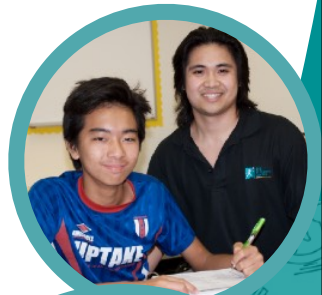




THE TUTORING CENTER

®

A FRANCHISE OPPORTUNITY THAT CHANGES LIVES FOREVER!



Are you passionate about helping children succeed?

- Flexible & Rewarding Lifestyle!
- Strong Value-Based Organization!
- Reasonable Initial Investment & Flat Rate Royalty Fees with annual inflation adjustments. [See FDD for more info]
- No Minimum Advertising required after 30 days from opening your Center.
- Significant Training and Operational Support!



YOUR FUTURE BEGINS HERE!

AT THE TUTORING CENTER WE MAKE LEARNING FUN!

Common sense tells us that children learn best when they enjoy learning. When you arrive at **THE TUTORING CENTER** for your Discovery Day, you will notice right away what sets us apart from other after-school learning centers.

We are very proud of the organized, structured, clutter-free environment we provide your students. We have carefully designed our centers to help your students focus, concentrate, and excel to heights parents may have never thought possible. **You will see children who are excited about learning and have FUN while doing it.** Some of these boys and girls are the children the schools were convinced they could not motivate. As a Franchise Team Member, there is nothing more exciting than parents who are surprised with their child's success and excitement!

THE TUTORING CENTER FRANCHISEES HIRE THE FINEST INSTRUCTORS TO RUN YOUR CLASSROOMS!!

As a new Franchise Team Member, it will be important to hire great staff to work at your Center. You will gain access to proven methods to help you hire and retain the staff that you need to operate your center. **THE TUTORING CENTER's** instructors are the best of the best: Franchisees select their instructors from candidates with superior backgrounds. In fact, our Franchisees have a great assortment of instructors who want to work at their Centers.

Instructors hold bachelor's, master's, or doctoral degrees (many also hold other top professional credentials in a variety of fields), and Assistant Instructors are excellent students in local colleges and universities. Most centers may also have one or two interns. These interns are high performing high school students and serve as excellent mentors and role models for older students.

The Franchisor Support Team as well as our Franchisees are enthusiastic about helping students improve their academic skills, concentration, and motivation. Many families decide to enroll at one of our centers because of the staff our Franchisees are able to hire. Every Franchisee is completely trained and certified in **THE TUTORING CENTER's** system of Individualized Direct Instruction™ and The Rotational Approach to Learning™. The combination of the best people, the best methods, and the best materials ensure your students' success and happiness for years to come.



THE DIAGNOSTIC ASSESSMENT (A GREAT TOOL FOR FRANCHISEES!)

THE TUTORING CENTER specializes in helping children master academic skills, get better grades, achieve higher standardized test scores, and gain the confidence, motivation, and concentration necessary to succeed. Before one of your students enrolls in your programs, you will conduct a Diagnostic Assessment that quickly and accurately pinpoints strengths and weaknesses and the skills needed for improvement. You will see these Diagnostic Assessments at your Discovery Day. Of course, you will be completely trained on how to give this assessment to your students.

After you conduct the Diagnostic Assessment, you will develop a personalized program and then give your student the finest instruction possible in a positive, fun, and caring environment. The Franchisor is so confident that your parents will enroll their children at ***THE TUTORING CENTER*** that Franchisees do not charge parents for this valuable Diagnostic Assessment. This is very unique in the after school learning industry. ***THE TUTORING CENTER***



has done this for over two decades with 1000s of students, and it's a great marketing tool for franchise team members. As a new Franchisee, you'll be happy to know that over 80% of the families that visit your Center for information will actually enroll. This is one of the reasons the Diagnostic Assessment is free and parents really appreciate this.

