



Franchisee Pre-Opening Checklist

Track all tasks from Business Set-Up through Grand Opening. For additional details, refer to the Brand Standards Manual: Pre-Opening.

Franchisee Name:

Last Updated: June 17, 2026

Studio #:

Step	✓	Sub Task	Category	Date Due / Status	CAS Team Member Assigned To Help
1		Purchasing Your Franchise			
		Sign Franchise Disclosure Document (FDD)	Purchasing Franchise		Matt
		Sign Franchise Agreement	Purchasing Franchise		Franchisee
		Pay Franchise Fee	Purchasing Franchise		Franchisee
		Assign Studio Number	Purchasing Franchise		Matt
2		Obtaining Financing			
		Introduction to Financing Partners	Financing		Matt
		Create Business Plan (if needed)	Financing		Franchisee
3		Setting Up Business			
		Set Up Business Entity: Consult with Legal Counsel (e.g. Certificate of Formation, Certificate of Filing, Articles of Organization, FEIN, DBA, Operating Agreement, etc)	Setting up Business		Franchisee
		Bookkeeping Introduction (Xceleran)	Setting up Business		Matt
		Set Up Payroll	Setting up Business		Franchisee
		Business Bank Account (signature cards, debit cards, order checks, stamp, etc.)	Setting up Business		Franchisee
		Apply for Business Credit Cards (if needed)	Setting up Business		Franchisee
		Sales Tax Permit/Certificate (PYOP only)	Setting up Business		Franchisee
		Business License (if needed)	Setting up Business		Franchisee
		Order Health & Safety Posters	Setting up Business		Franchisee
		Set Up Accounting	Setting up Business		Franchisee
4		Site Selection			
		Introduction to Real Estate Partners	Site Selection		Matt
		Analyze Demographic Reports	Site Selection		Franchisee
		Obtain Franchisor Site Approval	Site Selection		Matt
5		Signing a Lease			
		Coaching Call: Lease Negotiation Tips	Lease		Matt
		Lease Negotiations and Legal Review: Consult with Legal Counsel	Lease		Franchisee
		Franchisor Approval of Lease (See Provisions found in Brand Standards Manual: Pre-Opening)	Lease		Matt
		Sign Lease Agreement	Lease		Franchisee
		Pay First Month's Rent and Security Deposit (See Lease Terms)	Lease		Franchisee
		Select a Studio Location Name for the Website and Marketing Materials	Lease		Matt
		Record Keeping: Keep information in an organized place (property management co, landlord, insurance, passwords, etc.)	Lease		Franchisee
		Order Artwork Rendering of Studio for Website	Lease		Robb
6		Pre-Construction			
		Coaching Call: Pre-Construction	Pre-Construction		Matt
		Hire Architect/ Designer	Pre-Construction		Matt
		Submit Design Plans to Landlord for Approval (if required per lease)	Pre-Construction		Matt
		Receive Layout Approval from Franchisor: Cordovan Design Team will provide layout recommendations to optimize classroom space & studio flow	Pre-Construction		Matt
		Hire General Contractor (recommend obtaining at least 3 bids)	Pre-Construction		Robb
7		Kiln			
		Order and Schedule Delivery of Kiln (Allow Up to 3 Months)	Kiln		David

