

Fred Astaire Dance Studios Franchising Video

Since the Golden Era of Hollywood, Fred Astaire has been a true icon. A symbol of America's and the world's enduring love affair with ballroom dancing. It was Fred Astaire's own passion for dance and his desire to share it with the world that inspired the creation of Fred Astaire Dance Studios.

Today with seven decades of history and experience operating our exclusive dance studios and with locations around the world, we have built a solid business model and operation system. One that provides the perfect opportunity for savvy entrepreneurs to leverage as Fred Astaire Dance Studio franchise owners.

"I got interested in Fred Astaire franchise, loved the business model, loved the industry and kind of became my inspiration to become a studio owner. The best thing about being a franchise owner is the ability that it gives you to impact people's lives, and it's not only your clients and your students but as well your instructors, your employees." – Albina A. Habrle

This is an incredible opportunity for you as a studio owner. Fred Astaire Dance Studios taps into the huge and continually growing three-billion-dollar Dance Studios market and we respond to the increasing popularity of recreational dance.

Whether they come into the studio because they're inspired by the incredible popularity of dance competitions and reality programs on TV. Or if they agree with health experts that dance is a great way to stay fit while having fun at the same time. Students of all ages can share the love of dance at Fred Astaire Dance Studios.

"What I really like about Fred Astaire is the professionalism they have with their instructors, and how detailed they are when you're going through the steps. They just really give you a vote of confidence in yourself." – Jason, Fred Astaire Dance Studios Student

"Dancing is something that when you exercise, you don't feel like your exercising. I don't think there's anything in the world that can replace dancing." – Linda, Fred Astaire Dance Studios Student

But you don't have to be a dance professional or instructor yourself to own and operate a Fred Astaire Dance Studio. At your Fred Astaire Dance Studio you'll have a wealth of materials that you and your trained instructors can use to teach a wide variety of dance styles. From bolero, merengue, salsa, rumba, and swing to foxtrot, tango, and waltzes. Through scheduled dance classes, practice sessions, private parties and more. You can even offer a full line of branded retail items and dance attire for sale at your studio. Your studio can also participate in special events throughout the year, conventions, competitions, our unique trophy system, and more to help build awareness and instructor and student engagement year-round. There are so many ways to attract a variety of quality instructors and just as many ways to appeal to a wide variety of students and keep them coming back time and time again.

"My husband and I have been around here for a while and so we've had multiple teachers over time. It's just extraordinary at the quality of people that come in to teach. Their ability to work with you no matter your level of expertise or no matter what your natural ability and get you to do the most that you can." – Gloria, Fred Astaire Dance Studios Student

Imagine being the destination of choice in your community for dance enthusiasts. As you help your students learn and instructors thrive, we can help you achieve your business dreams. We will be there

every step of the way, starting with site selection. Once you have found that special location our team will review the potential site to make sure it meets all of the unique Fred Astaire Dance Studios criteria. Once the site has been approved you will be granted a protected territory in which you can operate your studio. Next, we will schedule a design and construction meeting, we will provide input on how to best design, construct, or renovate your selected location as a Fred Astaire Dance Studio. During our in-depth, initial training program you will learn how to operate your business. At our corporate support center, you and your key staff will attend classroom and on the job training. Classroom training provides instruction on topics such as enrollment and class scheduling and other daily procedures, budgeting and much more.

Hands-On training will give the real-life experience you need to run your own Fred Astaire Dance Studio. You will also have access to our complete studio opening kit, including customized materials such as stationary, banners, certificates, on hold music, and more. Once you're up and running you'll have a full suite of materials at your fingertips that will guide you through the day-to-day activities of your business, including our video training series, business seminars, and so much more. And you'll also have exclusive access to our extensive multimedia dance curricula and certification programs, plus custom training on our proprietary trophy system.

Effective marketing is another important aspect of building your business and we know what it takes, we can guide you on local promotions, student recruiting efforts, and provide you with tested and approved marketing materials for use in your market. In addition, you can also leverage presence on our corporate website. The best part about being a Fred Astaire Dance Studio franchise owner is our ongoing dedicated support, easy access to our experienced staff and periodic to your location. We'll keep you updated on any new operating procedures, the latest teaching techniques, new technologies, and much more. You can rely on us to keep your studio operations coming along as smoothly as possible. Yes, there's never been a better time to join the Fred Astaire Dance Studios franchise program.

"What I like the most about being a Fred Astaire studio owner is it gave me an opportunity to do what I love to do. Teaching students, people coming through the doors, enriching peoples' lives." - Peter Goetchche, Fred Astaire Dance Studios Franchise Owner

"The support from the Fred Astaire franchise owners and from all the company is great because we always have someone to answer our questions and if we need support, they are always there for us. Owning a Fred Astaire franchise is being part of the family." – Anna Krasnoshapka, Fred Astaire Dance Studios, Franchise Owner

"I purchased a Fred Astaire Franchise because of the opportunities it gives, it's the biggest, best franchise across the country. They offer a great way to start and training and a huge backing of all their systems. I would definitely recommend the Fred Astaire franchise only everyone wake up every day and have a ton of fun." – Lisa Scaffidi, Fred Astaire Dance Studios Franchise Owner

A timelessly elegant and entertaining concept within an immense and growing market. A professional business model backed by dedicated training and support. The recognition of a time-tested, well-established and highly reputable concept and brand. If you have a passion for building business, if you want to share in our passion for dance and want to bring that same enjoyment to students in your local area. It's time to take advantage of an unmatched opportunity and reap the rewards of being a Fred Astaire Dance Studios franchise owner.

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