DANCETEACHERWEB

THE STUDIO OWNER'S DUE DILIGENCE CHECKLIST

Five Questions to Ask Any Company Before You Sign

Fear doesn't protect your studio. Questions do. Use these on every vendor, every partner and every offer, no matter their size or who owns them. A good company answers all five without flinching.

1 ☐

Who owns you, and will you tell me plainly?

Family, founder, investors, a parent company. Any honest answer is fine. A vague one is not.

2 ☐

What happens to my pricing and contract if you are sold?

Get it in writing. A handshake doesn't survive a change of ownership.

3 ☐

Who do I call when something goes wrong, and are they still there next year?

A name and a direct line beat a ticket queue every time.

4 ☐

Give me three studio owners who have worked with you for more than five years.

Then actually call them. Ask what changed over time, not just what they liked at the start.

5 ☐

What do you do for my studio that nobody else does?

If the answer is only "we're bigger" or "we're cheaper," keep looking.

Know your numbers. Know what your business is worth. Build something families can't get anywhere else. Do those three things and no company on earth can push you around.