8	Insurance			
		Insurance: See lease for landlord's requirements.	Insurance	Jessica
		See Franchise Agreement for Franchisor requirements: List Cordovan Arts Franchising LLC as additional insured. Send a copy to Cordovan Art School	Insurance	Jessica
9	Software & Technologies			
		Set Up Cordovan Email for New Studio Location	Setting up Systems	Jamee
		Set Up Jackrabbit Class Software & Jackrabbit Pay	Setting up Systems	Nancy
		Enter Classes, Camps, Workshops, Events into Jackrabbit	Setting up Systems	Nancy
		Set Up Clover POS System (PYOP studios only)	Setting up Systems	David
		Enter PYOP Inventory into Clover POS (PYOP studios only)	Setting up Systems	David
		Set Up Amazon Account and Purchasing Lists (Lists should correspond with Items on the FFE)	Setting up Systems	Matt
		Set Up Go High Level*	Setting up Systems	Matt
		Xceleran Set Up (follow up)	Setting up Systems	Matt
		Create Facebook and Instagram Pages for New Studio Location and Link to Corporate Pages	Setting up Systems	Robb
10	Website			
		Upload Studio Rendering to Website	Website	Robb
		Add New Studio Information to Website (Hours, Phone, Address, Email, Manager, etc.)	Website	Robb
		Set Up SEO for New Location Webpages	Website	Robb
		Link Website Inquiry Forms to the New Studio's Email Address (Free Trial Classes, Parties, Fundraisers, etc.)	Website	Robb
		Verify that Jackrabbit Class Software is linking properly for class, camp, workshop, and event registrations, etc.	Website	Robb
11	Exterior Signage			
		Coaching Call: Exterior Signage	Exterior Signage	Robb
		Facia Signage (Review Lease Requirements; Get Approval from Landlord; Allow Up to 3 Months for Design and Production)	Exterior Signage	Robb
		Pylon Signage (Review Lease Requirements; Get Approval from Landlord)	Exterior Signage	Robb
		Bandit Signs	Exterior Signage	Robb
		Window Photo Decals	Exterior Signage	Robb
		Promotional Banners (Coming Soon, Now Open)	Exterior Signage	Robb
12	Construction/ Build-Out			
		Check on Kiln Order Status/ Coordinate Kiln Electrical Requirements and Outlet Placement with Electrician	Construction / Build-Out	Matt
		Obtain Required Permits and Inspections (City, County, Electrical, Plumbing, Mechanical, Asbestos Survey, Other)	Construction / Build-Out	Matt
		Conduct Final Walk-Through with General Contractor	Construction / Build-Out	Matt
		Change Locks	Construction / Build-Out	Matt
		Receive a Certificate of occupancy		Matt
		Obtain Lien Releases from General Contractor and Major Vendors	Construction / Build-Out	Matt
		Submit Tenant Improvement (TI) Reimbursement Request to the Landlord Upon Build-Out Completion	Construction / Build-Out	Matt
		Get a Mail Key (take a copy of your lease and proof of ID to post office)	Construction / Build-Out	Matt
		Install Exterior Lockbox with Emergency Hide-Away Key (attach lockbox to the back of the building in an easy access area)	Construction / Build-Out	Matt
13	Licenses & Permits			
		Coaching Call: Licenses & Permits	Licenses & Permits	Matt
14	Utilities & Services			
		Phone & Internet (Make sure to add phone number to website)	Utilities & Services	Matt
		Water	Utilities & Services	Matt
		Electricity	Utilities & Services	Matt
		Trash	Utilities & Services	Matt
		Security Camera Covering Lobby Entrance	Utilities & Services	Matt
		Custom Channels: Music	Utilities & Services	Matt
		Set Up Voicemail	Utilities & Services	Matt
		Register Business Personal Property with Appraisal Tax District (if needed)	Utilities & Services	Matt
		Streaming Service (Disney+, Netflix, etc)	Utilities & Services	Matt
		HVAC Service Contract (if needed)	Utilities & Services	Matt

