

We'll Help You Find and Build Out the Perfect Location for Your Children's Lighthouse Franchise





Any owner of a brick-and-mortar business will tell you: if you aren't located in the right area, on the right street, and serving the right demographic, you can't succeed. Choosing the correct location for a business becomes especially important when your number one priority is to help parents and their children benefit from exceptional childcare and early education. That's why when you become part of the Children's Lighthouse brand as a franchisee, you can count on our expert guidance to help you identify and build out the best location for your new school.

In this eBook, we'll discuss what parameters we use to identify a great Children's Lighthouse Early Learning School location, how we'll help you find it, and what we'll do together to make it the exceptional learning environment that all our schools are known for being.



We Started with a Philosophy

Our founders, brothers Mike and Pat Brown, opened the first Children's Lighthouse school in 1997 after they recognized the need for quality childcare that went beyond playtime and simple babysitting. As parents themselves, they understood the importance of caregiving, which provides real opportunities for learning and enrichment, as well as time for socializing and playing. That same vision and philosophy became the foundation for our Brand Promise - to create a safe, fun, and happy place that gives a child confidence, a sense of comfort today, and a lifelong love of learning, friendship, and community. We understand that our schools are far more than four walls and a roof; they are the environment that our Brand Promise lives in. That means finding and building out your new Children's Lighthouse franchise location is the most important first step we take together as partners.



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Expert Site Selection Guidance

Shortly after the signing of your franchise agreement with us, you'll work with a dedicated team of territory and real estate experts who will help you establish a protected search area in which to find your ideal location. We have years of experience working with our franchisees to determine the best areas to set up their new schools, and like them, you'll receive written site selection guidelines and site selection counseling and assistance. Our guidance includes help with assessing demographic data, nearby neighborhoods and businesses, growth trends, and traffic patterns, as well as identifying neighborhood schools and competition from other childcare and early learning providers. We know how vital it is to establish your school in an area that can support it, in much the same way you'll be doing for the children in your community, so we don't leave that up to chance.

Building Your School

Children's Lighthouse Early Learning Schools are known for their distinctive and welcoming lighthouse towers and their warm and bright interiors that give both parents and children a sense of comfort. It's important that all our schools have a consistent look and feel, so we make sure to provide you with sample school plans and specifications, including requirements for dimensions, exterior design, interior layout, building materials, equipment, signs, and color scheme. We'll also make available a list of approved suppliers and vendors who can provide you with the furnishings and supplies you'll need to outfit your new franchise.

Building your new school is a big endeavor, but it's important to remember that throughout this process, you are never alone! We're as excited about your new business as you are and want to make sure that from beginning to end, getting your franchise up and running is a smooth and rewarding process.



Meeting a Real Need

One of the reasons why we pay such close attention to where your school will be located and how it's built is because we know how important it will become to the community it serves. Now more than ever, families are searching for high-quality childcare that goes well beyond keeping their child safe and occupied. They want to provide their children with a chance to learn and grow in a way that celebrates their unique qualities. Your Children's Lighthouse franchise will do just that.

Opening your Children's Lighthouse school will also position you as a leader in a recession-resistant industry, one that provides an increasingly essential service.

Consider these statistics:

35M

THE NUMBER OF U.S.
WORKING MOTHERS IN 2019

5M

THE NUMBER OF CHILDREN UNDER
6 WHO REQUIRE CHILDCARE

\$520B

THE PROJECTED VALUE
OF THE GLOBAL CHILDCARE
INDUSTRY BY 2028

15%

THE PROJECTED ANNUAL
INDUSTRY GROWTH RATE FROM
2021 TO 2028

Your early learning school will not only offer children a safe and loving alternative to the comforts and security of home but will provide peace of mind to parents who must meet their responsibilities outside of it. It's truly a win/win!



The Children's Lighthouse Difference

Children are our most important members of society, and going to work each day knowing your efforts are preparing them to be their best selves is an unbeatable feeling. With that in mind, there's a lot about the Children's Lighthouse franchise opportunity that separates itself from the competition — our deep industry knowledge, our commitment to your success, and our recognized and respected name being just a few examples. But perhaps no other differentiator is more important than our proprietary curriculum, taught by our caring and dedicated staff.

We've crafted an innovative educational and values-based curriculum designed to engage children and help them develop their full potential, preparing them for the future. We make sure to maintain appropriate teacher-to-student ratios so that each child gets the attention they deserve. And our comprehensive franchisee training and support mean you don't need a background in education to make the most of our business model. You'll be overseeing your franchise from an executive level, trusting your School Director and staff to oversee day-to-day operations while you focus on growth goals.





A Meaningful Life and a Meaningful Living

Too many people go to work each day feeling as though their time could be better spent. They don't take satisfaction in their careers or they feel overworked and underappreciated. As a Children's Lighthouse franchisee, you can feel good knowing you're making a real difference to the families in your community — what you do matters. Additionally, once you've established your school and have put a trusted team in place, you might very well find you can strike a better work/life balance, one that leaves you with more time for family, friends, and pursuits away from the office. The Children's Lighthouse brand knows the importance of that; we're a family-owned brand that doesn't just respect the unique needs of each child, but the goals and aspirations of our franchisees, too!



There's a lot that goes into creating and growing a Children's Lighthouse franchise, but you can feel confident knowing that we'll be with you every step of the way for the life of your business.

Are you ready to make a difference in your community?

What are you waiting for? To find out more about a Children's Lighthouse opportunity, [reach out](#) today!



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