



HELLO

KIDS 'R' KIDS BUSINESS MODEL

Since 1985, Kids 'R' Kids Learning Academies has redefined childcare and set trends in early childhood education. With national AdvancED® accreditation and an exclusive curriculum by top professionals, we're unstoppable!

CONTACT US

ADDRESS:

1625 Executive Drive South
Duluth, GA 30096

PHONE:

770.279.7777

WEB:

kidsrkidsfranchise.com



OUR COMPANY

WHAT STARTED AS A LOVE STORY EVOLVED INTO A COUPLE'S DREAM.



Pat & Janice Vinson

WE ALMOST STARTED A HAIR SALON... ALMOST

In 1961, after the loss of his father, a teenage Pat Vinson worked odd jobs to support his family. When his mother debated between opening a hair salon or a daycare, Pat knew where his heart was.

"I can't cut hair, but I can rock a baby." — Pat Vinson

The salon never happened. Instead, Kiddie City became the foundation of what would later grow into Kids 'R' Kids — a choice that shaped generations of families.

LOVE, CHANCE, AND THE LOTTERY

In Las Vegas, Janice read her horoscope — "A quarter will bring you fortune." She spotted a quarter on the floor, dropped it into a slot machine, and hit the jackpot.

They briefly considered investing in a McDonald's or a bowling alley, but chose to reinvest in what mattered most: childcare. That decision paved the way for Kids 'R' Kids.

The jackpot became seed money for growth, turning Kiddie City into something bigger. By reinvesting in children, Pat and Janice laid the foundation for the Kids 'R' Kids legacy.

THE YES THAT CHANGED EVERYTHING

When a colleague introduced Pat to the concept of franchising, he saw more than a growth strategy — he saw a way to give others the chance to build successful businesses of their own.

For Pat, franchising wasn't just expansion — it was empowerment.

By the 1990s, Kids 'R' Kids had become one of the fastest-

growing childcare franchises in the nation, with the Texas market quickly becoming his favorite success story.

Franchising was never about numbers alone. Pat believed every new owner was a partner in shaping children's futures — a family business helping other families thrive.

HONEST



TOUGH

Janice is tough, loving, and honest. She balanced Pat's boldness with her own steady leadership, ensuring the business always led with heart.



LOVING



OUR COMPANY

THE CULTURE, THE IMPACT, THE LEGACY

BREAKFAST, SMIRKS, AND SPARKLING GLASS

Pat's mornings began the same way: hours at his favorite breakfast spot with a newspaper, and later an iPad, always with hot sauce on the table. The diner eventually dedicated a booth in his honor.

After breakfast, he'd head to the office, where staff scrambled to shine the glass walls.

*"If you can lean,
you can clean."*

— Pat Vinson

Something about his presence was well respected by everyone in the Kids 'R' Kids family.

THE PAT EFFECT

On April 22, 2025, we said goodbye to Pat Vinson, but the spirit he shaped lives on. His legacy was never just about building a business — it was about building people.

From his loud laugh to his habit of checking in on families and staff, Pat left behind a culture rooted in love, resilience, and connection.

HUG FIRST, THEN TEACH

WHY HOW MATTERS

Pat believed care had to come before academics. A hug opened the door for learning, making children feel safe, valued, and ready to grow.

WHY FAMILY MATTERS

Pat and Janice knew their success came from families working together. That belief remains the foundation of Kids 'R' Kids today.

WHY TOGETHER MATTERS

Pat's leadership style was simple: no one succeeds alone. From classrooms to corporate, collaboration is how the Kids 'R' Kids family thrives.

MEET OUR FAMILY

Our leadership team at Kids 'R' Kids brings decades of expertise, ensuring the success of our franchisees. With a family-centric vision, they pave the way for excellence and innovation in early childhood education.