New Franchisees are amazed how structured our enrollment system is and how easy it is to learn. This enrollment system was designed so that at least 80% of the families that visit your center enroll in one of our programs. Our percentage is so high in fact, that we do not have to employ "high pressure" sales techniques commonly used in this industry. And don't take our word for it! Just take your child into one of these centers in your community to get tested, and you'll see a striking difference in the way students are enrolled. And just like the Diagnostic Assessment, parents really appreciate the fact that there is no pressure put on them to enroll. We will be going over more details of our Enrollment System during your Discovery Day.

RESULTS FAR SUPERIOR TO HOME-BASED OR SCHOOL TUTORING PROGRAMS!

As a new franchisee, you will want a System that outclasses your competition. Our classrooms feature an intense learning environment that combines two methods created by Edward S. Thalheimer, Ph.D., founder of ***THE TUTORING CENTER***. Our innovative System gives your students far more guidance than they will ever receive in a classroom full of children or even in a small group.

Parents have a lot of choices available for their child, and we want to make sure your parents have a chance to make the choice that's in their child's best interest. For instance, many schools provide after-school tutoring or intervention programs for students who are having difficulty in school, and many of your prospective students have been offered one in the past.

Even though these programs are free to families, most of these programs are inefficient and time-consuming, and because they focus on completing homework they cannot offer the children of your community a permanent solution.

While school-based tutoring may provide short-term help with homework, **THE TUTORING CENTER's** intense One-To-One Instruction and **The Rotational Approach to Learning™** actually provide your students with long-term skills that will last a lifetime. We will be reviewing both learning systems at Discovery Day.

THE TUTORING CENTER'S #1 GOAL

At **THE TUTORING CENTER** we have found that children who are successful in school have strong academic skills in reading, math, and writing. Stronger academic skills lead to better grades in the classroom. Most successful students have test scores in reading, writing, and math that are ***six months to one year ahead of their current grade levels***. So as a Franchisee, your first and primary goal is to get your students ahead of grade level.

THE TUTORING CENTER's System will help the children of your community dramatically improve their math, reading, and writing skills while increasing their concentration span. We accomplish this with our system of ***One-To-One Instruction combined with The Rotational Approach to Learning™***.

WHAT DO PARENTS THINK ABOUT THE TUTORING CENTER?

As a new franchisee, you want to make sure you are joining an organization that has a good reputation. Our reputation in the community for superior academic services is strong. In fact, over the years many teachers, principals, private school directors, and even superintendents of education have placed their trust in us to help their own children succeed. The quality of our educational system is unmatched.

When we started **THE TUTORING CENTER** in 1994, we must have had the right idea because each year the demand for our personalized tutoring programs has increased. **THE TUTORING CENTER's** commitment to Integrity, Quality, Enthusiasm, Service, and Teamwork has always set us apart.

As your families benefit from our unique approach, they refer **THE TUTORING CENTER** to their friends and neighbors. These referrals are at the heart of our company's growth as we quietly expand our centers throughout the United States without a flashy advertising campaign. Families, recognizing the clear benefit of a "personal mentor", are choosing our unique approach. As a result, we have become one of the fastest growing after-school learning companies. And we're glad that you are considering becoming one of our Franchisees.

VERY REASONABLE TUITION RATES – AND NO LONGTERM CONTRACTS

As a new franchisee, you will want to join an organization that parents feel good about joining. As a new franchisee, you also do not want every enrollment to be a stressful “sales” situation. We have totally taken the stress out of our enrollment procedures so that you can enjoy your Center’s success and helping the children of your community.

