



WHY NOW IS
A GREAT TIME
TO START A
*Childcare
Franchise*



Understanding when the time is right to invest in a specific industry is vital for any franchisee. Making the right investment at the right time is key to succeeding and seeing a significant return on investment in the future. That's why it's comforting to know that now is a great time to invest in a franchise in the childcare industry.

The industry's growth trends and future possibilities are very strong. At Ivy Kids, we are excited about what these market trends mean for the future of childcare. We love seeing our franchisees succeed, and we're thrilled to have the opportunity to help you start a franchise that will make your community a better place for the children living in it.



Why Invest in the *Childcare Industry?*

Investing in any franchise business has various benefits, but owning a franchise in the childcare industry is more than just a business. You're investing in an opportunity to make a genuine difference in your community and the lives of the children in your area. It's a fantastic way to give back to the community you love by providing parents with a safe and engaging environment to leave their children every day.

Childcare is often a stressor for parents who work, and you can offer a solution parents will love when you invest in a franchise like Ivy Kids. Providing the children in your area with a solid curriculum from a nurturing environment gives parents the peace of mind they're looking for when choosing a great childcare option for them.

Why Now Is a Great Time to Invest in a *Childcare Franchise*

Childcare services are in constant demand no matter what the economy looks like. Parents will always need a reliable and safe environment for their children while working. The childcare industry was valued at \$60B in 2022, and is expected to grow at a compound annual growth rate (CAGR) of 4.18% through 2030.

As parents return to work after working from home for several years due to the pandemic, the need for childcare will continue to increase.



Determining the Demand for *Childcare in Your Area*

There are steps you can take to determine the need for childcare in your community. For example:



RESEARCH WHAT OPTIONS ARE LOCALLY AVAILABLE

You can look at how many childcare centers are available now in your area. If there are few centers to find and they are spaced out all over town, it's fair to assume that there may be a demand for more options in your area. And of course, our operations and [real estate team](#) will help you further refine that baseline research to determine the ideal location.



LEVERAGE YOUR SOCIAL NETWORK

Keep an eye out for posts on social media asking about childcare options and see what's being said. If there are often complaints about not having enough choices or that everyone has a long waiting list, it's another excellent indicator that childcare is a needed service for the community. As you determine the need for childcare around you, you'll see more and more examples of why investing in a childcare franchise can be a good idea.



DO LOCAL EMPLOYER RESEARCH

You can also take into account that parents who had babies during quarantine and work-from-home requirements will now need to shift their childcare plans. While they may have been able to watch their children on their own a year or two ago, many employers are instating return-to-office policies. Knowing how many large or small offices will expect workers to return to their location will give you an idea of how much the demand for childcare around you will increase in the near future.





Why Franchise Instead of *Starting Your Own Childcare Business?*

When you franchise with Ivy Kids, you get a lot for your investment. We've developed a research-based curriculum that encourages lifelong learning skills in the children who come through our doors. Parents love the curriculum we've created, and it's an essential part of their decision-making process regarding where they want their children to spend their day. An enriching and nurturing environment is key to the Ivy Kids brand and experience.

Each Ivy Kids location has an onsite chef who adheres to our [Brain Bites nutritional program](#). This is another selling point that parents love when they send their kids to an Ivy Kids location. In addition to our curriculum and nutritional program, you also have access to our software and

marketing materials to help support your day-to-day business needs. There's no need to spend extra time figuring out how to handle those needs – we've done everything for you.

When you start your own business, you're building everything from scratch. It can be tedious and frustrating, especially if you're making a name in the childcare industry. When you work with Ivy Kids, much of that initial legwork has been done already. All you need to do is be willing to jump in with both feet and embrace the system we've spent years developing. Our expertise is your gain, and it's a very good reason to franchise instead of starting your own childcare business.

The Ideal Ivy Kids *Franchisee*

We don't expect our franchisees to have experience in education to own an Ivy Kids location. Instead, we prefer franchisees who are passionate about the opportunity to touch the lives of the children in their area. Our top franchisees work hard to adhere to what they've learned through training with us and reach out when they have questions. If you're willing to do those things, you're a good candidate for an Ivy Kids franchise.

Anyone from working parents looking to spend more time with their kids to professionals with a strong background in business can be a successful franchisee. Our training and continued support will get you where you need to be. Ivy Kids owners come from all walks of life and bring valuable experience to their Ivy Kids location.

Initial Ivy Kids *Investment Costs*


It's essential to understand your initial costs when opening an Ivy Kids location. We do offer several different investment options to our franchisees. Your costs will vary depending on which option you choose. For franchisees looking to lease their location, you can plan to need at least \$300,000 in liquid capital (with an SBA loan) to get started.

If you're looking to start a small-concept facility of approximately 10,000 square feet, you can plan to need \$400,000 to \$500,000 in liquid capital (with an SBA loan).

For a large-concept facility of approximately 15,000 square feet, you can plan to need \$450,000 to \$550,000 in liquid capital (with an SBA loan).

No matter which option works best, we will offer you the same high-quality support and training you've already read about. We want all our franchisees to succeed and see how valuable their investment is.

Owning a childcare facility is an investment in your future and your community. With the current market growth, the time has never been better.



If you are passionate about helping your community and its children, an Ivy Kids franchise will likely be a great fit.

Contact us today
to get started!



IVY KIDS EARLY LEARNING CENTER FRANCHISE OPPORTUNITIES

[IVYKIDSFRACTHISE.COM](https://www.IVYKIDSFRACTHISE.COM)

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