



Sales-Focused
**Tour Talking
Points**

Preschool Program



Program Promise

Our **Preschool Program** blends a warm, nurturing environment with a research-based curriculum that prepares children for kindergarten and lifelong learning. Our curriculum is researched-based, aligns with state regulations, supports NAEYC standards, and strives to align with state expectations for kindergarten entrance.





A Confident, Connected Start to School

- “Our preschool program is where children gain the confidence and curiosity they’ll carry into kindergarten and beyond.”
- “We focus on independence, cooperation, and problem-solving, giving children the tools to succeed not just academically, but socially and emotionally.”
- “When children feel confident and connected, real learning begins, that’s why our program balances emotional support with academic discovery.”



Relationship-Based Learning

- “Strong, trusting relationships are at the heart of our preschool program. Children thrive when they feel safe, valued, and part of a community.”
- “Our teachers know each child as an individual; they build connections that help children feel seen, heard, and excited to learn.”



Play That Builds School-Readiness

- “Preschoolers learn best through meaningful play. Our classrooms are designed for hands-on learning, from dramatic play to early science and math exploration.”
- “We blend structured learning with child-led discovery, helping children develop focus, creativity, and resilience.”



Curriculum that Aligns with School Standards

- “Our curriculum is aligned with state early learning standards and covers all areas of growth: language, literacy, math, science, and social development.”
- “Teachers use ongoing observation and assessment to adapt lessons to each child’s strengths, ensuring every learner progresses at their own pace.”



Encouraging Creativity and Expression

- “You’ll see writing and art materials available in every area of the classroom, from dramatic play to the science center. This encourages children to express ideas, problem-solve, and take pride in their work.”
- “Children’s art and stories are displayed, giving them a sense of accomplishment and belonging.”



Family Partnership

- “We believe families are our best partners. Teachers communicate regularly, sharing updates, learning stories, and progress notes.”
- “We welcome your insights. What you share about your child helps us tailor learning experiences that connect home and school.”
- “Families are encouraged to be guest readers and share traditions and cultural experiences with the class.”



Inclusive and Supportive Teaching

- “Every child’s background and learning style are respected here. Our inclusive approach celebrates diversity and ensures each child feels they belong.”
- “Teachers use strategies that meet children where they are, offering support and challenge in just the right balance.”
- “We follow state regulations for hiring and strive to recruit and hire educators with strong experience as well as education degrees and receive continuous BrightPath training, ensuring high-quality instruction across all learning domains.”



Safe and Purposeful Classrooms

- “Our classrooms are bright, organized, and intentionally set up to promote independence and engagement. Every area is designed to invite learning, literacy, math, science, and art.”
- “Safety, health, and well-being come first, and the environment grows with the children as they develop new skills.”



Key Closing Message

“Our **Preschool Program** builds the foundation for lifelong learning, combining emotional confidence, social awareness, and academic readiness in a warm, engaging environment that truly prepares children for success.”



Preschool Program

Tour Conversation



Parent Conversation Cue	Suggested Response
“What’s the goal of your preschool program?”	“Support our children where they are and we’re preparing children for kindergarten, but just as importantly, for life. Our preschoolers learn how to think, communicate, and problem-solve with confidence.”
“How do teachers support emotional growth?”	“Our teachers build strong, warm relationships with each child. That sense of trust helps children feel secure, manage emotions, and express themselves in healthy ways.”
“What kind of curriculum do you use?”	“We follow our BeeCurious Curriculum, aligned with state learning standards. It’s a balance of guided learning and child-led exploration across math, literacy, science, and the arts. Enrichment programs include steam, yoga, and wee move.”
“How do you make learning fun?”	“Everything is hands-on. Children learn through play, experimenting, building, exploring nature, or acting out stories. It’s fun and purposeful.”
“Do you adjust lessons for each child?”	“Yes. Our teachers individualize learning based on each child’s strengths, interests, and developmental stage. Every child learns differently, and that’s something we celebrate.”

Parent Conversation Cue	Suggested Response
Parent notices writing or art displays	"We make learning visible; children's writing, art, and projects are displayed. It builds confidence and helps them see how much they've grown."
"How do you prepare children for kindergarten?"	"We build strong foundations in language, early literacy, and math through daily exploration and structured activities. Just as importantly, we teach focus, cooperation, and independence – the real skills for school success."
"How do you encourage creativity?"	"Our teachers create open-ended experiences with art, dramatic play, and storytelling. We want children to explore their ideas and express themselves freely."
"Do you involve families?"	"Absolutely. We keep parents informed through regular updates and value your input. Your insights help us make learning more meaningful for your child."
"What makes your classrooms unique?"	"Each area is designed to invite curiosity, science, reading, building, and art. The room grows with the children, offering new challenges and opportunities as they're ready for them."
"How do teachers handle different learning styles?"	"We use inclusive, flexible teaching. Some children learn best through movement, others through visuals or stories. We adapt to keep everyone engaged and supported."
Parent notices teachers interacting with small groups	"We often work in small groups so teachers can focus on each child's development. It helps build relationships and allows for more individualized teaching."
Tour Closing Message	"Our preschool classrooms are where curiosity becomes confidence. You'll see children learning through discovery, working together, and preparing, not just for kindergarten, but for a lifetime of learning."