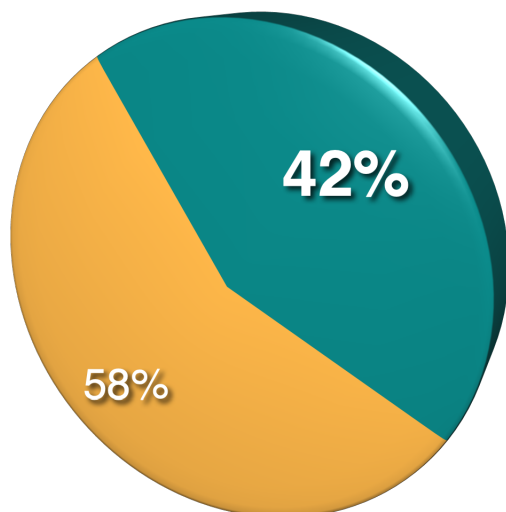
Recommended tuition rates are considered very reasonable for the intense, individualized, top-quality **One-To-One Instruction** we provide. And, we have set up our tuition rates to be very family friendly. It is easier than ever for a family to send two or three children to your center because we offer substantial family discounts. Also, because students enrolled at your center for more than 12 months have shown remarkable progress and growth, families are encouraged to stay longer by reducing their tuition after one year. Current tuition rates are posted on each Franchisee’s website. Franchisees are free to modify these rates based on several factors including the area their Center is located.



THE TUTORING CENTER FRANCHISE OPPORTUNITY

Education and after-school learning is one of the most important growth industries in the United States. Helping children in your community achieve academic success, motivation, and confidence is an incredibly rewarding experience and continues to be one of the most important issues facing our country.

The U.S. educational market continues to grow year after year. Tremendous opportunity exists for the private sector to provide outside supplemental services and can take advantage of the growing student population while at the same time finding ways to streamline the inefficiency that exists in schools today.



Newsweek Poll:
“42% of Americans believe there is a great need for private outside tutoring.”

GETTING YOUR CENTER READY TO OPEN

The Franchise Support Team provides you with significant support and guidance in helping you open your business. Here are just a few ways the Franchisor helps you get your Center up and running:

- Location & Site Approval
- Layout and Design for your Center
- Assistance with your entire start-up inventory including furniture, equipment, signs, and educational and marketing materials
- Formal Training & Mentor Program
- Operations Manual that details every aspect of opening, running, and marketing your Center
- Tools to help you hire and train your Staff
- A time-tested Marketing Plan including a large assortment of marketing and advertising materials designed to let your community know how effective **THE TUTORING CENTER** is with helping children
- Ongoing operational support at no additional charge
- Significant training for all Franchisees at no additional charge



ARE YOU THE TYPE OF PERSON WE SEEK TO JOIN OUR FRANCHISE TEAM?

You might wonder what qualifications you need to be awarded one of our franchises. Do not worry if you do not have a degree or experience in education. We look for a few qualities that do not have anything to do with the field of education or tutoring. Our most successful franchisees are those that have a high level of energy and enthusiasm, a love for people (especially children), a drive to succeed, a passion for high quality, and a strong commitment to service. They also want to work with us as a “Team”.

Prospective applicants must complete a comprehensive qualifying process before being selected. Becoming a Franchise Team Member can be a very rewarding and extremely gratifying opportunity, but it's not for everyone.



WHAT IS YOUR INVESTMENT?



The initial investment to open a Center is contained in our Franchise Disclosure Document. You will receive a Franchise Disclosure Document at your Discovery Day.

THE TUTORING CENTER FRANCHISE CORP provides you with an Approved Vendor and Supply list which details everything required to open your center.

THE TUTORING CENTER TRAINING PROGRAM

THE TUTORING CENTER offers a comprehensive Franchise Training Program. Your training program includes training at the Franchisor's Company headquarters as well as hands on training at a Mentor Training Facility. Besides an ongoing comprehensive support system, new franchisees go through an intensive, highly focused Franchise Training Program that includes the following topics:

- ★ *Academic Programs* - You receive extensive training on the various academic programs, how to choose a program for the student, and how to monitor the child's progress.
- ★ *Running Your Classrooms* - We give you extensive "hands-on" training in running your classrooms and training your staff.
- ★ *Running Your Front Office* - We give you extensive "hands-on" training in running your front office and procedures for enrolling students, working with the computer system, and monitoring student attendance.
- ★ *Marketing, Advertising & Student Enrollment* - We have developed a substantial and proven marketing plan that you will have access to. We have powerful creative material designed to help you reach the families in your community.
- ★ *Customer Service* - We give you extensive training on the customer service necessary to maintain and increase student enrollment.

