

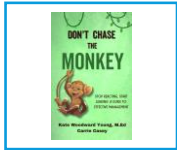
Childcare
conversations

EXPANDING YOUR PRESCHOOL

Strategic Growth, Additional Locations, and Sustainable Success



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ABOUT US

Kate Woodward Young, M.Ed.
Carrie Casey

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Welcome

Why We're Here

- “Scaling a preschool is exciting—but it’s also a strategic process.”
- “We’ve helped thousands of owners grow their programs with confidence.”

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Where are you in your growth journey?

- Starting stage
- Aiming to grow shortly
- Currently in a growth phase
- Thinking about a potential sale later on

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Part 1: Are You Ready to Open Another Location?



Growth Requires Readiness, Not Just Demand

Expansion isn't just about interest—it's about operational and financial readiness.

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Overview of the 3 Readiness Factors



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OPERATIONAL READINESS
ARE YOUR SYSTEMS STRONG ENOUGH?

- ✓ Standardized policies & procedures
- ✓ Strong leadership team
- ✓ Smooth hiring & training

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FINANCIAL READINESS
CAN YOUR BUSINESS SUPPORT EXPANSION?

Key Metrics:

- Profit margin
- Enrollment stability
- Cost-per-child

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LEADERSHIP & TEAM READINESS

If you step away for a week, will your center still run smoothly?

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PART 2: DEVELOPING A SITE EXPANSION PLAN THAT ALIGNS WITH YOUR MISSION

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OPENING A SECOND LOCATION – WHAT YOU NEED TO KNOW

- Site selection
- Licensing
- Staffing

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DIVERSIFYING SERVICES – ALTERNATIVE GROWTH STRATEGIES

- Afterschool programs
- Summer camps
- Niche offerings



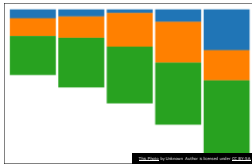
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FRANCHISING OR LICENSING

- Do you have replicable systems?
- Can you support franchisees/licensees?

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PART 3: BUDGETING FOR A SECOND LOCATION: WHAT YOU NEED TO KNOW

Breaking Down the Costs

- Startup costs vs. operational costs
- Hidden expenses most owners miss

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FUNDING OPTIONS – HOW TO PAY FOR EXPANSION

- Reinvesting profits vs. Outside funding
- Business Loans
- Partnerships with investors



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Part 4: Marketing for Multi-Site Success

Attract Families to New Locations

- Branding Beyond One Location
- Keep messaging, visuals, and values consistent.
- Maintain a community feel even as you scale.

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ENROLLMENT STRATEGIES FOR NEW SITES

- Pre-launch waitlists
- Community-based partnerships
- Local PR & social media



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Case Study

How Smart Marketing Made the Difference

- Community involvement
- Partnerships in Marketing
- Gave away free information on Facebook Groups
- Wrote a book and built authority
- HOA Newsletters


WAITING LIST

Filled 75% of spots before opening.


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Give feedback to Kate and Carrie

Scan this QR code




Or go to

<https://talk.ac/kateandcarrie>

and enter this code when prompted

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