TWO-MINUTE DRILL

tutor doctor
How learning hits home.

BUSINESS BASICS

INDUSTRY	Education	**YEAR STARTED FRANCHISING**	2008
YEAR BUSINESS STARTED	2000	**FRANCHISE UNITS OPEN**	+740 in 16 Countries
INVESTMENT RANGE	$94,295-$220,695 (Includes working capital depending on License type)	**REQUIRED NET WORTH**	$100,000 Single $200,000 Empire
FRANCHISE FEE	Local: $54,700 Regional: $59,700 National: $69,700 Empire Builder: $114,400/$124,400	**REQUIRED LIQUID CAPITAL**	$80,000 Single $150,000 Empire
SEMI-ABSENTEE MODEL	YES	**ROYALTY**	8%
INDUSTRY SIZE ($)	+$7B	**AVAILABLE IN CANADA?**	YES
SBA REGISTRY?	YES	**VET FRAN/ MINORITY FRAN**	Vet Discount: YES Vet Fran: NO Minority Fran: NO

QUICK SUMMARY

- Our mission is to change the trajectory of students' lives.
- Tutor Doctor specializes in helping students achieve their academic and personal goals through individualized, in-home and online tutoring!
- Parents enjoy real time session reports, and much more.
- We've eliminated most overhead in the business and streamlined operations through an Internet based operating platform that enables franchisees to operate the business from home!
- Franchise owners are engaged in their local community. They operate a home-based business with low overhead, high-profit margins and significant lifestyle flexibility.
- Franchise owners do not do the tutoring, but rather they will recruit tutors to deliver our service.
- We offer a part-time model. Your candidates can keep their job and start a Tutor Doctor franchise.

FRANCHISEE'S TO-DO LIST

- Build relationships within the community (schools, sport centers, businesses, academies, etc.)
- Network with parents: in the neighborhood, at events, all throughout the community.
- Hire and manage a team of qualified tutors.
- Consultations with parents and children either personally or through a trained educational consultant.
- Customer service and quality management are very important to drive the business to success.

FRANCHISEE PROFILE

- No background in education required (83% of Tutor Doctor franchisees come from backgrounds other than education).
- People skills – sales background not necessary, but an aptitude for relationship building is important.
- Previous people management experience is preferred, but not necessary.
- Community orientated – proactive personality to get out from behind a desk.
- Wants a business that provides more day-to-day flexibility and control over their lifestyle.
- Can follow a proven system and complete required training.
- Desire to make a difference AND make money.

TUTOR DOCTOR BUSINESS ADVANTAGES

- **Home Based:** Keeps overhead low which enables franchisees to offer our premium services at an affordable rate.
- **Quick Ramp Up:** Franchisees are consistently booking consultations with customers their first week in business!
- **High Profit Margins:** Average gross operating profit is 30%.
- **CRM:** Proprietary Internet-based software designed specifically for running a Tutor Doctor franchise.
- **Premium Service:** One-to-one learning focuses on the needs of the individual student. Parents and students love this approach!
- **Streamlined Business Process:** Tutor Doctor provides lead generation, marketing, and tutor recruitment support.
- **Ongoing Support:** A team of dedicated Tutor Doctor personnel will help you build the business of your dreams (you are not alone).
- **Fantastic Economics:** The private tutoring industry will surpass 279 Billion Dollars by 2027.

RECESSION RESISTANT

- Education is an area where people invest in no matter what the economic climate is. In fact, in difficult financial times, families tend to invest more heavily in educating their children because they see it as a foundation for future opportunities.

EARNINGS CLAIM

- For every 10 consultations an average of 6 students will enroll
- The average enrollment value is $1,476
- The hourly rate is typically between $55.00 and $65.00
- Tutoring costs are approximately 37.8%

SALES PROCESS

- 1st interview with Development Director.
- The candidate completes the PCQ (personal confidential questionnaire).
- Once the PCQ is complete, the candidate receives an information package with the disclosure document included.
- A full review of the package and FDD is completed with the candidate.
- Territory options are reviewed and the candidate is prepared to contact franchise owners.
- Once the Nomination stage is complete, the candidate is ready to interview with our Selection Committee.
- The candidate is invited to apply and make a 25% deposit.
- Interview with the Selection Committee.
- Selection Committee decides on approval. If not approved, we refund the deposit. If approved, final payment is received and the agreement is signed.

This process usually takes 4-6 weeks, no discovery day needed, but available if required.

Once all the steps are completed, franchisees are introduced to Tutor Doctor University, where they start their training which consists of: Welcome Call, 6 weeks of pre-training, 1 week of in-class virtual training and a 1 year Coaching Program. We recommend Franchisees continue to work with a Coach after their first year.

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