You also receive ongoing training and support after you open your center. You will receive answers to your questions via email, telephone, and live video conferences. You will also receive valuable newsletters and training seminars. We are there to offer you a significant amount of help, advice, support, and assistance.

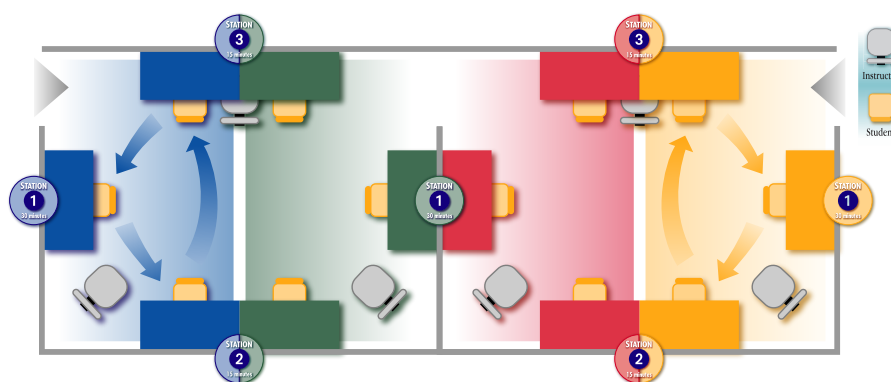


Here are just some of the benefits of being a part of *THE TUTORING CENTER* Franchise Team.

Check (✓) off the ones you like most!

- Established System:** By far, the biggest advantage of becoming one of our franchisees is the strength of our System. *THE TUTORING CENTER's* System has been time-tested for decades and is proven to rapidly increase academic skills while building strong concentration, focus, and attention.

THE TUTORING CENTER's System separates us from all other learning franchises.

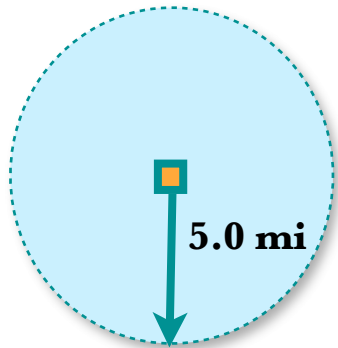


- Monday to Thursday:** Tutoring sessions are held Monday to Thursday, with testing appointments on Friday. Enjoy a 3-day weekend every week! Most of our Centers are closed for tutoring on Saturday and Sunday.
- Change the Lives of Children in Your Community:** Being a part of our team means that you will make a difference in the lives of the children in your community. In other words, you will be very appreciated in your neighborhood for really making a difference. What could be more gratifying than that!



- No Teaching Experience Necessary:** Franchisees run the business while Head Instructors run the classrooms.
- Distance Between Centers:** We offer a 5-mile distance between Centers giving you a large area to operate your center.

THE TUTORING CENTER



- Families pay monthly tuition in advance:** All your tuition payments are collected automatically each month using our automatic tuition collection system. This makes it so easy to collect your tuition payments up front, month after month.
- Reasonable Franchise Fee and Flat Rate Royalty Fees:** Your franchise and royalty fees are very reasonable and we are the only after-school franchisor that offers you a flat rate royalty payment for the life of your agreement. (*Your flat rate royalty payment is subject to an annual inflation adjustment. See FDD for more information*)
- Cost of Operations:** With predictable monthly operating expenses you can spend more time focusing on your students.

Marketing Support:

Franchisees are fully equipped with a comprehensive Marketing Plan as well as prepared marketing materials for a local campaign.



