

Childrens Lighthouse Centers Experience Excellent Growth

By Larry Ragland

Friday, September 4, 2009

The excellent growth of locally-based Childrens Lighthouse Centers (CLLC) in one of the most challenging economies in U.S. history is a testament to strong corporate leadership, a solid business strategy and the active involvement of passionate franchisees. These key ingredients along with the growing need for quality childcare alternatives have created an excellent environment for brothers Mike and Pat Brown of Fort Worth to succeed where others have failed.

Current economic woes are forcing more and more families into dual-income households - whether its two parents working full time or a single parent taking on an additional job to address the increasing financial demands - CLLC is finding demands for quality and affordable childcare in neighborhoods with young families is the highest in decades. In response, CLLC franchisees are opening 7 new franchise centers in the next 12 months and more are planned. The new centers are not only designed to serve existing markets in Texas, but also in Colorado, Georgia and New Jersey. Currently the Centers are strategically positioned in 28 locations throughout Texas, North Carolina and Florida. In Texas, they are located predominately in Greater Dallas / Ft. Worth, Houston and San Antonio areas. "The Childrens Lighthouse Learning Centers are expanding around the country," says CLLC President Pat Brown, "because families in new and growing neighborhoods are demanding childcare that is affordable, fun, secure and educational. Childrens Lighthouse Learning Centers are in the unique situation of not only seeing an increased demand for its outstanding childcare services, but also increased interest in our franchise by entrepreneurs seeking a chance to own a small business...a business which financial institutions are readily financing because of the strong demand for childcare services. Childrens Lighthouse Learning Centers are distinctive in the childcare business. As the only childcare franchise with an extensive group of corporate-owned centers, they understand the day-to-day demands of professional childcare."

To their franchisees, CLLC offers turnkey solutions and assistance in starting and operating a successful operation. Because they have and continue to run their own locations, the

corporate leadership knows the unique challenges of pinpointing the best facility location and designs, the ideal staffing standards and requirements, and identifying the services and amenities that parents prize the most. As part of the franchise package, CLLC offers franchise owners planning and design, third-party financing and overall management services in addition to its proven A Beka educational curriculum and unparalleled home office support. The centers themselves are state-of-the-art childcare facilities where education and fun go hand-in-hand. Each location is dedicated to providing a safe, quality and loving environment as well as excellent education services to each of its students who range in age from 6 week-old infants to 12 year olds.

Mike Brown, CLLC's CEO, says some basic tenets drive each and every CLLC: Affordable and educational care, a fun environment, a quality and committed staff, a proven curriculum and a location near an elementary school in growing and easily accessible neighborhoods. "From experience we have learned that Childrens Lighthouse Learning Centers are just as much a reason that parents decide to move into a particular neighborhood as are the schools, the churches, the shops and the location," Mike said. "A Childrens Lighthouse Learning Center becomes an integral part of a growing family's day-to-day activities."

The first company-owned CLLC was opened August 1997 in Grand Prairie, Texas and continues as the cornerstone of the company. The first franchise center opened September 2001 in Katy, Texas which today serves more than 200 students with a staff of more than 30 teachers. The Angel McClain family of Carrollton says that CLLC is an important part of their daughter's life. "No matter what we have gone through in our immediate family, the Childrens Lighthouse staff was always patient, understanding and flexible. We have relocated several times - we have moved to new cities and have even moved out of state to try to get on our feet," the McClains say. "When we moved out of state, we had no choice but to find a new daycare. We decided on one near our home and it didn't take long before we noticed a huge difference in our daughter. Suddenly, our usually outgoing daughter was upset all the time and began developing a severe stutter. She constantly talked about her 'school in Texas' and how much she missed her friends there. Part of the reason we returned to Texas was to re-enroll our daughter at CLLC. We had negative experiences at other schools and could not wait to get back. Upon our return, we were welcomed with open arms and felt like we never left!"

Individuals interested in obtaining a CLLC franchise can contact Stephen Dixon, Director of Franchise Development, at 888-338-4466 ext. 112.

FAST FACTS:

- CLLC received both Dallas and San Antonio Business Journal “Best Places to Work” awards in 2009.
- CLLC received a Jacksonville Florida Family Magazine’s Readers Choice designation as “Best for Families in 2007.
- Through its CenterConnect proprietary software, CLLC is the only childcare franchise company to offer an electronic resource to effectively manage a center from a pre-opening checklist to enrollment tracking.
- CLLC was conceived in 1994 when Mike and Pat Brown recognized that parents in the 21st century sought more than just a place to drop of their children for the day. The Browns heard parents demanding for their children a care center that is not only fun but secure and educational.
- As successful businessmen who had owned and operated a thriving manufacturing company, Mike and Pat Brown spent three years researching what parents today want from their childcare provider as well as the best practices of excellent childcare companies from around the country.

Childrens Lighthouse Learning Centers are located in the following cities:

Dallas / Ft. Worth - 14 locations: Allen, Arlington, Carrollton, Denton, Ft. Worth, Grand Prairie, Hickory Creek, Little Elm, Rockwall, McKinney, Keller (2 locations), Saginaw, Wylie.

Houston - 6 locations: Friendswood, Houston, Katy (2 locations), League City, Richmond.

San Antonio - 3 locations: San Antonio, Helotes, Alamo Ranch

Florida - 2 locations: Jacksonville, Winter Garden

North Carolina - 2 locations: Matthews, Lake Park

Childrens Lighthouse Learning Centers scheduled to open in the next 12 months:

San Antonio, TX; Sugar Land (Houston) TX; Parker (Denver), CO; Fairfield, NJ; Woodbridge, NJ; Parsippany, NJ; Sugar Hill (Atlanta) GA.

www.childrenslighthouse.com