

**Becoming Part
of the Children's
Lighthouse Brand
Is a Straightforward
Process and Comes
with Plenty of Perks!**





If you've decided now is the time to make meaningful changes in your career and your life and think that becoming part of the early education industry is the way to do so, we believe you're on the right track! Children's Lighthouse has been providing an important and valuable service to communities everywhere since 1997, and in that time, we've welcomed many families, children, and franchise partners into the fold. In fact, our industry has never been more called upon or necessary, making now an excellent time to become part of the Children's Lighthouse brand.

But what does that process look like, and what does it get you once you've completed it? In this eBook, we'll look briefly at the steps you'll take to learn more about our offering and what makes it such a standout, as well as how we prepare you to operate your franchise now and into the future.



High-Quality Childcare Is in Demand

Today, more and more working parents across the country rely on outside childcare to help them balance their responsibilities between work and family. But they don't just want babysitters; they want structured, loving, and educational environments that offer their children the chance to learn, play, and explore. A Children's Lighthouse preschool is just such an environment, making our franchise investment an exceptionally smart choice.

Consider these statistics:

35M

THE NUMBER OF U.S.
WORKING MOTHERS IN 2019

12.5M

THE NUMBER OF CHILDREN UNDER
6 WHO REQUIRE CHILDCARE

\$54.3B

THE VALUE OF THE CHILDCARE
INDUSTRY IN 2019

3.9%

THE PROJECTED ANNUAL
INDUSTRY GROWTH RATE FROM
2020 TO 2027

These numbers reflect the growing and consistent need for high-quality childcare, making ours a recession-resistant industry that provides an increasingly essential service.



Follow These Steps to Join Our Brand Family

Deciding to make a career in early learning with Children's Lighthouse is the first step you'll take toward a more rewarding and meaningful life for yourself, as you encourage children to become their very best selves through our proprietary curriculum. Below are some of the next steps you'll take as you join our brand family.



Visit Our Website

Our website is the first place most people go to for a lot of important preliminary information about the Children's Lighthouse brand. To let us know you're interested in more, you'll fill out a brief form with a bit of information about yourself, after which someone from our franchise team will give you a call. We'll chat for a while so we can get to know more about your background and goals, and you can learn more about our opportunity. If we feel like there's a good fit, we'll move on to the next steps.



Review Our Brand

You'll enjoy a thorough brand presentation from us, during which time you'll get a clear picture of our business model and culture and learn about the profile, style, character, and habits of a successful franchise owner. We want you to fully understand the Children's Lighthouse mission and objectives and the value our franchise owners bring to their communities. Together, if we determine our goals and objectives align, we'll move forward, scheduling the next steps and establishing firm timelines.



Receive Our FDD

The process of opening a Children's Lighthouse franchise will also mean receiving a copy of our Franchise Disclosure Document (FDD) to review and discuss with us. This document is very important and required by all franchisors to have and present to serious potential investors. It goes over every aspect of our opportunity, from its cost to training and support to the history of our brand. You'll have at least two weeks to review our FDD with your attorney should you choose.



Learn About Support and Our Marketing and Branding

You'll have the chance to review our comprehensive pre-opening training, ongoing training, and field support and learn about our real estate and site selection process. You'll find out more about our 24/7 technology platform and the programs we've established to help you grow your business. You'll further learn how Children's Lighthouse will provide you with strong marketing and advertising programs to build enrollment, retain customers, and grow your presence in your community.



Enjoy a Join the Team Day

This is the final step of the franchise ownership process. You will visit the Children's Lighthouse home office for one day in Fort Worth, Texas, where you'll meet with the company founders and the Children's Lighthouse leadership team. At this point, you and the team will make a mutual decision about your candidacy for a Children's Lighthouse franchise.



Sign Your Franchise Agreement

Congratulations! You've completed the steps above and are now a member of the Children's Lighthouse franchise family! Upon receipt of the signed Franchise Agreement and initial fees, we'll schedule an immediate project kick-off call with our Onboarding team. This call starts the new franchisee site selection and development process, which leads to a successful school opening. Our dedicated Onboarding and Operations teams will make certain that the opening of your school progresses smoothly and that you're well trained as you begin your new business.



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What Makes Children's Lighthouse a Standout Opportunity?

Our Trusted Brand Name

Children's Lighthouse has been trusted by parents for decades. Our reputation as a premium educational childcare provider has been set, making it far easier for you to establish your school in your community.

Our Proprietary Curriculum

We've crafted an innovative educational and values-based curriculum designed to engage children and help them develop their fullest potential, preparing them for the future.

Our Exclusive Territories

You'll enjoy an exclusive territory that is demographically ideal for your premium school. Furthermore, our relatively small number of schools result in more numerous real estate choices, which can mean more room for growth.





Our Comprehensive Training and Support Is Unmatched!

We know how important it is to open your preschool doors on the right footing. That's why we invest a significant amount of time and resources into your preparation before, during, and after you begin your life as a business owner. Below are just some of the ways we're with you every step of the way.

Location, Location, Location

It's everything, especially in business! We'll help you narrow down your choices so that your preschool is located in the optimal spot to meet your community's needs. We'll designate a Protected Search Area within which you'll tour potential sites, and we'll provide you with site selection guidance and assistance. We'll also furnish you with our site review package to assist you in assessing demographic data, nearby neighborhoods and businesses, growth trends, traffic patterns, neighborhood primary schools, and more. We'll also assist you in gauging possible competition from other childcare and early learning providers.

Beautiful and Bright

Our early learning schools are characterized by bright and beautiful environments in which children are encouraged to have fun, explore, and grow their best selves. We'll help you set up your school to include the correct furnishings and inventory plus provide you with the names of approved suppliers and vendors, so you will open a preschool that parents trust.

It's Dotted and T's Crossed

Anytime the health and welfare of children are involved, the proper licensing must be secured. We'll help you navigate that process, making sure paperwork is filled out, submitted, and approved well before your school is scheduled to open.





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Get Ready to Make a Difference

One of the unique benefits of owning a Children's Lighthouse is our pre-opening training. It means you can come to our opportunity with no prior experience in early childhood education and still be ready to take advantage of our industry. Initial training is conducted under the supervision of Shelly Pair, our Vice President of Operations. Shelly has 21 years of experience in the childcare and child development industry, bringing a wealth of knowledge to the table. Some of the things you'll learn from her and her team include how to:

- teach our proprietary curriculum
- manage your classrooms
- find qualified staff
- manage your school for growth
- control overhead and costs
- market your school
- leverage important vendor relationships
- engage and support parents
- And much more!





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After You're Up and Running

Once your franchise doors open, you'll be visited by one of our experts who will conduct on-site, post-opening training to make sure all your questions get answered and your training has set you up for success. After that, you'll enjoy quarterly visits from a franchise business coach who will help you set and reach goals, assist you with classroom management strategies, and keep you informed of best practices.

The fact is, none of us should ever stop learning or growing. We provide our franchisees with the opportunity to expand their knowledge with virtual meetings, seminars, and conferences, and make useful resources, in the way of electronic or printed materials, available 24/7. We're committed to helping our franchise partners grow their



schools and meet the needs of the families in their communities. With us by your side, you'll be in business for yourself, never by yourself!

Are you ready to make a difference in your community and lead a more meaningful life in the process? Reach out today to find out more about a Children's Lighthouse franchise opportunity!



CHILDREN'S[™]
L I G H T H O U S E
EARLY LEARNING SCHOOL

childrenslighthousefranchise.com