“The Boss is You” : As with owning any business, you are in control of your destiny. “Instead of working in a business, let your business work for you!” Wouldn’t it be great to be your own Boss?

No Late Nights or Weekends Working on Paperwork: Everything is done at the Center during working hours. Your Head Instructor completes all the necessary paperwork.

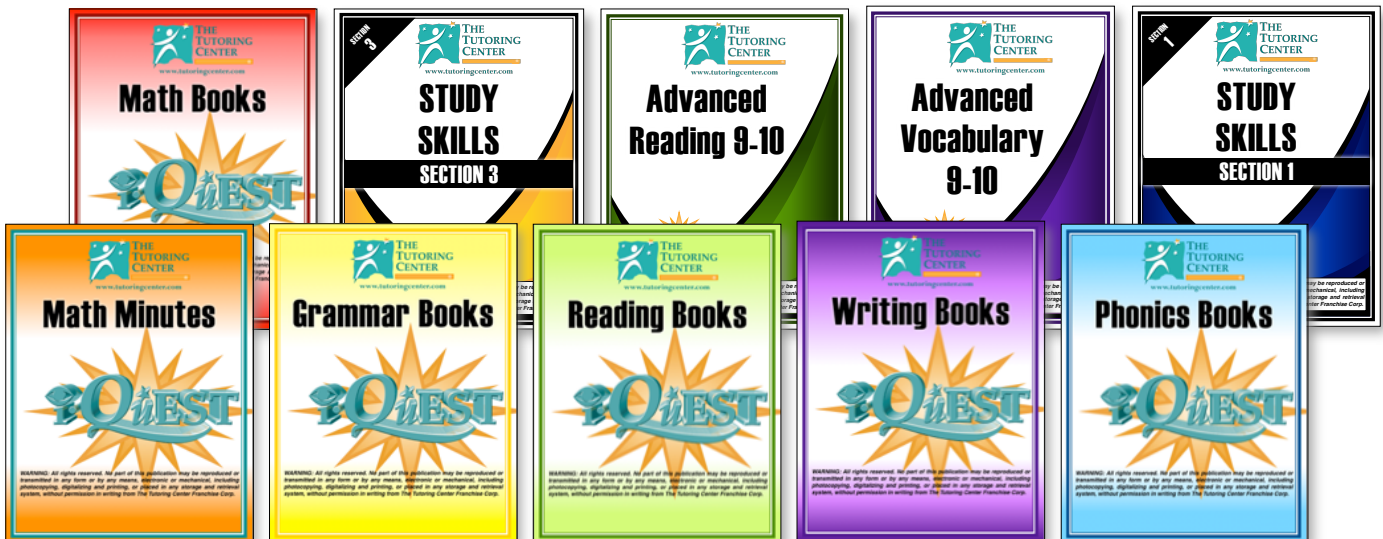
Great Hours & Lifestyle: Our Franchisees deserve a great lifestyle with plenty of time to spend with family, go on vacations, and enjoy life. Centers are open for tutoring sessions Monday to Thursday from 3:30 p.m. to 7:30 p.m. No piles of paperwork or long hours here!



- Online Homework Help:** Franchisees will have the opportunity to enroll students into our cutting-edge, state-of-the-art Online Homework Help, allowing the children to eliminate much of the frustration that comes from difficult homework assignments.



- Time-Tested Academic Materials:** Take advantage of our time-tested learning materials. Our materials help children improve their academic skills and concentration span.