	Pest Control (if needed)	Utilities & Services		Matt
	Window Washing (if needed)	Utilities & Services		Matt
	Snow Removal (if needed)	Utilities & Services		Matt
15	Furniture, Equipment & Supplies			
	Coaching Call: How to order Furniture Equipment and Supplies	Furniture & Equipment		David, Nancy
	Create a Sharable Copy of FFE Ggogle Sheet for Planning and Placing your First Order	Furniture & Equipment		David, Nancy
	PYOP Paint Bar Shelving System for Lobby (PYOP only)	Furniture & Equipment		David, Nancy
	Vendor Introductions: Jerry's Artarama (art supplies), Gare (ceramics), Chesapeake (ceramics), E-Tundra (aprons), Bailey's (pottery wheel), ABS (see marketing), Amazon (art supplies), Cordovan Art School (Pins & Magnetic Palettes) etc.	Furniture & Equipment		David, Nancy
16	Lobby Décor & Interior Signage			
	Coaching Call: Lobby Décor, Interior Signage & Staging	Lobby Décor & Interior Signage		David, Nancy, Robb
	Ceramics Class Clay Projects	Lobby Décor & Interior Signage		Nancy
	Original Artwork for Classroom (Hand-crafted, unframed)	Lobby Décor & Interior Signage		Nancy
	Seasonal Decorations (See Amazon List)	Lobby Décor & Interior Signage		David
	T-shirt Display	Lobby Décor & Interior Signage		David
	Before & After Plate (PYOP Only)	Lobby Décor & Interior Signage		David
	Inspirational PYOP Samples (PYOP Only)	Lobby Décor & Interior Signage		David
	Paint Bar Tiles (PYOP Only)	Lobby Décor & Interior Signage		David
	High-Res. Canvas Prints Package for Lobby (Artwork & Photography)	Lobby Décor & Interior Signage		Robb
	Original Artwork from Teachers (High Quality)	Lobby Décor & Interior Signage		Robb
	"Level Up" Magentic Board	Lobby Décor & Interior Signage		Robb
	Chalk Board in Lobby behind front desk (to Promote Classes, Camps, Upcoming Eents)	Lobby Décor & Interior Signage		Robb
	Digital Display Board	Lobby Décor & Interior Signage		Robb
	A-Frame Sidewalk Easel (on Amazon List)	Lobby Décor & Interior Signage		Robb
	Front Dront Vinyl Signage (Logo & Business Hours)	Lobby Décor & Interior Signage		Robb
	Classroom Vinyl Signage: STUDIO 1, STUDIO 2, STUDIO 3, etc.	Lobby Décor & Interior Signage		Robb
	Pottery Organization Labels (Pre-Fire/ Post Fire)	Lobby Décor & Interior Signage		Robb
	Pottery Parlor Logo - Lobby Signage (PYOP Only)	Lobby Décor & Interior Signage		Robb
	"Paint Bar" Sign (PYOP Only)	Lobby Décor & Interior Signage		Robb
	\$6 Studio Fee Signage (PYOP Only)	Lobby Décor & Interior Signage		Robb
	Book a Party with Us Signage & Lobby Display	Lobby Décor & Interior Signage		Robb/ David
	Pottery Pickup Labels A-Z	Lobby Décor & Interior Signage		Robb
17	Initial Marketing Set-Up			
	Training Call: Marketing & Graphics	Marketing & Graphics		Robb/ Susan
	Receive ASB Login and Ordering Access	Marketing & Graphics		Susan
	Order Level Up Classroom Posters, Flyers, Achievement Pins, and Magnetic Palettes	Marketing & Graphics		Robb
	Receive Google File Folder Access (Logos, Editable Marketing Templates, Photos, etc)	Marketing & Graphics		Robb
	Custom Graphic Requests	Marketing & Graphics		Robb
	Review Initial Marketing Material Order Quantities (Business Cards, Flyers, Schedules, Coupons, and Promotional Materials)	Marketing & Graphics		Robb/ Susan
	Instagram and Facebook Page (Follow up: Linkage to Corporate Account for Pushdown Content)	Marketing & Graphics		Robb
	Set Up Google Business Profile	Marketing & Graphics		Robb
	Set Up Google Ads	Marketing & Graphics		Robb
	Set Up Apple Maps Listing	Marketing & Graphics		Robb
	Set Up Yelp Business Account	Marketing & Graphics		Robb
	Launch Facebook and Instagram Ad Campaigns	Marketing & Graphics		Robb
	Create Partnerships with Local Influencers and Mom Blogs	Marketing & Graphics		Susan
	Submit Listings to Local Camp Guides	Marketing & Graphics		Susan
	Announce Opening to Local Media - Get published in "new business" section	Marketing & Graphics		Susan
	Place Newspaper and Magazine Advertisements (many are now online)	Marketing & Graphics		Susan
	Order Grand Opening Promotional Materials	Marketing & Graphics		Susan
18	Hiring			
	Training Call: Hiring	Hiring & Studio Operations		Nancy

	Employee Handbook	Hiring & Studio Operations		Nancy
	Recruiting, Job Posting, Interviewing and Hiring	Hiring & Studio Operations		Nancy
	Background Check	Hiring & Studio Operations		Nancy
	Leadership: Staff Meetings, Teacher Meetings, Teacher Evaluations	Hiring & Studio Operations		Nancy
	Payroll	Hiring & Studio Operations		Matt
	Set Date for In-Person Training at Cordovan Art School Headquarters	Hiring & Studio Operations		Matt
	Invite to Weekly Zoom call trainings	Hiring & Studio Operations		Nancy

19	Financial Operations
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	Training Call: Financial Operations	Financial Operations		Matt
	Accounting	Financial Operations		Matt
	Banking	Financial Operations		Matt
	Franchise Reporting	Financial Operations		Matt
	Royalty	Financial Operations		Matt
	IRS	Financial Operations		Matt
	Taxes	Financial Operations		Matt

20	Grand Opening
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	Set date for Grand Opening event	Hiring & Studio Operations		Nancy
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