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An A+ Opportunity to Franchise

Many educational franchises exist, so selecting the right one for you can be challenging.

By Jason Falina and Lynne Shelton

Education franchises pose a tremendous business opportunity, not just to make money, but also to help learners in their academic pursuits and needs. Education is often regarded as the pathway to knowledge and a cornerstone in fostering a beneficial society and individual career path. However, not every learner has the same interests or abilities. Some may be unchallenged and bored in school, while others may be struggling with the material or have special educational needs. Other learners may wish to explore and learn a nontraditional subject that is not offered in their course curriculum, such as engineering, robotics, programming, etc. These vast and diverse classes of learners and their interests present a robust consumer base seeking the academic services offered by educational franchises.

As the owner of an educational franchise, you can help to address the academic interests and needs of learners around the nation. Most

existing education franchises aim to assist learners with various academic topics and skill development including science, math,

reading comprehension, languages, computer skills, SAT testing, and more. Others have developed to specifically assist learners with



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special educational needs such as attention deficit disorder, dyslexia, and autism. Additionally, while still continuing to traverse the challenges presented by Covid, educational franchises have adapted their services to be provided remotely via telephone or video conference. Ultimately, this adaptation has opened the door for educational franchises to provide their services to learners around the world in a flexible manner with little added expense or headache to the franchises themselves.

This robust and flexible opportunity is illustrated by the services of the education franchise K-12 Coder. K-12 Coder's mission is to fuel early learners' desire to get involved in business by bolstering their curiosity in academic topics with simple but engaging creative projects in a safe learning environment. What is special about K-12 Coder's program is it aims to provide young learners with the information and experience necessary to find some form of an internship, apprenticeship, or employment in a field of interest to them. This is accomplished through K-12 Coder's academic accreditation, which enables it to issue certifications of skill at the conclusion of its curriculum. Young learners can gain a certification from the programs offered, which better equips them to not only land an employment position but also provides them the necessary experience and skills to progress in that field by getting into particular colleges or university programs that specialize in their chosen field of study.

While investing in an educational franchise does not require an educational background, the multiplicity of fields and services available or possible can make selecting the right franchise to invest in challenging. With so many concepts available, it is inevitable you will find one that fits your passion for education and enriching learners' lives. However, it



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is crucial you do your due diligence to ensure the franchise will meet your expectations. This can be an overwhelming endeavor if taken on alone. Therefore it would be wise to employ a professional to assist you in pairing your passions and capital to a promising educational franchise opportunity. Franchise professionals come in all shapes, sizes, and

specialties and can assist with everything from demographics/psychographics, legal counsel on franchise law, financial advice, and more. This professional guidance can help ensure you have all the information you need to make an A+ decision for your investment, your community or purchases, and that it all aligns with your passions. ▀

Jason Falina is a recent graduate from McGeorge School of Law concentrating in intellectual property law. Additionally, he works as a legal assistant at Shelton Law & Associates (SLA) working primarily with franchises, providing guidance and support regarding formation and maintenance of their franchise. Jason enjoys the multitude of pieces that combine to make up the overall puzzle of a promising and growing franchise and the variety of individuals, services, and products associated with each franchise concept.

Ms. Shelton in a previous life was a franchisor of a large franchise system and is currently a senior attorney for SLA franchise law firm, as well as a franchisor owner in an international franchise system. SLA attorneys have 50+ years' business consulting, franchise, and trademark experience. Their knowledge facilitates an understanding of a large variety of businesses, services and technologies. They help businesses protect their brands through trademark, copyright, and business contractual transactions. These services allow SLA to "Expand their Brand®" through franchising. For franchisors, SLA provides full outsourced in-house counsel.

SLA additionally works with entrepreneurs buying franchises by assisting with business creation, industry evaluations, franchise disclosure document review, fairness factors, opinion letters, and negotiations.

For more information or to schedule a customized consultation for your business, you can write to franchising@SLA.Law or call (866) 99-FRANCHISE.