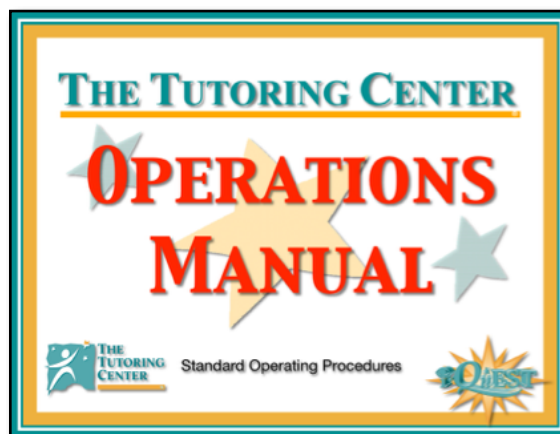
- ❑ **Franchise Mentor Program:** Gain support from the most successful franchisees who use the System, the Operations Manual, and our Best Practices to ensure you are following our time-tested System. We pair you with a successful Franchise Mentor during your first six months you are open. Get support from the BEST!



- ❑ **Comprehensive Support and Training:** There is a saying in franchising “You’re in business for yourself, but not by yourself”. This is never more true than with **THE TUTORING CENTER**. We utilize the latest technology to provide our franchisees with significant training and support. We pride ourselves on customer service; this is the reason that we have received Franchise Business Review’s Top 50 Franchise based on Franchisee Satisfaction with the franchisor.



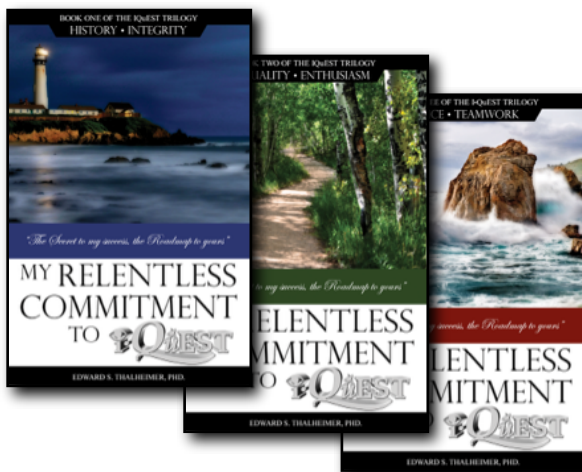
- ❑ **State-of-the-Art Operations Manual:** Our Operations Manual is time tested, and our franchisees love it. No more 700-page manuals. Just valuable information compressed into an easy-to-follow format. This manual is time-tested and explains standard operating procedures that are the result of over 20 years of experience and quality service.



- ❑ **SAT/ACT PROGRAM:** After being open for 2 years or more and fulfilling other requirements, Franchisees will have the opportunity to enroll students into our cutting-edge, state-of-the-art SAT/ACT PROGRAM. This program is voluntary and provides the franchisee with an alternate stream of revenue as franchisees can enroll students who are not participating in the standard Academic Programs at our Center. Please see your FDD for additional cost.



- ❑ **IQuEST:** Franchisees will become part of the company-wide dedication to Integrity, Quality, Service, Enthusiasm, and Teamwork. We seek only applicants who are the best of the best. This is what keeps our business strong. The Franchisor only selects Franchisees that are seriously dedicated and committed to these Guiding Principles.



TRAINING PROGRAMS & COMPREHENSIVE SUPPORT



TRAINING & SUPPORT PROGRAM DETAILS

Initial Franchise Orientation: Once we receive your Franchise Agreement, you will complete a Franchise Orientation via the internet. This orientation is designed to give you information that you need to find your location. We will be discussing site approval, lease requirements, and a typical center layout and design.



Purchasing your Furniture, Equipment, and Supplies: When you are ready to purchase your furniture, equipment and supplies, **THE TUTORING CENTER** allows franchisees to go directly to approved national vendors. These approved vendors have been with us from the beginning and understand our business through and through.

Franchise Training (Operations): Our Franchise Training Program will give you the information needed to operate one of our Centers. This training program is scheduled multiple times throughout the year and covers Classroom operations, enrolling students, marketing, and front office procedures (accounting, scheduling, etc.)

