

# GOLDFISH SWIM SCHOOL

## FRANCHISE OPPORTUNITY

*Your Dive into Purpose-Drive Business Ownership*

### WHY GOLDFISH?

Goldfish Swim School is more than a place where kids learn to swim - it's a nationally trusted, award-winning brand that helps franchisees build meaningful, scalable businesses in their communities. As demand for swim education rises, our proven franchise system gives you the tools, training, and support to be set up for success.

### A SMART, STRATEGIC INVESTMENT

Initial Investment: Mid-to-high range - including everything needed to launch a premium facility.

Perpetual lessons model creates more predictable cash flow

Essential life skill makes Goldfish a necessity compared to other children's services

Model focused on fun and skills development enables long-term memberships serving children 4 months to 12 years

Goldfish is the #1 rated learn-to-swim concept, giving consumers confidence and trust

**BALANCE MATTERS:** Lower-cost franchises often compromise quality. Higher-cost brands may be riskier, with a larger investment and no added benefits. Goldfish strikes the ideal middle ground.

### FINANCIAL PERFORMANCE HIGHLIGHTS

- 11M lessons taught each year
- Average profit for schools open 12+ months: \$679,119
- Average annual revenue: \$2M+
- Powered by recurring revenue, premium facilities, loyal families, and a nationally recognized brand
- 75% of owners own more than 1

### INDUSTRY-LEADING TRAINING & SUPPORT

- 13 days of in-person and online training at Goldfish University
  - Hands-on experience at operating schools
  - Ongoing coaching, in-person visits & digital tools (like The Daily Dive dashboard)
  - Help with marketing, operations, hiring & more
- When you franchise with Goldfish, you're never in it alone.

### AWARD-WINNING EXCELLENCE

Goldfish Swim School is consistently ranked among the best franchises in the country:

- Entrepreneur Franchise 500: #75 overall, #1 in Children's Swim Lessons (9 years running)
- Franchise Times Top 200+
- 2025 Franchise Times Fast & Serious List #30
- Franchise Business Review - Top Innovative Franchise Finalist and Top 200 Franchises
- Gold Stevie Award for Organizational Excellence
- Inc. 5000 Fastest Growing Companies
- Franchising Gives Back Award
- Entrepreneur's Top Swim School Brand for Multi-Unit Owners and recognized as the Best of the Best



### WHY FRANCHISEES CHOOSE GOLDFISH

- Trusted, child-focused brand with national reach
- Scalable model perfect for multi-unit growth
- Proven systems and world-class support
- Strategic territory protection
- Purpose-driven impact in every community

### READY TO MAKE A SPLASH?

Email us at [franchisedevelopment@goldfishfranchise.com](mailto:franchisedevelopment@goldfishfranchise.com)



\*Numbers reflect the 2025 FDD and are for schools open more than 12 mos. See the FDD for more detail.\*