com
Baby Power/Forever Kids	1973	1998	\$80,600 - \$114,600	Linda Searles	(908) 507-3857	www.babypower.com
Legacy Academy	1997	1998	\$3,524,600 - \$6,135,500	Melissa Turner	(505) 923-3659	www.legacyschools.us
Romp n' Roll	2004	2006	\$198,700 - \$399,150	Michael Barnett	(804) 965-6940	www.rompnroll.com
Kids In Sports Franchising	1999	2014	\$202,750 - \$331,250	Michael Strutt	(917) 362-0686	www.kidsinsports.com
Kumon Math & Reading Centers	1954	1954	\$64,000 - \$140,000	Mino Tanabe	(201) 928-0444	www.kumonfranchise.com
Once Upon A Child	1984	1992	\$268,500 - \$396,900	Mondher Smida	(763) 520-8500	www.onceuponachild.com
iCode Computer Science School	2015	2016	\$284,000 - \$409,000	Monica Brown	(972) 665-3888	www.icodeschool.com
Lil' Angels Photography	1996	1998	\$41,263 - \$45,780	Paul Kimball	(423) 479-6186	www.lilangelsphoto.com
Little Sunshine's Playhouse	2002	2002	\$381,000 - \$487,000	Rochette Dahler	(417) 887-4242	www.littlesunshine.com
GameTruck Licensing LLC	2006	2008	\$146,599 - \$311,199	Scott Novis	(866) 253-3191	www.gametruckparty.com
Sharkey's Cuts For Kids	2001	2004	\$144,000 - \$184,000	Scott Sharkey	(203) 637-8911	www.sharkeycutsforkids.com
Challenge Island	2003	2012	\$47,600 - \$62,450	Sharon Duke	(770) 310-4400	www.challenge-island.com
Cookie Cutters Haircuts for Kids	1994	1996	\$130,000 - \$278,000	Shawn Hetherman	(317) 334-1680	www.haircutsarefun.com
Flour Power Kids Cooking Studios	2008	2015	\$131,675 - \$241,675	Susan Caldwell	(919) 889-2598	www.flourpowerstudios.com
Kidokinetics	2000	2006	\$42,900 - \$57,000	Terri Braun	(954) 385-8511	www.kidokinetics.com
Gym On Wheels	2004	2014	\$27,261 - \$51,436	Tom Zino	(914) 715-6394	www.gymonwheels.com
Kidz On The Go	1993	2007	\$100,000 - \$125,000	Traci Welch	(203) 247-1524	www.kidzonthego.com
Building Kidz School	2002	2015	\$199,000 - \$463,500	Vineeta Bhandari	(650) 777-5301	www.buildingkidzschool.com
Monkey Joe's Parties & Play	2004	2005	\$699,425 - \$1,484,129	Brooke Hawkins	(470) 277-5721	www.monkeyjoes.com
BounceU	2003	2004	\$352,250 - \$769,100	Lee Knowlton,	(480) 632-9663	www.bounceu.com
Brilliant Sky Toys & Books	2002	2007	\$196,000 - \$424,000	Baxter Lee	(615) 434-4515	www.brilliantkytoys.com
One Hour Parties	2001	2008	\$44,500 - \$70,600	Michelle Christie	(866) 522-0332	www.onehourparties.com
Little Land Play Gym	2015	2017	\$225,450 - \$498,500	Ernie Beltz Jr.	(512) 827-3670	www.littlelandplaygym.com
HappyFeet Legends	1989	2007	\$22,500 - \$29,400	Andy Barney	(913) 636-4073	www.happysoccerfeet.com
Primrose Schools	1988	1988	\$652,000 - \$6,800,000	Jo Kirchner	(770) 529-4100	www.PrimroseSchools.com
Once Upon A Child	1984	1992	\$255,000 - \$397,000	Brett Heffes	(763) 520-8500	www.onceuponachild.com
Soccer Shots	1997	2005	\$41,000 - \$55,000	Justin Bredeman	(717) 616-8587	www.soccershots.org
Apex Leadership Co/Apex Fun Run	2011	2012	\$79,000 - \$109,400	Jeremy Barnhart	(480) 347-0243	www.apexleadershipco.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.



Are Franchisees Entrepreneurs?

Franchising has numerous advantages to going it alone.

By Tiffany Dodson

Sitting at a Thai restaurant in a swanky part of my hometown, an esteemed colleague who launched several successful tech start-ups leans across the table of steaming satay chicken and som tum, and with a sheepish smile he asks, “Are franchisees real entrepreneurs?”

While the question is a bit of a gut punch for someone in franchising for the last two plus decades, it is a fair question coming from outside the franchise industry. With a knowing smile, I shared a quote that often comes to mind for this sort of question, “In business, you will either pay tuition to the school of life or you will pay royalties to a franchisor. I have found royalties to be the less expensive, faster growth option.” My colleague grinned and added that his tuition bill had been very large over the years.

To quote longtime franchising expert Bob Gappa, “Franchising is a network of

**THE START-UP
NEEDED OPEN-
ENDED FEEDBACK
FROM WOMEN
ABOUT HOW
THEY SHOP AND
THEN SURVEY
RESPONSES ABOUT
FEATURES AND
BENEFITS.**

a franchisor and other franchisees who share and grow a business system. Make no mistake, simply hanging a sign and waiting for clients to arrive will fail miserably. The franchisee must activate the franchise marketing and operation plan, network, and employ a customer-focused team to drive

interdependent business relationships that allows a number of people to share: a brand identification, a successful method of doing business, and a proven marketing and distribution system.”

At a minimum, franchising offers a path if not an eight-lane highway to follow with

clients to the business and retain them. One hundred percent of the investment is at risk, or at potential to gain, if the franchisee is successful.

Sometimes, others think that if business





PHOTO BY SHUTTERSTOCK

EXPERT ADVICE



The franchisee must activate the franchise marketing and operation plan, network, and employ a customer-focused team to drive clients to the business and retain them.

owners did not design the product or service, did not design the operating or marketing system, then they are not entrepreneurs. To the contrary, purchasing a franchise often saves five years of testing, trial, documenting, and spending resources (time, money, effort, etc.) to create a viable product or service. While the solo entrepreneur must find training and resources to continually upgrade their skills and offerings, the franchisee has additional training resources

from the franchisor and shared learning from other franchisees. This may aid in more rapid growth as well as a faster response to changing market conditions.

Ironically, by the end of lunch, my colleague asked for some thoughts on his latest project. He was advising a tech start-up on a new product for the fashion industry that would simplify shopping for women. They were in the early stages and needed proof of concept to attract more investors to build

out the technology. The startup needed open-ended feedback from women about how they shop and then survey responses about features and benefits. There would be millions spent figuring out the product, how to market it, and how to distribute it. For some entrepreneurs, that is where they wish to invest—discovery, testing, and refining. For others, we want to start in an active business model often generating clients before we have opened.