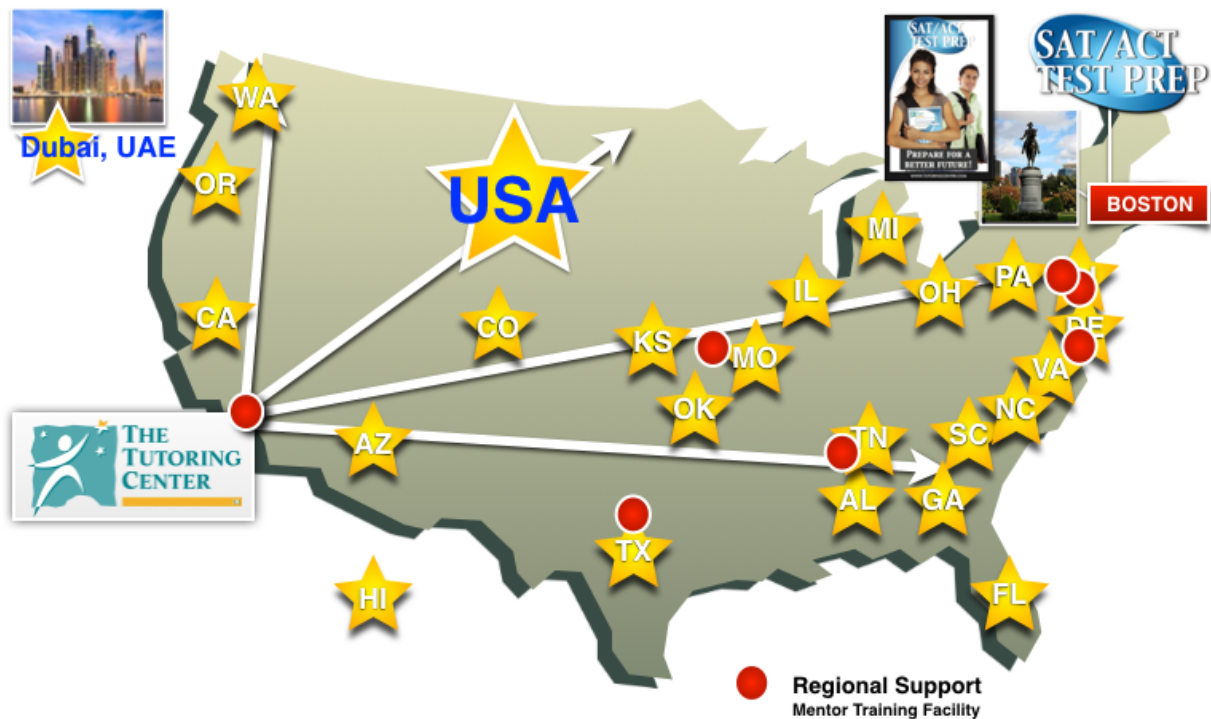


Franchise Mentor Program: Gain support from some of our most experienced franchisees who use the System, the Operations Manual, and our Best Practices. We pair you with a Franchise Mentor during your first six months you are open. Get support from the BEST!



Monthly Franchise Newsletter: Our Support Team sends a quarterly newsletter to our franchisees, keeping everybody up-to-date on new team members, new Grand Openings, and important updates to our System.





Regional Training Seminars: Our regional franchise training seminars are a great place to network with the franchisees in your area and get a refresher on the information you learned at franchise training! These are offered at Franchisor discretion.



At **THE TUTORING CENTER**, we are not afraid of technology! We take advantage of the latest and greatest in order to provide timely and efficient support to our franchisees. After all, the most important thing in *any* relationship is communication!



There's a saying in franchising: "You're in business for yourself, but not by yourself". You are supported by an experienced team and by the strong Teamwork that we require of our franchisees. With a centralized Franchise Support office, you can be confident that you will not be running your business alone!

The results speak for themselves,

TOP 500 FRANCHISE



Entrepreneur Magazine ranks *The Tutoring Center* among the Top 500 Franchises.

