

10 Questions to Ask a Childcare Franchisor

WORKBOOK



THE
GODDARD SCHOOL[®]
FOR EARLY CHILDHOOD DEVELOPMENT

1.

What Does an Ideal Franchisee Look Like in Your System?

FOLLOW-UP QUESTIONS

- ☐ What professional backgrounds are most common among franchisees in your system?
- ☐ How involved are franchisees expected to be in the day-to-day operations of their school?
- ☐ What does a typical week look like for a new franchisee versus an established franchisee?
- ☐ How does the role of a franchisee evolve as the school grows and matures?
- ☐ Are franchisees expected to be on-site owners, or can they operate the school through a leadership team?



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KEY TAKEAWAYS

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2.

What Key Performance Metrics Should I Use to Evaluate the Opportunity?

FOLLOW-UP QUESTIONS

- ☐ What are the biggest factors contributing to EBITDA performance outlined in your FDD?
- ☐ How do occupancy rates vary across mature and newer markets, and what does that indicate about market saturation and future expansion opportunities?
- ☐ What tools do franchisees use to track performance over time?
- ☐ How does the franchisor help franchisees identify opportunities for improvement?



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KEY TAKEAWAYS

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3.

How Do You Help Franchisees Select a Location?

FOLLOW-UP QUESTIONS

- ☐ Is there a real estate support fee, and if so, what services are included?
- ☐ What demographics do you evaluate when determining whether a market is a good fit for a new school?
- ☐ How do you assess demand for childcare and the competitive landscape in a market?
- ☐ Do you provide a dedicated real estate team to help franchisees identify, evaluate, and approve sites?
- ☐ How do you project enrollment potential and long-term growth opportunities for a specific location?



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KEY TAKEAWAYS

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4.

How Long Does It Typically Take to Open a School?

FOLLOW-UP QUESTIONS

- ☐ What is the average timeline from signing a franchise agreement to opening day, and what factors most commonly affect that timeline?
- ☐ Which stage of the development process typically takes the longest, i.e., site selection, permitting, construction, licensing, staffing, or enrollment building?
- ☐ What are the most common reasons schools experience delays, and how do you help franchisees avoid them?



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KEY TAKEAWAYS

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5.

How Are New Franchisees Trained?

FOLLOW-UP QUESTIONS

- ☐ What does your initial training program cover, and how is it delivered (in-person, virtual, online, or a combination of formats)?
- ☐ Do you offer a mentorship program or opportunities to learn from experienced franchisees?
- ☐ What ongoing training, conferences, networking events, or professional development opportunities are available after opening?
- ☐ How does training evolve as franchisees grow from operating one school to managing multiple locations?



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KEY TAKEAWAYS

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6.

What Support Do You Provide During the First 12 Months After Opening?

FOLLOW-UP QUESTIONS

- ☐ What are the most common first-year challenges you see, and what resources are in place to help franchisees address them?
- ☐ Can you walk me through what support looks like during a typical franchisee’s first 90 days, six months, and first year?
- ☐ Will I have a dedicated business consultant or operations support contact?



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How Do You Help Franchisees Drive Enrollment?

FOLLOW-UP QUESTIONS

- ☐ How do you help build brand awareness in the local community?
- ☐ What strategies do you use to generate tour requests and family inquiries?
- ☐ What digital marketing and advertising support do you provide?
- ☐ How do you help franchisees convert inquiries into enrollments?



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8.

What Makes Your Educational Program Different?

FOLLOW-UP QUESTIONS

- ☐ Does your brand have its own proprietary curriculum or educational program?
- ☐ What educational philosophy serves as the foundation for the program?
- ☐ How do you measure children’s developmental progress and learning outcomes?
- ☐ How do you ensure consistency in educational quality across all schools?
- ☐ What aspects of your educational program are most valued by families?



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9.

What Does a Top Performing School Do Differently from an Average Performing School?

FOLLOW-UP QUESTIONS

- ☐ Are the differences primarily due to the operator, the market, or execution of the model?
- ☐ What best practices from top-performing schools can be replicated by new franchisees?
- ☐ What common mistakes do lower-performing schools tend to make?
- ☐ How quickly do top-performing schools typically reach maturity compared to average-performing schools?



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10. What Operational Changes Should I Expect When Moving from One School to Multiple Schools?

FOLLOW-UP QUESTIONS

- ☐ At what point do franchisees transition from being heavily involved in daily operations to leading multiple schools strategically, and what does that evolution and school leadership structure look like?
- ☐ What leadership and management structure do your most well-established multi-school owners put in place to maintain quality and culture across all locations?
- ☐ What responsibilities should remain with the owner, and which are typically delegated as a franchisee expands from one school to multiple schools?



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