The dictionary defines an entrepreneur as “a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.” While a franchise may mitigate some of the risk and reduce the burden of trial and error, franchisees operate their business with risks and rewards available. The franchisee deploys resources daily to attract and retain clients. By definition, a franchisee is a real entrepreneur. ▶



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



PHOTO BY KATERINA HOLMES FROM PEXELS

CHILDREN'S EDUCATION FRANCHISES ARE GOING HI-TECH

Covid has driven everyone online.

By Rick Grossmann

Children's education franchises have been a growing category in recent years and have moved toward technology as a focal point with the pandemic impacting the marketplace. I explored this phenomenon with a few of the leaders in the children's franchise category to identify some of their strategies.

Many franchisors in this space started out with the common denominator of helping kids. Sometimes it was their own children who needed help that inspired them. I often find that many prospective franchise owners share this reason to buy, launch, and grow a business in this sector. Helping children is something that resonates with most people.

The reduction and changes in the types of classes and programs schools offer have opened up new opportunities in this sector.

A variety of brands and new technologies have created new ways to teach and communicate with customers.

I have featured several innovative brands recently on our Franchise Bible Coach Radio Podcast with Rick and Rob.

Anne Huntington was on our show and shared her insights with us. She is the president of Huntington Learning Centers, a well-established education franchise that provides valuable tutoring and test preparation services to K-12 students.



Her leadership philosophy helped during the Covid-19 pandemic. She said that the keys to getting through the pandemic are communication and separating fact from fiction. As the leader of the company, she had to make hard decisions that were important for the company and worked directly with its Owners Advisory Council to develop the best solutions.

When they were founded in 1977, there was no Internet. When the pandemic hit, they had to pivot to online learning overnight. They also had to help parents as they shifted to supporting their kids at home. They are now rolling out new remote learning programs.

Children's Lighthouse Learning Centers is located in Fort Worth, Texas. They are a children's early learning franchise with over 50 locations. Shelly Pair is the vice president of operations for the company and joined our show during our Fight for Your Franchise Challenge. Shelly let us know that they are growing steadily as new franchise entrepreneurs seek business ownership. Technology has helped them pivot during the changes in the industry over the last year. They used Zoom calls for support to keep their franchise owners on track and a fun franchise team happy hour on Fridays to keep morale and spirits up. The virtual training and meetings created more communication and team building within the franchise owner community. They also shifted to virtual discovery day events so prospective franchise owners



can learn about the franchise opportunity without leaving home. They are now going to keep using these technology options as they move forward.

Code Ninjas is the world's largest and fastest-growing kids coding franchise, with hundreds of locations in the United States, Canada, and the United Kingdom. David Graham is the company's cofounder and CEO. He told us that a huge percentage of the jobs that our children will be seeking in the future have not been invented yet, and the best way to prepare them is to find ways to engage them so they can learn how to think. Code Ninjas uses coding and gaming to accomplish this. He said the pandemic has created an awakening for all business owners to rethink their leadership styles and adapt.

Technology is a big element of every business, school and a social communication option that we all experience. Our children have grown up in a technology-enabled world, and new technologies are invented every day around the globe. With the sudden onset of the Covid-19 pandemic, the whole

world moved to online working, education, and communication overnight. More people are now comfortable with technology than ever before. I joke with my readers and say "your grandma couldn't turn on a computer a year ago but now she has three Zoom calls a day." ▶

LINKS:

- Franchise Bible Coach Radio with Rick and Rob
- Huntington Learning Centers
- Children's Lighthouse
- Fight for Your Franchise Challenge
- Code Ninjas



Rick Grossmann, Franchise Bible Author, Speaker and Coach
Rick is the Author of *Entrepreneur* magazine's Franchise Bible series and his 9th Edition was released worldwide in April of 2021. He also is a contributing author to *Entrepreneur* magazine and other industry publications on the subject of franchising and business.

He currently heads up the Entrepreneur Franchise Advisors program, serves as an executive coach and strategist for multiple franchise clients and is the co-host of the Franchise Bible Coach Radio Podcast with Rick and Rob.

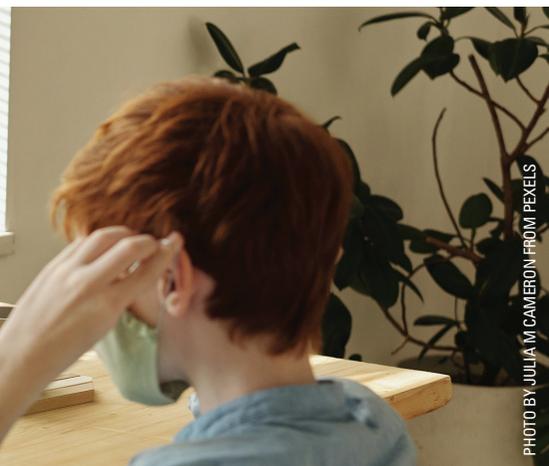


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LOSING YOUR JOB MIGHT BE A GOOD THING

It could be the best thing that ever happened to you.

By Patrick Laforet

Whether you've already lost your job through downsizing, redundancy, or any other reason, or if you're under threat to lose your job, your first thoughts run from blind panic to anger, desperation, and all points in between, especially if you have a family and all the commitments that go with it.

It's especially daunting if you've been in that position for a long time and assumed that you had that job for life. When it's the only job you've ever known, finding out that your job has gone can be devastating.

Even if it's a job that you've tolerated for years, when you no longer have it, you suddenly forget all the things you didn't like about working there and remember only the good. It's human nature.

RATHER THAN BLOCK OUT THOSE FEELINGS, ACKNOWLEDGE THEM, EMBRACE THEM, AND THEN LET THEM GO.

embrace them, and then let them go. They will not serve you in moving forward.

Keep in mind that many layoffs are activated by accountants—usually people you don't know and have never met. They have no idea who you are, what your skills are, what your true worth is, and how your family might suffer from your job loss. They're just doing

But the feelings of loss, of being in free-fall, create feelings of doubt. And doubt can cause a huge loss in self-confidence at a time when you need it the most.

Rather than block out those feelings, acknowledge them,

the job that they're paid to do.

You also do not have to wait until you hear that your position is eliminated. I would suggest giving these ideas some thought and energy. In that way you will be much more prepared should something happen to eliminate your current role.

WHY ME?

The accountants are simply moving numbers from one column to another on the balance sheet to keep the company solvent and in business. So, avoid wasting your time trying to figure out "why me." You are just a number to them, and there's no answer to that question.

Granted, it might be tough for you to make sense of the situation. But sooner or later, you know you have to get past it, over it, or around it, so why not make it sooner? Later has no merit at all, does it?

Here's the truth. Losing a job is part of modern society. We live in a rapidly changing world, and this is just another kind of change, and change is the only constant we can truly expect.

Look around you. Everyone you know that has a job has come from some other workplace. And most of them ended up with a better job after their move! You can too!

Regardless of what happens to you, it's what you do about what has happened to you that's important.