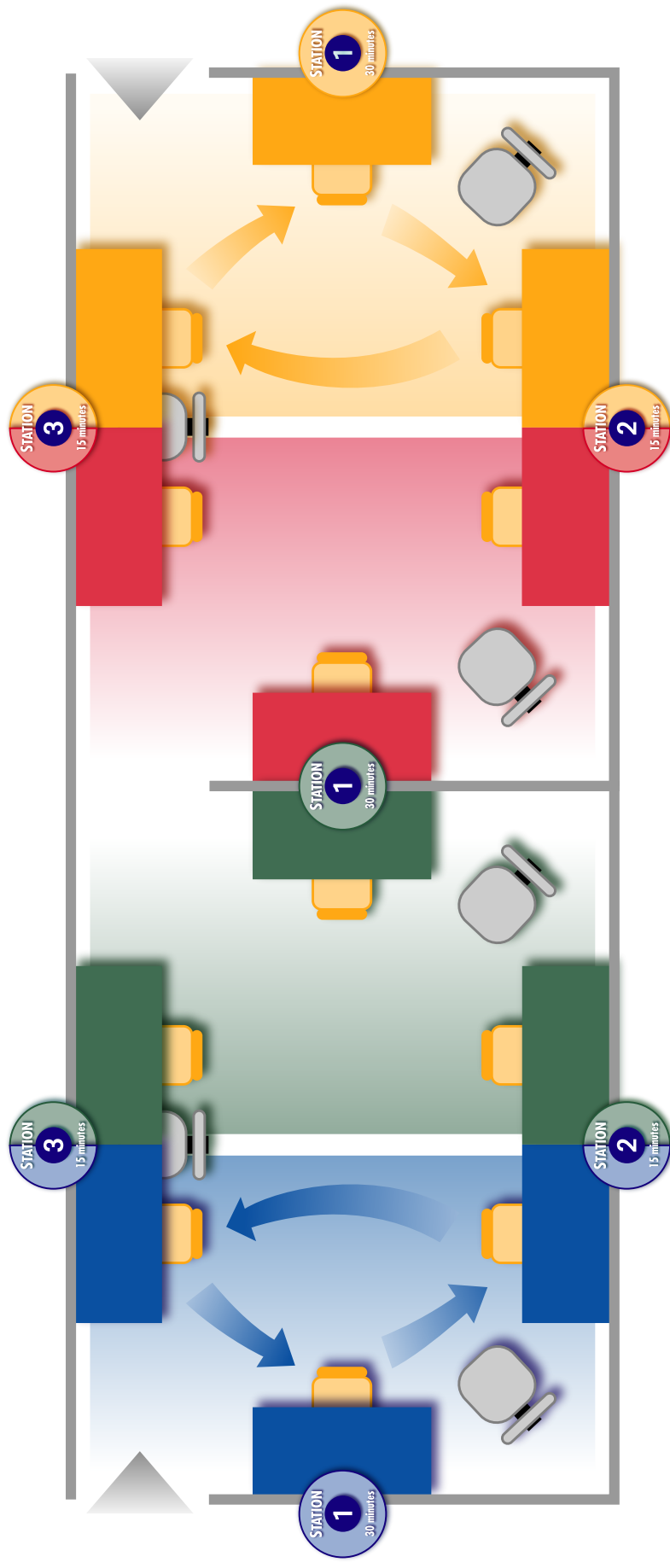
FRANCHISE SATISFACTION AWARD RECIPIENT: 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019



ADDITIONAL AWARDS



THE ROTATIONAL APPROACH TO LEARNING



1. One-To-One Instruction
2. Increased Concentration
3. Decreased distraction
4. Decreased competition
5. Increased variety of materials
6. Variety of Instructors
7. Increased confidentiality
8. All ages and abilities
9. No student favoritism
10. Better relationships w/ staff
11. Easy for staff to learn
12. **MORE FUN!!!**