**DAVID VINSON**

President/CEO

david@kidsrkids.com

770.279.7777 ext. 146

**SASHA VINSON**

Chief operating officer

sasha@kidsrkids.com

770.279.7777 ext. 176

**DARLENE VINSON BARNWELL**

Assistant Vice President

darlene@kidsrkids.com

770.279.7777 ext. 155

**SYDNEY VINSON**

Director of Digital Media & Marketing

sydney@kidsrkids.com

770.279.7777 ext. 146

**TORI BARNWELL SLAUGHTER**

Corporate and Community Engagement

tori@kidsrkids.com

770.279.7777 ext. 176

**GARRISON SLAUGHTER**

IT Consultant

garrison@kidsrkids.com

770.279.7777 ext. 155

**WRITE THE
NEXT CHAPTER
WITH US**

Join a legacy over 60 years in the making — take the first step toward opening your own Kids 'R' Kids school.

kidsrkidsfranchise.com / 770.279.7777



WHY FRANCHISEES CHOOSE KIDS 'R' KIDS



Kids 'R' Kids has over 170 U.S. locations, is expanding worldwide, and has been a thriving business since the 1980s. Our family-focused business believes in taking early childhood education to the next level, and we have a genius business model. This business grows itself—most families need childcare; therefore, most of our locations have a waitlist, which means consistent, booming business for our franchisees. Since early childhood education is a \$48 billion and growing industry, it's completely worth it to grab a piece of the pie.

Warm Regards,

WENDY BOLAND

Franchise Development Project Manager
Design and Construction

wendy@[kidsrkids.com](mailto:wendy@kidsrkids.com)

770.279.7777 ext. 157

WHAT MAKE US SUCCESSFUL?



PROFESSIONAL STAFF

KRK thrives thanks to an exceptional team. Their family-centered approach creates a warm environment, delivering superior childcare and fostering lasting community connections.



OUR EXPERIENCE & EXPERTISE

Decades of expertise empower KRK's success, ensuring top-tier childcare. Our journey fosters excellence and builds trust, making us leaders in the industry.



OUR LOVE AND PASSION

KRK's success thrives on the love and passion of our franchisees. Their dedication creates a nurturing haven, which is why we have continued excellence and growth.

BY THE NUMBERS

Numbers often speak louder than words. Discover unparalleled success with Kids 'R' Kids – the premier childcare franchise. Backed by compelling statistics and a growing industry, our diverse franchisees, from engineers to educators, attest to the rewards. With 62% of dual-income families seeking quality childcare, our proven concept and lasting trust make us the ultimate choice for aspiring business owners.



NUMBERS DON'T LIE: THE DEMAND FOR PREMIUM CHILDCARE IS A STATISTICAL REALITY.

CHILDCARE IS A \$48 BILLION INDUSTRY AND GROWING.

Tap into the expanding childcare market for business success. With a growing demand that isn't going anywhere, investing in a KRK franchise can lead to substantial opportunities.

CHILDCARE INDUSTRY REVENUE IS PROJECTED TO GROW AT A 4.5% ANNUAL RATE IN THE NEXT FIVE YEARS.

Anticipate ongoing prosperity in the childcare industry caused by this projected increase, providing encouraging opportunities for aspiring franchisees.

OVER 12 MILLION CHILDREN ARE ENROLLED IN CHILDCARE WEEKLY.

The large enrollment in childcare highlights a workforce trend, emphasizing the growing need for parents to work outside the home and find a place to care for and educate their children.

THERE IS AN INCREASED DEMAND FOR EDUCATION-BASED LEARNING IN CHILDCARE CENTERS.

KRK's unique education-based curriculum that parents desire and other centers don't offer gives you, as a franchisee, a competitive edge in the lucrative childcare market.



WHY KIDS 'R' KIDS?

Our curriculum caters to every educational stage, featuring theme-based units, engaging activities, and user-friendly lesson plans. Even the youngest learners benefit from our innovative approach.

cognia



OUR UNIQUE CURRICULUM ENSURES KIDS 'R' KIDS REMAINS SOUGHT-AFTER, BOTH PRESENTLY AND IN THE YEARS TO COME.