So, although you didn't anticipate this change, you can look at it as an opportunity to rethink, reset, adjust, and get a clear idea of not only what is possible for you, but what could also change your life for the better.

Have you ever had thoughts about a career change? It just might be the perfect time to consider one. It could be so much easier to make such decisions now that your old job isn't holding you back from going after what you truly desire.

COULD THERE BE A MORE PERFECT TIME?

Think about it. Could there be a more perfect time to redefine what you want to do with your life and get clear on what's important to you?

FOLLOW THESE STEPS TO PLAN YOUR PERFECT DIRECTION:

- 1. Decide what you want to avoid.** An easy place to start is with what you *don't* want and then look at the opposite.
 - For example, if you totally loathe commuting, look at opportunities where you could work from home. Tens of thousands of people already do, why not you?
- 2. What about your chosen field of expertise?** If you are tired of that kind of work, maybe you could look at something completely different. Alternatively, perhaps it does not need to be that drastic. Perhaps a small change in role or industry that continues to use your skills and abilities might be just what the doctor ordered!
 - You can find free courses on the Internet



PHOTO BY TIMA MIROSHNICHENKO

for thousands of different skill sets. Sign up for as many as you need to get an understanding of what is out there that just might be a perfect fit for you.

- 3. Explore new ideas using your current interests.** Consider anything and everything that gets your attention. Start paying close attention to what interests you and what fascinates you. There could be something within arms-reach that you have had an interest in for some time. For example:
 - If you go to the bookstore, what sections do you visit most often?
 - If you're channel surfing on the TV, what kind of programs do you stop at most often?
 - If you're scrolling social media, what stories do you read the most and/or comment on the most?

Make copious notes for a week or more. Then go back and review. Notice where the commonalities are and make a decision to follow up on what gets your attention the most.

IS IT TIME TO THINK ABOUT A FRANCHISE?

This is just a dream for some, but perhaps it

is time to consider if owning a business is for you. The franchise business often describes the opportunity as being in business for yourself, but not doing it alone. Today there are franchises for every investment level and personal interest. The choices are endless from home services to early childhood education to senior services. The best way to investigate the franchise world is through a franchise broker. They often represent a variety of ideas and are mostly well experienced and can coach you toward success.

YOU MAY FIND A FASCINATING NEW DIRECTION TO PURSUE!

Some people have found that losing their job was the very best thing that could have happened to them. Why not you? ▶



Patrick Laforet is a senior recruiter with over 25 years experience placing sales, marketing and senior management positions all across North America. He specializes in senior management and all levels and roles in the franchise vertical with over 11,000 LinkedIn connections in that market alone. His favorite all-time compliment about his work

was when he was described as a "trusted advisor" by the CEO of one of his clients.



PHOTO BY MONKEY BUSINESS IMAGES

YES, THE ECE MARKET IS THE PLACE TO BE IN 2021

The pandemic has reinforced the need for child care and preschool.

By Michael Peterson

Businesses centered around child-care, preschool, tutoring, etc. are often spoken of in soft terms. Many individuals that enter the children's services space, and specifically the early childhood education (ECE) space, have a

desire to "give back", "leave a legacy", or "impact children's lives." This is more than admirable; a desire to contribute to the greater good is a necessity to succeed in this industry. I want to begin, however, by bringing some hard facts to the discussion.

For the last six years, I have represented a franchisor in the ECE industry. When I

first met the founders of Building Kidz Preschool in 2015, I was intrigued by their model, purported numbers, and passion, but had never considered the industry in-depth. As a metrics-driven individual, I started looking for concrete data on the industry. If you have ever researched the preschool industry, you know what I found, troves of information from extremely reliable sources.

I started, as they say, at the top; with a report from the Executive Office of the President of the United States (December 2014). The report is a detailed analysis of the true return on investment, as a society, of early childhood development through education. If you are wondering if the impact of quality prekindergarten education can be quantified, the answer is a resounding "yes." The report determined that for every dollar invested in educating



PHOTO BY OKSANA KUZMINA

The good news is that, while nothing is yet certain, the preschool and daycare industries seem to be surging back rapidly.

young children, a lifetime societal return of \$8.60 could be anticipated. Half of this return is from increased earnings of the child throughout their lifetime, and the other half is divided between increased parental earnings, lower engagement with the criminal justice system, and reduced expenditures on remedial education by the public school system. Outside of the straight dollar return, the report stated that prekindergarten education leads to a “change in cognitive functioning and brain development” and could account for some characteristics, such as IQ, that are often considered to be hereditary.

Moving away from the president’s report and into actual industry numbers, I found the same availability of data. In 2015, the ECE in the U.S. was a \$70 billion per year industry and had a 13.5% compound annual growth rate (CAGR) 2011–2014. As I helped to launch Building Kidz into the franchise world and grow them to their current 30+ locations, the markers for ECE kept improving. In April of 2018, a report was released by Zion Market Research that pegged the 2017 U.S. market at \$13.5 billion, and in February of 2020, a report by Facts and Figures had 2019 global early childhood education market at \$245 billion and projected it to grow more than 10% CAGR until at least 2026.

Of course, that was then. Before the change that we are still watching remake our social and business structures.

In the last issue of *Franchise Connect* magazine, I wrote about the appeal of home services businesses: lack of client contact, generally minimal investment, people investing more in their homes rather than vacations or going out to eat, among others. While completely true, home-based businesses and home services are not for everyone. Many people have a passion for helping their community, a passion for education, and a strong desire to build a physical presence that contributes. Recently I



was speaking with Seth Lederman, one of the country’s leading franchise acquisition and development specialists, and he explained it like this:

“Out of the 200 or so people that I have helped find a franchise, about half of them are really just looking for the right business for their needs, budget, and—especially now—the current economy. Many individuals, however, are driven to entrepreneurship by a passion. While still looking at unit-level economics and long-term trends, they won’t consider a business that doesn’t engage them in whatever brings them personal satisfaction. As someone who left

the medical field to pursue a passion for coaching business owners, I can relate.”

The good news is that, while nothing is yet certain, the preschool and daycare industries seem to be surging back rapidly. The need for preschools as part of the economic recovery is both obvious and data driven. We learned early on in the 2020 pandemic that, more than just an essential business, childcare is essential to business. For businesses that need their workforce on site, the need for childcare is unquestionable. After the 30th or 50th Zoom call interruption, however, the need for work-at-home parents to have childcare



but also municipalities, as vacant properties have a direct effect on the tax base and an indirect effect on the overall financial stability of the area. For an industry that is used to red-tape and sometimes significant wait times for zoning approval, when necessary, the willingness to sign a lease and occupy space, while simultaneously providing one of the key ingredients to getting the economy restarted and back in growth mode, the post-Covid situation may look extremely different.

