



At Kiddie Academy of Charlotte-Blakeney, David Willis serves children up to 12 years of age.



SealMaster Hawaii paves the way for motorists.

IT'S YOUR FUTURE: OWN IT

BY CHRISTINE HAYES

Building a business from scratch isn't easy. It requires time, money, and perseverance. As you're entwined in the mental battle between the desire to be your own boss and the acknowledgement of risk, consider this alluring alternative: franchising. We tracked down four franchisees who, for a variety of reasons, branched out from their previous career paths and ultimately found success in this proven business model.

DAVID AND SHANNON WILLIS

When the Willis family started searching for the perfect preschool for their children, nothing near their home in Charlotte, North Carolina, seemed like quite the right fit. That's when the young couple joined forces with Kiddie Academy.

"Combined with a desire to start our own business and build long-term income, we wanted to provide our children with a well-rounded preschool experience," David says. "We felt if we could build the experience we were looking for, other families would come as well."

Today, the couple is confident that opening Kiddie Academy of Charlotte-Blakeney was the right decision for them. They admit the first few years of business were challenging, but the many rewards—particularly the ability to watch their own children learn and grow

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Before owning a Kiddie Academy franchise, Katie and Larry Moore were up-and-coming business professionals. Katie brings more than 10 years of experience working for a large payroll corporation while Larry remains a prominent player at the Chicago Board of Trade. As the parents of two children, they struggled to find a satisfactory



Kiddie Academy of Bolingbrook Classroom

daycare in the area. It was during their search that they decided to embark on a lifelong dream of owning a business. The Moores fell in love with Kiddie Academy, as they believe the franchise possesses all of the qualities they were looking for: caring teachers, a fun atmosphere and a strong curriculum.

The Moores revel in their new found sense of purpose in owning a Kiddie Academy franchise. Their children have also seen the perks of their parent's new business. They're making lots of new friends and learning essential life skills, all while under the care of their parents!

Knowing their children and community are receiving the best education and child care possible has proved to be the biggest benefit of them all.



*Katie and Larry Moore
Kiddie Academy of Bolingbrook,
Illinois*

The Moores are so happy with their academy in Bolingbrook, Illinois that they recently signed an agreement to open a second.

Learn about Kiddie Academy at www.FranchiseKA.com or by calling 410-777-5352.

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Patent # US 8,726,419 B2

at the academy—have made the work worthwhile.

David, whose background is in marketing and business management, advises aspiring franchisees to be honest about their strengths and weaknesses. Finding a franchisor that supplements your current skill set is the best way to bolster your potential, he says.

LYLE MOODY

In the early 2000s Lyle Moody saw an opportunity to vertically diversify his company's portfolio. Lyle is president of Walker-Moody Asphalt Maintenance, a family-owned construction company that's operated in Hawaii since 1895. After researching various options, Lyle was drawn to SealMaster.

In addition to benefiting from the stability of a tried-and-true brand, Lyle appreciates the investment that SealMaster makes in its individual business owners.

"Having the support and new technology that SealMaster offers to stay on the cutting edge of the business always keeps it exciting," he says.

Walker-Moody became an authorized installer of SealMaster products in 2003, and Lyle plans to purchase another SealMaster territory, in Utah, later this year.

DAN WACHTER

After 23 years in senior-level operations and management positions, Dan Wachter was unhappy with the lack of stability. Fed up, he resolved to pursue his dream of becoming an entrepreneur. Enter iTrip Vacations.

"I decided to purchase a franchise because they've tested and analyzed the market and have a track record of success," he says.

Becoming a franchisee appealed to Dan for other reasons as well. As a small-business owner, you can't be an expert in every aspect of running a company, he says, and you'll inevitably have to outsource certain tasks. In franchising, you can find

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Dan Wachter mans iTrip's Orlando marketplace.

a franchisor that provides the services you lack. Plus, you have access to an established brand, broader purchasing power, and internal corporate resources while working on a personal, local level.

Dan urges those who are considering franchising to make specific “what-if” plans for best-case, anticipated-case, and worst-case scenarios. He suggests they write a detailed business plan to determine if they have the bandwidth to launch a small business.

BLAINE AND KRISTIN CARDINALE

Like many young couples, Blaine and Kristin Cardinale are busy.

Blaine, a 2004 graduate of the U.S. Naval Academy, spent 10 years flying helicopters in the military—including two deployments to Bahrain—before transitioning to the Navy Reserve in 2014. He and his wife, Kristin, help his parents run a storage facility near



Blaine Cardinale operates Mosquito Joe in Tampa.

Tampa, Florida. They also have a young son.

Starting a new business on top of all these obligations would be crazy, right?

Not with the flexibility that comes with operating a Mosquito Joe franchise. “Realize that one of the benefits of the franchise model is that a lot of things have been taken care of for you,” Blaine says, “So embrace that, and do things their way—especially in the beginning.”

Owning Mosquito Joe of Tampa Bay with Kristin has allowed Blaine to fulfill his Navy Reserve commitments—and raise a family and help his parents modernize their company—while maintaining a successful business of his own.

“When you buy a franchise, you are buying a partnership with all the other franchisees, so learn everything you can from them, and share your knowledge—both wins and losses—with others.”

THERE'S A FRANCHISE FOR THAT

From child care to pest control, opportunities in franchising are seemingly endless.

KIDDIE ACADEMY

This educational child care company uses its proprietary Life Essentials curriculum to help children develop academically and socially. Since 1981, Kiddie Academy has expanded to more than 20 states. kiddieacademy.com/sw

SEALMASTER

One of the world's largest producers of pavement sealer and sealcoat, SealMaster has more than 100 manufacturing plants and distribution centers in the U.S. sealmasterfranchise.com

ITRIP VACATIONS

iTrip works with property owners to list, market, rent, and manage their homes or apartments. The company finds renters to occupy vacation homes so the owner can earn extra income. itripfranchise.com

MOSQUITO JOE

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