INTRODUCING THE STEAM AHEAD CURRICULUM AT KIDS 'R' KIDS REVOLUTIONIZED EARLY CHILDHOOD EDUCATION WITH AN IMMERSIVE APPROACH TO SCIENCE, TECHNOLOGY, ENGINEERING, ARTS, AND MATH (STEAM).

This innovative project-based curriculum engages students aged three to five in hands-on activities that stimulate creativity, problem-solving, and critical thinking. By integrating sensory experiences and natural curiosity, STEAM AHEAD fosters lifelong learning and academic growth. Teachers serve as facilitators, guiding students through exploratory learning stations and encouraging inquiry. With themed projects spanning seasons, students delve into topics like nature, family, and exploration.

By offering STEAM AHEAD, Kids 'R' Kids attracts more parents and children seeking enriching educational experiences, promising a higher return on investment.

TOP 10 KEY DIFFERENTIATORS

- 01 Crisis Management Team available 24/7 included
- 02 Grand opening celebration included for all new schools
- 03 Groundbreaking celebration for schools under construction included
- 04 Director & Franchise Academy included
- 05 Initial School Set Up White Glove Service included
- 06 76 Hours of Zoom Training Pre Service Included
- 07 Ongoing virtual trainings and in-person trainings for teachers, directors and owners included
- 08 On site coaching and training included
- 09 Initial School Set Up White Glove Service Included
- 10 First & Second Week Support Included



**KIDS 'R' KIDS IMPLEMENTS
BRAIN WAVES, A CURRICULUM
TARGETING BRAIN DEVELOPMENT
IN CHILDREN AGED INFANCY
THROUGH KINDERGARTEN.**

Through stimulating activities focusing on language, cognitive, social/emotional, and physical skills, Brain Waves fosters neural pathways crucial for learning and future success. Teachers engage children in diverse activities like reading, music, and problem-solving to reinforce brain connections. Daily repetition strengthens learning, with specific lobes targeted each week.

01

The frontal lobe, positioned at the front of the brain, is vital for cognitive processes, motor function, language development, and social-emotional behavior. It plays a crucial role in regulating personality, emotions, social interactions, and impulse control, shaping an individual's behavior and abilities.

02

The temporal lobe, located above the ears on both sides of the brain, is crucial for auditory processing, including distinguishing sounds and language acquisition. It helps decipher speech sounds and interpret linguistic cues, playing a vital role in our ability to perceive and develop language.

03

The parietal lobe, located at the top and back of the brain, is crucial for sensory processing, including touch, temperature, spatial recognition, visual perception, and speech perception. It helps us interact with our environment and understand sensory stimuli, contributing to various cognitive functions.

04

Lastly, the occipital lobe orchestrates visual processing, identifying shapes and colors, crucial for early visual development and interaction with other brain areas to interpret visual information effectively. Each lobe plays a pivotal role in the holistic development of a child's brain.

Visible evidence of Brain Waves in classrooms assures parents of its efficacy. Brain Waves benefits children by enhancing brain development and attracts parents seeking quality early education. This curriculum also benefits franchisees in that the attractiveness of Brain Waves will bring in more students.

GETTING STARTED WITH US

Opening your own KRK franchise involves initial startup costs, yet these expenses prove minimal when considering the rapid return on investment for franchisees. The ongoing and comprehensive support provided by KRK's team and a proven business model ensures a swift and lucrative return.



UNLOCKING PROFITS: THE CALCULATED APPROACH TO FINANCIAL SUCCESS

The Kids 'R' Kids financial model is genius. Experience the power of exponential returns by investing wisely – a modest financial input can yield unlimited financial output along with incentives for continued growth.