As Sanjay Gehani, partner and chief marketing officer of Building Kidz, and also mayor of Foster City, California, puts it, "I am fortunate enough to have a perspective from both the governmental and preschool owner side. Across the Bay Area, we are seeing more flexibility when it comes to property usage permits. As someone in the childcare industry, I know that leaders in this industry are fortunate enough to exist in the quadrant of doing good for society and financial independence. With so many models being threatened by an online replacement, there is a tremendous opportunity for growth in a business which simply cannot be replaced by an app anytime soon."

For 2021 and beyond, the future is looking bright for the preschool and childcare industry. ▾

available is quickly becoming apparent. For the children's sake, we've already explored the impact early childhood education has on their entire lives, but we must remember too that children that were not in preschool prepandemic often had playdates and other socialization activities. These activities are now often looked at as unnecessary group exposure, leaving only preschools and daycare centers as an option to develop early socialization skills.

Thankfully, science is also on the side of preschools. In mid-2020, Yale University conducted a study of more than 55,000 ECE workers. Some were still actively

working, and some had been furloughed. They found no significant statistical correlation between the employment status and the Covid infection rates, leading them to conclude that "childcare providers were not more likely to contract Covid-19 whether their workplace closed or stayed open."

The final ingredient to a positive outlook on the early childhood education industry is real estate. According to a new forecast from Cushman & Wakefield, the post-pandemic market will have 95 million unoccupied square feet of real estate, and likely won't return to prepandemic occupancy until 2025. This affects not only landlords



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



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WHICH COMES FIRST THE FRANCHISE OR THE FUNDING?

Consider these financial options as you search for the right franchise for you.

By Diane Rosenkrantz

Some may think of this as the proverbial chicken and the egg question.

The key is to plan ahead and consider both the business and the financial options at the same time. Just like a potential buyer and a realtor would look at houses, a realtor should not show a person a \$400,000 house if the buyer only qualifies for a \$200,000 mortgage.

In an effort to answer this question, let's review two options:

1. **Debt**—Small Business Association (SBA) type loans
2. **Equity**—Accessing IRA/401(k) funds or using cash

FUNDING A BUSINESS WITH DEBT FUNDING

Things to consider:

If it's a franchise, is it on the SBA Registry? If yes, then an SBA loan may be possible.

What is the total projected cost of the business?

Don't confuse total project cost with the franchise fee. A buyer needs to consider much more. Find out the approximate total

costs for the business, including the franchise fee, buildout/construction, advertising, licenses/permits, working capital and salary, for example.

THE KEY IS TO PLAN AHEAD AND CONSIDER BOTH THE BUSINESS AND THE FINANCIAL OPTIONS AT THE SAME TIME.

Further, include a buffer to all cost projections for an additional layer of funds should it be needed.

If the franchise is on the franchise registry and the individual is well qualified, SBA may be a fit. Here are some of the key things many lenders require for a new franchise owner:

Non-Borrowed Cash injection—20–30% of the total project cost.
Collateral—The most common is equity in a home or equity in rental properties. Note that the formula banks use is 80% of the home value minus the outstanding mortgage. This is the true collateral, per the lender.

Post Close Liquidity—Borrowers need to show they have a buffer of cash on hand

such as savings/checking/IRAs/stocks. Often banks will look for near 10% (or more) of the loan or three to six months of monthly living expenses.

A Job—The borrower, spouse, or business partner need to show income coming into the household.

Credit Scores—Scores of 685 or higher are generally required. One can check three scores at www.annualcreditreport.com.

Experience—What direct or relatable experience does the borrower or partner have? Who will be directly involved in the day-to-day activity? Will a general manager be hired? Will the general manager have a small stake in the business?

Résumé—A management résumé helps sell the borrower to the bank. Would the lender see the individual as a strong candidate for a loan?

Liens/Judgements/Bankruptcies/Inquiries—All are reviewed by the lender and may raise questions. Was the bankruptcy discharged far enough in the past? Are there just a few inquiries on the credit report?

Plan in advance. The SBA process takes time and must meet both the SBA criteria and the bank's requirements.



Since the bank will require non-borrowed cash injection which cannot be from any type of loan or from a home equity line of credit, the borrower will need to have personal cash for the injection. Without enough cash on hand, there are a couple of options:

1. Do any partners have cash?
2. Can the borrower be “given” the funds from someone who would have to sign a “gift letter?”
3. Does the borrower/prospective owner have pre-tax IRA or 401(k) funds?

The last item listed may be the golden ticket for funding.

NON-DEBT FUNDING

Any pretax retirement funds that are not from a current employer, such as an IRA, SEP IRA, old employers’ 401(k), 457, 403b, TSP, etc. can be the non-borrowed cash injection for a loan or can fund a new business without any debt.

This option is called a rollover as a business startup (ROBS) and is known to be a very common franchise funding option. Available since 1974 and approved by the IRS, a ROBS allows the use of pretax retirement funds for any business expenses and to pay salary without taking a taxable distribution and without an early withdrawal penalty.

How is that possible?

A C-corporation needs to be set up as well as a new 401(k) plan. Old pretax funds can be directly rolled over into the new qualified 401(k) Plan, then the 401(k) can purchase privately held shares of stock of the corporation when the funds are moved into the corporate bank account.

Many borrowers who are choosing this option after many years in the workforce have access to enough funds to use a ROBS as an exclusive non-debt option. However, for those who also plan to obtain an SBA



loan, the rollover process can be in conjunction with an SBA loan. In that manner, the funds that are rolled over act as the non-borrowed cash injection which will satisfy the lender.

SO, WHICH COMES FIRST—THE FRANCHISE OR THE FUNDING?

Consider funding options in parallel to business exploration so that the prospective owner, franchisor, and funding consultant know that all the funding pieces can fit together.

Another key to being a successful new business owner is to ensure he or she has enough capital to begin the venture. No

one has gone out of business because he or she was overcapitalized, but the opposite has been true for some. As we look into 2021, fully capitalizing the business not only at startup, but for the life of the business, continues to be at the forefront of our business. ▶



Diane Rosenkrantz has been a senior consultant with Tenet Financial Group for more than a decade, specializing in 401(k) rollovers, SBA loans, unsecured lines of credit, and more. Her career includes 30+ years in consulting, customer service, and the pension insurance industries. Diane can be reached at diane@tenetfinancialgroup.com and (413) 754-3298.



PHOTO BY TIM DOUGLAS FROM PEXELS

Should you open a franchise in these uncertain times?

Consider these five points before you decide.

By Melissa Lewis

My answer is maybe. I don't think there is one answer for every person. However, I do believe there are a few things to consider. The most important question to ask yourself right now is, how do you react in uncertain times? Becoming a business owner in uncertain times requires a certain amount of self-confidence, strength, and resilience. It's not for everyone! And that's okay. Most incredibly successful people started their businesses in recessions or times of uncertainty. This is the time you will need to rely on yourself and be innovative and creative. For those who can stay calm during the chaos, the future is bright!

Before you say yes or no to franchise ownership right now, here are five things to consider:

01 | Is your business model in an industry that will still be needed if times get difficult? There are so many

industries that will remain strong, and some that will have their best years ever.

