



**VCCA FALL  
CONFERENCE:**  
Industry Transactional and  
Operational Update

*presentation by Kathy Ligon, Founder &  
CEO of HINGE Early Education Brokers*

# The State of the Childcare Industry

What is trending and how does  
that impact me as a business  
owner?

Transactional  
Shifts

Operational  
Shifts

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# Pricing is higher than ever before for businesses and stable for real estate assets.



It's a sellers' market, for sure!

Many new private equity companies are seeking to enter the market

# There are more options for real estate funding and sales.

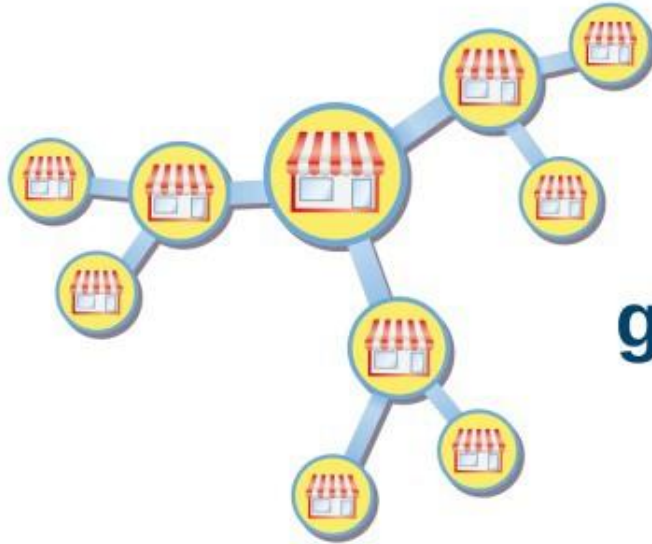
Lenders are lending and investors are investing!



# National companies are building in new markets.

Be ready for them by updating your facilities!





**Franchises remain the fastest growing segment of the industry.**

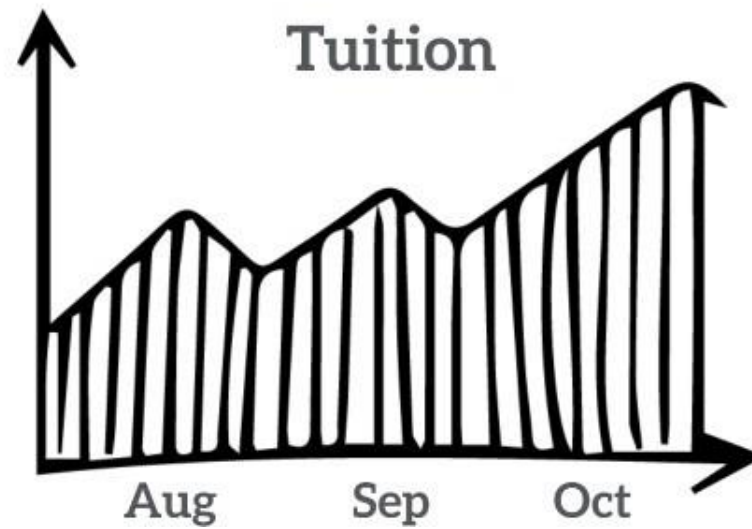
## Occupancies are high.

Parents are working, and infants and toddlers are booming!



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**There is more confidence in increasing tuition rates and reducing discounts.**





## Federal level subsidy funds are stable and rising.

### Three main revenue sources:

- Child Care Development Block Grant
- Head Start
- USDA Food Program



**There are more struggles with staff culture.**



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# THE APPROACHING TSUNAMI

**Pay Rates for New Staff Members  
(and correspondingly all others) are  
Increasing Faster Than Tuition  
Rates Can Keep Up With!!**

# Early Head Start collaborations are increasing in popularity.

Let's all work together to serve children!



# There is a larger focus on branding.

- Don't get left behind when a new, shiny school comes to town!
- Branding is more than colors and signage.
- Get your center tour stops in order!
- Train your team on phone and touring skills.



Our friends at Better Beans specialize in early childhood school branding!



# There is a new development of STEM/STEAM brands.

Tell parents what you are doing in the classroom!



# Outdoor Classrooms are becoming more popular.



It's just an extension of your indoor learning!



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# Credit card fees are increasing.

Today's parent group loves to earn those points!







21-23 FEB  
2019

## A Childcare Business Leaders Conference

"I have been looking for a conference like this for 25 years. Excellent speakers and a treasure trove of information for anyone in the ECE industry."

- Kari,  
SHIFT San Diego Attendee

"Fantastic conference event for ECE leaders who want to financially prepare themselves for growth!"

- Amber,  
SHIFT San Diego Attendee

"Hands down the best conferences in the ECE field... the conferences are vendor free which means there is no sales push--just great content for preschool owners!"

- Molly,  
SHIFT San Diego Attendee