CANDIDACY

\$1M

NET WORTH

>450K

LIQUID ASSETS

<6.5M

INITIAL INVESTMENT

\$135K

FRANCHISE FEE



REVENUE MODEL

CATEGORY:

ESTIMATED AMOUNT:

FRANCHISE FEES	\$135,000.00
INITIAL TRAINING AND ASSISTANCE FEE	INCLUDED
INITIAL MARKETING FEE	INCLUDED
FF & E WITH PLAYGROUND	\$300,000.00 - \$325,000.00
SIGNAGE & SECURITY SYSTEM	IN THE ALLOWANCES
WORKING CAPITAL	\$150,000.00 - \$250,000.00
LAND ACQUISITION	\$750,000.00 - \$1,300,000.00
BUILDING CONSTRUCTION, SITE WORK @325/SQFT	\$4,387,500.00 - \$4,875,000.00
CONSTRUCTION INTEREST	\$300,000.00 - \$400,000.00
FINANCE / CLOSING COSTS	\$150,000.00 - \$250,000.00
PROJECT MANAGER	\$40,000.00 - \$60,000.00
ACCREDITATION ASSISTANCE	INCLUDED
ESTIMATED TOTAL	\$6,212,500.00 - \$7,595,000.00

These approximate costs are based on construction at \$325/sqft. The building size ranges from 13,500 sq. ft. – 15,000 sq. ft. All costs presented above are subject to change based on local market conditions and individual banks terms and conditions.

A PLAN FOR SUCCESS

Having piqued your interest and attention, take a closer look at our application process and discover the steps to establish your own KRK franchise.

A FRANCHISING PLAN THAT GUARANTEES SUCCESS

01



SUBMIT AND CONNECT

Begin by completing and submitting the Request for Consideration (RFC) Form, showcasing your qualifications. Our team will then assess it to determine if you meet franchise standards. Following that, a Kids 'R' Kids representative will reach out to discuss your information, answer questions, and assist with your independent research into the franchise.

02



RECEIVE AND REVIEW

Start by receiving an introductory franchise packet containing essential documents like the franchise application. Review the electronic Franchise Disclosure Document (FDD) provided upon submitting your application and receiving pre-approval. Additionally, explore financing options with pre-qualification facilitated by our preferred lenders for informed investment decisions.

03



MEET AND AGREE

Participate in the Kids 'R' Kids Support Team Discovery Day at the Franchise Support Center, engaging in one-on-one meetings with senior executives and your support team. Following this, receive the Franchise Agreement (FA), review it carefully, and upon execution, submit it with the franchise fee to officially become a part of the Kids 'R' Kids family.

WHAT NOW?

Nervous about building a life-changing landmark from the ground up? Don't be. The KRK team stands by you through the entire site development process, from inception to completion. Our dedicated support ensures a seamless journey, guiding you in every step of creating your franchise site. With KRK, you're not alone – we're committed to making the site development process a collaborative and successful experience.



A PLAN FOR SUCCESS (continued)

Kids 'R' Kids boasts a thoroughly crafted and proven pre-opening process. With a track record of success, they offer new franchisees an easy, well-guided journey into entrepreneurship.

THE PRE-OPENING PROCESS IS MEANT TO WORK WITH YOU

01



SELECTION, APPROVAL & DESIGN

Begin site selection with qualified real estate brokers to find locations meeting our Kids 'R' Kids criteria. After approval, the Real Estate team provides financing information. Upon financial approval, start the design and construction process, collaborating with the operations team to ensure quality standards in developing your new Kids 'R' Kids Learning Academy.

02



ATTEND AND LAUNCH

Join Phase I Operations Training at the KRK Franchise Support Center before your Academy is complete. Covering education, marketing, and technology, this one-week session is crucial. Progress to Phase II, Key Personnel Training, focusing on customer service, sales, curriculum, and more. Advance to the Marketing Implementation phase, using diverse platforms to create anticipation for your local enrollment marketing program.

03



LICENSING AND OPENING

Start the State Licensing Review soon after installation with KRK staff support for readiness. Once licensed, your Learning Academy is ready to open—congratulations! The initial 30 days include enrollment marketing, tours, and market communication. Concurrently, staff training and children's classroom activities take place. This period addresses start-up operational issues, refines processes, and enhances staffing.