02 | Even businesses that may not seem recession-resistant to most may still have growth or stay steady. Think of your customers and how they value their time and money. Remember to calculate how many customers you need to be profitable. You don't need every person; you need enough market share to meet your goals.

03 | Does your franchisor have strong marketing programs? Also, do you believe they will be innovative and creative during tough times? Many franchisors have survived all types of markets and will continue to thrive. Make sure you believe in them!

04 | Can you continue to lead people and stay positive? Trying times require strength, leadership, and compassion. Your customers and employees need people who will be honest, positive, and resilient. Calm is the new superpower!

05 | This is a time of uncertainty, and many fear the future. It's also a time for growth. Growth requires being uncomfortable and able to keep going. If you keep going, even when you're scared, you will be able to develop the strength and the confidence to know that you will thrive whatever life throws your way. We don't develop strength when times are easy!

I am choosing to stay positive, stay grateful, and do my best to be calm in these crazy times. We have made it through 100% of our bad days, and we are still here. And we are strong and united. I believe in all of you! ▶



Melissa has spent 20 years in the franchise industry: as a franchisee, the director of marketing for a franchisor, and 17 years as a franchise consultant. Her straightforward attitude and intuitive entrepreneurial spirit have been instrumental in success stories of thousands of people who realize their dreams through franchise ownership.



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Which Franchise Is for You?

Here are some points to consider to find a good match.

By Mark Schnurman

Finding the right franchise can be daunting. Franchising is a world full of information but not the wisdom to understand it. As a franchise consultant, I help my clients professionalize their franchise exploration, providing needed insights, structure, and a well-defined process.

It is important to avoid the allure of the “cool” brands and focus on businesses that match your skills, goals, and financial expectations. My clients focus on the following areas to help them identify the right fit.



HOW ARE CLIENTS ACQUIRED?

Clients are the lifeblood of any business. There are a lot of ways to fill a client pipeline. Some methods, such as cold calling and networking, are more reliant on the franchisee. Others, like direct marketing and having a location, allow clients to basically

come to you. Ask yourself if you have both the ability and desire to make cold calls and network or if you are better suited to have leads generated for you.

HOW ARE CLIENTS SERVED?

The next step is understanding precisely how you deliver the products and/or services the franchise offers. What is the product? How do you identify and hire employees? Are you the service, and if so, are you comfortable in that role? What are the product supply chain risks or risks associated with staff you may hire? These types of questions will help you appreciate how you are going to create raving fans!

WHAT DOES A DAY IN THE LIFE OF A FRANCHISEE LOOK LIKE?

Play to your strengths. For example, a big picture person who enjoys sales, marketing, and interacting with others should find a franchise where that is expected of a franchisee. Such people may struggle in one where the majority of the time is spent doing administrative, operational, and detail tasks.

WHAT ARE THE UNIT ECONOMICS?

This addresses things like the cost of entry, income potential, margins, etc. Creating a

pro-forma isn't crucial as it allows you to understand the interplay of different factors.

WHAT IS THE FRANCHISOR'S UNIQUE VALUE PROPOSITION?

This speaks to why a franchisee candidate or potential client would join a brand. Understanding why a brand makes sense for clients is crucial, because you don't want to invest in a franchise that is no better than its competition!

Understand and calibrate your skills, goals, and expectations. Compare them to the role of the franchisee to see how closely it matches you and where the gaps are. You can adapt to a role, but why would you want to live outside your comfort zone?

For each of the questions above simply ask yourself:

Can I see myself doing that?

Will I be happy doing that?

If the answer is “yes,” you've found your match!



Mark Schnurman is one of America's leading franchise consultants and specializes in matching candidates to brands. To learn more please contact him at (973) 452-4558 or at mark@franchisingforce.com.
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PHOTO BY SHUTTERSTOCK

EDUCATION PROGRAMS THAT DIVERGE FROM THE TRADITIONAL

Two franchises that offer fun child development activities.

By Brian LaCour

Education professionals and investors foresee greater demand for early education programs and services. The global early childhood education market was estimated at USD 245 billion in 2019 and is expected to reach USD 480 billion by 2026. The global early childhood education market is expected to grow at a

compound annual growth rate of 10.5% from 2019 to 2027.

More times than not, when I mention early childhood development to a client, the initial thought is day care and preschool. The industry as a whole has changed dramatically over the last two decades. Let me share a few franchise concepts that are expected to gain market share in the coming years.

CODING

Computer science education franchises teach science, technology, engineering, and mathematics-based courses to kids K–12. During the school year, courses follow a martial-arts style approach that consists of eight belt levels and 416 hours of curriculum that is learned through a combination of instruction and hands-on application. During the summer, they offer a series of week-long fun and challenging summer camps, along with other programs throughout the year and special holiday camps.

Beyond computer science, these concepts also focus on helping students develop important soft skills, such as agile methodology, project-based learning, collaboration, and other skills that will help them perform at a higher level at school and in life. The average investment is between \$175,000 and \$343,000.

Franchise Fee: \$35,000, Royalties: 8%, Cash Investment: \$100,000, Net Worth: \$250,000



PHOTO BY KISELEVA/ANDREY VALEEVICH

CHILD FITNESS

Fitness obstacle course arenas are popping up across the country, serving America's youth and adults with the most exciting facilities for developing skills, strength, and confidence. The franchisors love the sport of obstacle course racing and support every aspect of its growth. Each location has coach-led classes, an open gym, birthday parties, special events, field trips, summer/day camps, and often has an amazing mobile obstacle course.

Fitness obstacle courses are serving a critical need in today's youth health and wellness landscape. The rates of childhood obesity and diabetes in the United States are at record levels. Childhood obesity in the U.S. now stands at almost 19% according to the CDC. Also, according to the CDC, children ages 8–12 spend 4–6 hours per day watching or using electronics (phone, TV, Xbox, etc.). These issues lead to poor physical and mental health, less social time connecting with others, poor self-image issues, and lower academic performance and can lead to

THE INDUSTRY AS A WHOLE HAS CHANGED DRAMATICALLY OVER THE LAST TWO DECADES.

lasting mental health challenges. Parents are in desperate need of activities that offset these physical and mental health risks. These franchises provide a tremendous healthy experience not only physically,

but mentally by teaching children how to be persistent, overcome obstacles, build self-confidence, embrace challenges, and be part of a positive community that supports one another. The average investment is between \$741,000 and \$1,200,000

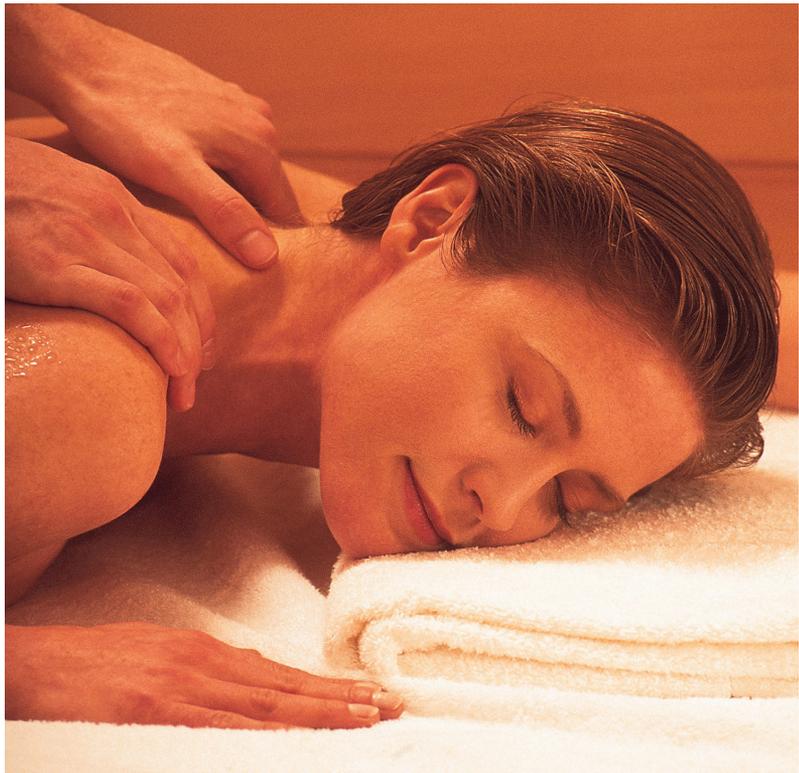
Franchise Fee: \$49,500, Royalties: 7%, Cash Investment: \$300,000, Net Worth: \$1,500,000



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

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Don't Let Nerves Sabotage Your Speech

Here are some tips to calm your nerves when speaking publicly.

By David N. Smith

Public speaking is something most people try to avoid and even dread. At times, I have found myself having to deliver a speech, and therefore, I needed to learn the best way to do it. In this article, I share what I learned from reading

many books about public speaking, advice which has helped me to successfully deliver these speeches.

Many of us get very nervous before and during our presentation or speech. This can have a negative effect on our breathing and can leave us out of breath. When you feel nervous, remember to take regular breaths when talking. You should be

looking to breathe every six to eight words. The nerves will make your muscles contract and can make your chest feel tight. This is a natural reaction, and it is a good idea to take a few deep breaths before starting your talk to help you to relax.

When you start your speech, ensure that you have a focal point in the room, which can give you inspiration. This could be a picture at the back of the room or a window. At times you may lose your focus and forget what you want to say. This focal point can help to get you back on track.

I try not to look at the eyes of the people in the audience when I give a public speech, as this can put me off. I want them to think that I am looking at their eyes though, as it can be a sign of nerves if they think that I'm not able to. I tend to look at an area on their forehead, which obviously is not their eyes, but it has the effect that I am still looking at them.



PHOTO BY IRINA L FROM PIXABAY



Even though I plan what I am going to say, I don't plan it word for word. Instead, I write down keywords or key subjects on paper, which I keep in my pocket in case I need to look at it. This then ensures I do not forget what I want to say and also allows me to ad lib. The speech will also hopefully now not sound so robotic and boring as it might have if I had memorised it word for word.

I always like to start off a public speech with a short joke, which can then act as an ice breaker. A few years ago, on my last day on the job, my coworkers had taken up a collection and bought me some goodbye presents. I then wanted to say a few words of thanks. I knew many weeks in advance

PUBLIC SPEAKING IS SOMETHING MOST PEOPLE TRY TO AVOID AND EVEN DREAD.

that I would give this speech, and I have to say it caused me quite a bit of stress.

The speech itself would only have to last for about ten minutes and would be in front of around fifty people. This was how I started

the talk: "I would like to thank everybody who has contributed to the collection, and anybody who did not contribute, I will see you outside later." This is quite a pathetic joke; however, a couple of people did laugh. This gave me a bit of extra confidence and helped to relax me.

And last, talk a bit slower than you normally do when delivering a public speech. This has helped me tremendously over the years.

I hope this article helps you nail your next public speech. ▶

AFH Senior Care



THE NEED FOR SENIOR CARE IS EXPANDING RAPIDLY WORLDWIDE

This is your chance to become either an **AFH Senior Care Franchisee** or an **AFH Family Senior Care Area Representative** owning the rights to an exclusive territory. You will have the option to but not be required to open your own senior care facility, while offering prospective franchisees within your exclusive protected territory the rights to open their own facility, and earning huge up-front franchise fee commissions and weekly royalty fee commissions as well as profits from your own senior care facilities!

These great franchise opportunities are not for everyone and not everyone is right for us. Are you an honest person who loves helping others? Do you have a burning desire to succeed for yourself and for your family? Are you tired of making lots of money for someone else? Do you want to be in business for yourself but NOT by yourself?

Do you have a clean national criminal background? Have you got some money saved up for such opportunities? Is your credit score over 650? And are you ready to launch your life into the wonderful world of franchising where you and your team's efforts will determine in great par your future success?

If the answers to the questions above are all "YES" then immediately go to:
www.franchisedevelopment.com/contact-us



Own a Business. Change the World.



No other franchise combines extraordinary financial opportunity with the power to change lives like Mathnasium.

Mathnasium is a revolution in math education. Its proprietary teaching method helps children catch up and get ahead while making learning fun and engaging. With over 1,000 centers worldwide, they continue to expand in the United States. With a modest investment, franchisees have an excellent opportunity to seize a share of a skyrocketing, multibillion-dollar industry.

Mathnasium's Mission: Teach children math so they understand it, master it, and love it. Math can change their lives, and they can change the world.

With math illiteracy at an all-time high, and college and technical careers becoming increasingly competitive, parents want to give their children an advantage. Mathnasium makes that attainable through a

monthly membership fee, similar to a gym membership. Students typically attend a Mathnasium Learning Center or have online instruction sessions two or three times each week for one hour, where they learn face to face with their highly trained instructors.



Whether a child struggles in math or needs a greater challenge, their proven approach makes believers out of even the most skeptical parents and children. Hundreds of thousands of positive reviews and testimonials tell us that they truly change lives through math every day.

THE MATHNASIUM METHOD

The Mathnasium Method transforms the way children understand and appreciate math. It features:

- **Comprehensive Assessments** – 21 assessment levels expertly designed to determine student mastery of individual math concepts.
- **Fully Customized Learning Plans** – Based on detailed assessment results and generated by their custom-built learning management system.
- **Time-Tested, Proprietary Teaching Methods and Curriculum** – Unmatched in the

MATHNASIUM®

The Math Learning Center

education industry, yet constantly refined by their Education Development Team.

- **Teach for Understanding** – An approach built to drive true math comprehension and minimize rote learning techniques.
- **A Culture of Compassion and Confidence** – They live not only to teach but also to support and transform the lives of their students.

The Mathnasium Method is a proven approach and the driving force behind its unprecedented growth since 2002.

THE FRANCHISEE ADVANTAGE

Proven Systems:

One of the biggest advantages of franchising versus pursuing your own startup business is the ability to use proven, established systems. As a Mathnasium franchisee, you'll benefit from more than 18 years of successful business operating systems.

They'll teach you how to do all of this, and more:

- Teach using the Mathnasium Method™
- Hire instructors
- Attract new customers
- Select a site and manage center build-out
- Manage your center for success
- Retain existing students

World-Class Training and Support:

Whether or not you have a background in education, Mathnasium development and training programs are designed to bring you quickly up to speed. Training doesn't end once your doors are open; they provide constant support, day after day, throughout the life of your business.

- Dedicated startup specialist
- Comprehensive initial and ongoing training, both in person and online
- Dedicated franchise business consultant
- Live franchisee support desk
- Training at global franchisee conventions
- Regular regional franchisee meetings



Advanced Business and Marketing Tools:

- Custom-built, all-in-one system for managing customers, employees, training, reporting, and curriculum delivery
- Comprehensive operations manual that covers nearly every business need
- Social media and online marketing tools
- Customer review management tool
- Customizable marketing materials
- Customizable center website

MATHNASIUM @HOME

Mathnasium@home allows students to get Mathnasium instruction from anywhere with an internet connection. Franchisees deliver this live, web-based instructional service to reach more customers.

Mathnasium@home features:

- The same Mathnasium Method used in centers: real-time, face-to-face learning, with the same instructors

- Additional customer revenue: the same subscription fees as in-center enrollments
- Safety and security, with the comfort and convenience that customers love

Since deployment, Mathnasium@home has been found to be just as effective as in-center learning. It has become a perfect solution for the many parents who have difficulty bringing their child into the center on a regular basis due to busy school-year schedules, geographical distance, vacation, or home-schooling.

MATHNASIUM

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Los Angeles, CA 90056
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mathnasium.com/franchise



Snapology Is Rebuilding The Love Of Learning

Hands-On, Play-Based S.T.E.A.M. Program Inspires Kids After A Year of Uncertainty

It has been a long and challenging year for students all over the world, but there is one educational enrichment company that has set out to rebuild our students' love of learning. After a year or more of virtual and hybrid learning, many students have grown disenchanted by the education process. Snapology's mission is, and always has been, to put the fun in learning. Through play-based, hands-on STEAM enrichment, this franchise leads the field in presenting 21st century skills to students in a way that allows them to learn without even realizing it.



Research shows that the best learning experiences for children are based in play. By actively designing, creating, interacting and inventing, a child's brain absorbs more information. That is exactly

what Snapology does best. Studies also show that using tactile elements like LEGO bricks while learning creates especially strong neural pathways in the brain.

While playing, children build and develop social skills like sharing and taking turns. In today's world where so many students graduate and are unable to work as part of a team, development of these social skills is crucial. Through play, children also share their unique experiences, cultures, and customs. They develop empathy and emotional intelligence that will guide them as adults.

But the kids won't even realize they are learning.

It's not all about the scientific evidence of play-based learning, it's also about fun! When kids learn by playing with LEGO bricks, flying drones, or making animated

movies, they enjoy the process of education. Kids get excited when they know that they will be able to talk about things like Minecraft while developing math skills. Snapology knows that inspiring this love of learning is important as we try to rebuild the educational plan for our students.

Snapology is the #1 educational enrichment franchise out there. With over 160 locations and counting, they are inspiring kids all over the world. From workshops and classes, to summer camps and birthday parties, they know that kids can always be learning if the content is presented in a way that delights them.

As we move into our new normal, whatever that may be, we should focus on rebuilding our students' love of learning and engaging them through play-based education. Snapology is continuing to expand in the United States and internationally. Visit [Snapology.com/franchise](https://www.snapology.com/franchise) to learn how you can become part of the movement to rebuild a better future for our kids.



SNAPOLOGY

1350 Old Pond Road
Pittsburgh, PA 15216

(412) 295-1545
info@snapology.com
www.snapology.com

Your Passion. Your Patients. Your Profits.

Why ApexNetwork Franchise is the best choice in the industry.

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

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

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

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



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



APEXNETWORK PHYSICAL THERAPY

15 Apex Drive
Highland, Illinois 62249
apexnetworkfranchise.com

(314) 312-0129
franchise@apexnetworkpt.com
jhettenhausen@apexnetworkpt.com

ANGEL'S FIVE-STAR PET CARE

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

WHAT WE STAND FOR

Angel's Five-Star Pet Care is about more than just pet sitting and dog walking, it is a state of mind! Our mission is to give absolute peace of mind to our customers through our passion, trust, and professionalism. Angel's Five-Star Pet Care is a franchise of pet sitting, dog walking, and pet services with high standard quality. Five-Star franchisees provide the Five-Star pet care needed for our customers, daily exercise for their pets, help in their day-to-day life, and support at their pets' end of life. Whatever the need or situation may be, each pet



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

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

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

WHY YOU SHOULD JOIN US

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

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



ANGEL'S FIVE-STAR PET CARE LLC

27 W Anapamu Street
478
Santa Barbara, CA 93101

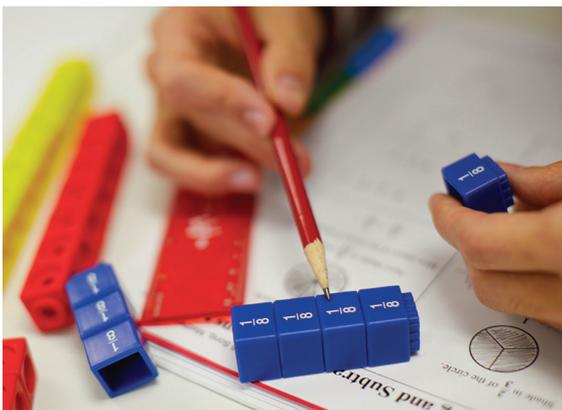
(805) 453-8510
sb@angels-five-star-petcare.com
www.angels-five-star-petcare.com

Own the World's #1 Math Tutoring Center for Under \$150K

Mathnasium offers a low cost investment, simple startup, and a solid business model with a successful track record. For less than \$150K, you can start to capture a share of the rapidly expanding after-school education market – with the category's #1 math-only franchise. You'll receive an exclusive, protected territory, extensive training, and ongoing national and regional support—no math or education background required.

You'll gain access to our proprietary assessments, curriculum, and methodology, which have been continuously honed by math and education experts for decades. You will also have access to our web-based math tutoring service, Mathnasium@home, which provides the same live, individualized instruction as the in-center learning experience.

As a franchise owner, a startup specialist will help you get your business up to speed.



Throughout the life of your franchise agreement, a dedicated franchise business consultant and online support systems will foster long-term success. You'll learn how to take advantage of our proven marketing system, with its cost-effective tools and easy-to-execute strategies.

Mathnasium's global brand represents quality and excellent customer service. Our Net Promoter Scores (a highly regarded measure of customer satisfaction) are not only at the top of our own industry, but across multiple industries.

Mathnasium's mission: Teach children math so they understand it, master, and love it. Math can change their lives, and they can change the world.

*Grades K-1 optional

MATHNASIUM[®]
The Math Learning Center

MATHNASIUM

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Suite 400
Los Angeles, CA 90056

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franchisedev@mathnasium.com
mathnasium.com/franchise

ITEK Construction & Consulting

Full-Service Construction

ITEK Construction is a full service construction company, located in Herndon Virginia. Established in 1994 with a clear strategy of continuing growth, as a general contractor, ITEK Construction, Inc. has built a solid reputation of stability and exceptional client services. Our quality and satisfactory services are the reason why a large percentage of our business is with repeat clients who place their trust in us. We are committed to providing the necessary resources to complete the project on time and within budget despite the many challenges that are encountered. We manage all aspects of the commercial construction process. Our talented and loyal staff is the core of our success. Our team has broad skills and experience in construction estimating, management, and project development.

ITEK believes that every client should enjoy a finished project with their expectations surpassed. The owners are integrated in the construction process. We continue to be recognized for our top-notch construction workmanship, superior commercial construction services to our clients, highest level of safety standards and contributions to our community.

ITEK has been exceeding the established goals in almost every instance. Pursuing satisfaction of our clients in the construction industry, we tackle each challenge with safe, reliable and innovative solutions.

CORE VALUES

We believe that fostering relationships, constant pursuit of excellence, community responsibility and ethical behavior yield the highest quality of work. Project success is determined by understanding our clients needs, business objectives, and even their competitive markets, in order to accurately define their real project needs and constraints.

We believe that the highest quality work and customer satisfaction result from adherence to these values.

SKILLS & KNOWLEDGE

We approach every project with one goal in mind; to exceed client's expectations. We are able to achieve this goal because we hire the finest talent, manage every detail, imagine the unknown and articulate it for others, translate the new ideas into concrete forms and set one of the highest quality standards in the commercial construction industry.

APPROACH

Organizations demand fast and efficient projects that do not interrupt their business operations. At ITEK, project success is determined early on, sometimes even before actual work begins. We continually seek alternatives that will reduce the cost and duration of each project, while maintaining clean, safe and unobtrusive construction sites. We seek to understand the foundations of our clients' criteria for decision making.



ITEK CONSTRUCTION INC.

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www.itekconstruction.com

A Planet Friendly, Profit-sharing Combo Investment

WE DESIGN AND MANUFACTURE BOTTLELESS WATERSTATIONS bringing ecological responsibilities and Human Healthy benefits resulting in unmatched REWARDS FOR THE INVESTORS.

Our line of self-serve WaterStations purify water to the highest standard and percolate it through a series of natural minerals to create a virtual spring water with electrolytes and an alkaline pH.

Based in the Greater Seattle Area, we stand at the forefront of water purification and filtration. We have developed groundbreaking, patent-pending self-serve purification systems that produce premium mineral water that is not only more affordable than most bottled water, but also considerably more ecologically responsible.

We began operation in 1991 in traditional vending and in 2013 launched a new division offering self-serve water vending machines. Within the past three years we have grown our water vending business to over 7,700 locations throughout the United States. WaterStation Technology is capturing significant market share placements in National Retail chains taking advantage of our multiple tangible differentiators from conventional offerings.

The company is totally debt-free and has over 30 years of experience in this market niche. The investment qualifies as an Essential business to be operational during the COVID-19 pandemic.

Our mission is to provide individuals, towns, cities, and whole nations with healthier and less ex-

pensive drinking water delivered through more responsible purification systems that do not damage the environment.

We feel privileged to be on the vanguard of a movement to purify the world's drinking water, which itself is the essence of life.



WATER STATION TECHNOLOGY

2732 Grand Avenue
Suite 122
Everett, WA 98201

Dick Humphrey
Toll-free 877-437-0002 (CST)
dhumphrey@franchisebizexperts.com

BY THE NUMBERS

AVERAGE FRANCHISE INVESTMENT IS **\$250,000**



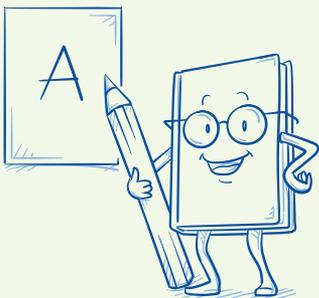
THE US FRANCHISE INDUSTRY TURNS OVER

\$800 BILLION ANNUALLY



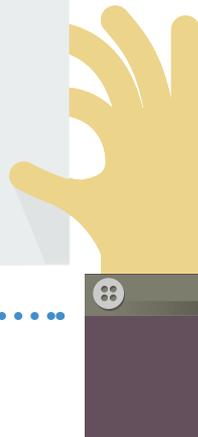
FOUNDING FATHER BENJAMIN FRANKLIN IS CREDITED WITH BEGINNING MODERN FRANCHISING!

FRANCHISES EMPLOY MORE THAN **18 MILLION** PEOPLE!



MORE THAN 600,000 SMALL BUSINESSES IN THE UNITED STATES ARE FRANCHISES

SOURCE: SBA



FRANCHISES GENERATE **2.3 TRILLION DOLLARS** IN SALES EACH YEAR.

7 TUTORING IN THE US IS A **BILLION DOLLAR** INDUSTRY



THE GLOBAL K-12 ONLINE TUTORING MARKET IS EXPECTED TO REACH **\$77.23** BILLION BY 2021



THE GLOBAL K-12 ON-DEMAND ONLINE TUTORING MARKET WAS VALUED AT **\$14.14** BILLION IN 2014 GROWING AT A CAGR OF 12.75%

30 YEARS AGO, AMERICA WAS THE LEADER IN QUANTITY AND QUALITY OF HIGH SCHOOL DIPLOMAS. TODAY, OUR NATION IS RANKED 36TH IN THE WORLD.



30 MILLION US RESIDENTS DO NOT HAVE A HIGH SCHOOL DIPLOMA

20 PERCENT OF THE ADULT POPULATION HAS ONLY BASIC LITERACY SKILLS

73 PERCENT OF ADULTS IDENTIFY THEMSELVES AS LIFE-LONG LEARNERS

**Looking to
franchise your
business?**

**Looking to buy
a franchise?**

Don't get lost. We can help.

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Fixed Fees. No Billable Hours.



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Helping You "Expand Your Brand®"



Entrepreneur
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FASTEST
GROWING
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— 2021 —

OWN THE #1 MATH TUTORING CENTER IN THE WORLD

- Low-cost entry: under \$150K. • Great territories still available.
- Demand for tutoring projected to hit \$218.1 billion by 2027.*


1,000+
CENTERS
WORLDWIDE



Entrepreneur
FRANCHISE
500
TOP
LOW-COST
FRANCHISE
— 2021 —

*Global Industry Analysts, Inc.