

**tutor
doctor**

FRANCHISE APPLICANT HANDBOOK

“Our success is measured not just by whether we made a profit, but whether we **made a difference.**”

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**tutor
doctor**

How learning hits home.

HISTORY

“We are here to **make a difference.**”

Tutor Doctor began with the simple idea that the classroom setting was insufficient for unlocking the learning potential of each student. But to an industry that relied on conformity, the idea of building a tutoring model that acknowledged the unique learning style of the individual was revolutionary.

Immediately successful among students and families who formerly struggled with the rigid education system, Tutor Doctor wanted to share this innovative method with students around the world. In 2003, we started offering franchises that fulfilled our commitment to building a team of passionate business leaders who could work together to support personalized education.

With the majority of our growth occurring in the last decade, our company is naturally equipped to prepare students for a future that past generations could not even imagine.

A commitment to innovation, combined with a strong work ethic, has ensured that our techniques are customized for students wishing to be the future leaders of our global society.

While each year Tutor Doctor has continued to grow and revolutionize at unprecedented rates, it is our belief that each of our students is unique and that remains the source of our success.



12
COUNTRIES

Tutor Doctor
has franchises
across five
continents, with
new franchisees
joining every day.



600+
FRANCHISES

Our franchises
employ thousands
of tutors and
deliver millions of
hours of learning
around the globe.

EDUCATION INDUSTRY TRENDS

In the wake of the global pandemic, the educational landscape has encountered unprecedented challenges, dramatically affecting student learning and achievement. As educational gaps widen, Tutor Doctor stands poised to offer essential support and guidance, ensuring students can navigate and overcome these hurdles effectively.



Widening Gaps in Performance

Current studies, including a report by NWEA, indicate that students in grades 3rd to 8th are learning at a significantly slower pace post-pandemic.



Grade Inflation Concerns

A troubling disconnect between student GPAs and their actual learning achievements has surfaced, suggesting a stability in grades that belies a decline in real knowledge.



Long-Term Educational Costs

The cost of lost learning is not just a temporary academic setback but a potentially generational echo, affecting future opportunities and success.

“We aim to **mitigate** this loss, **ensuring** every **student** has the chance to achieve their fullest **potential.**”

BUSINESS MODEL



Rewarding

At Tutor Doctor, we believe that every student can learn, but they may learn differently. We help each student to discover their learning style and work with them one-to-one to find a solution that helps them achieve their dreams.



High Growth Industry

The Business Research Company predicts that the global private tutoring market will surpass \$157.19 billion by 2027.



Lifestyle

Work from home while enjoying the freedom that small business ownership offers and the rewarding pursuit of helping families to a better life through better learning.



Proven System

Our system works! We have over 600 franchises operating in 12 countries and are one of the fastest-growing franchise opportunities. Ranked for consecutive years as the #1 one-to-one education franchise by Entrepreneur Magazine and Elite Franchise Magazine.



Low Investment

No fixed overhead, inventories or permanent staff members are required.



Training and Support

New franchisees get extensive training prior to the start of operations and are assigned a Business Coach who works with them during their entire first year of business and beyond. Additional specialized support is available in different areas depending on each franchisee's support needs. We also offer the Big Apple Next Generation (BANG) system, which assists in managing customers and financials, and finding the right match between students and tutors.



Franchisee Support Network

Our strong community of franchisees share their experiences and ideas via our Facebook group, regional meetings, thought leadership committees, business bootcamps and our exciting annual conference.



“ Tutor Doctor’s mission is to change the trajectory of students’ lives.

Our vision is to be the #1 tutoring service in the world.”

TUTOR DOCTOR PROCESS



ASSESS

Through our free consultation process we take a comprehensive and collaborative approach to create a program that is right for your child.



MATCH

Our advanced matching system finds a qualified tutor who suits your child's personality and academic needs.



TUTOR

Our personalized coaching means the curriculum revolves around your child. We provide homework help and fill in the gaps to create confident, happy students.



SUPPORT

We support your family every step of the way by checking in regularly and providing weekly session reports.

“We meet our students where they are, to get them where they need to go.”

OUR VALUES

UNDERSTANDING

We begin by presuming the goodwill of others. We seek first to hear, not tell. To empathize, not criticize. To know before we do.

CURIOSITY

We demonstrate the power of learning by learning. We're interested and inquisitive, looking beyond what is to what could be.

INGENUITY

We imagine, create, devise and design. We fashion, we fit, and we form. We do what it takes to meet the needs of those we serve.

OWNERSHIP

We're accountable for all that we do. We step up and seek responsibility. We own our work and earn our results.

GRIT

We don't quit.

AWARDS

#1 IN-HOME
TUTORING
FRANCHISE

– Entrepreneur
Magazine



**America's Top 10
Home-Based Franchises**



TOP 100 Fastest
Growing Franchises
Worldwide



Top 50
Franchises
for Minorities



Top 50
Franchises
for Veterans



Featured in



**Calgary's Child
Magazine Parent Choice
Award 2012 and 2013**



ASSOCIATIONS

Tutor Doctor is a proud member of the following associations:

- National Tutoring Association
- International Franchise Association
- Canadian Franchise Association
- The British Franchise Association
- Franchise Council of Australia
- Franchise Registry
- The Tutors' Association
- Australian Tutoring Association
- Australian Franchise Registry
- The Franchise Association of South Africa



IN THE MEDIA

Taking Stock on
Bloomberg
 New York, New York



“We teach all subjects and all ages. We do a consultation to uncover what the student needs and what the family aspirations are, then we design a custom program for each student.”



Tutor Doctor has also been featured in the following:





Entrepreneur Magazine: Dust Off Your Passport, Tutor Doctor's chief gets you on the road to international growth.

“The international element really brings an added dimension to the system as a whole. When we get together at our annual conference, and we’ve got people coming from all over the world, there is an added level of excitement.”

– Frank Milner, President of Tutor Doctor

“Today about 10 percent of our franchisees are military veterans. These business owners stand out among the 680+ franchises in our system as they demonstrate superior leadership and innovation, bringing new ideas to the table on a regular basis to benefit the entire franchise rather than just their own territories.”

Franchising World: Best Practices – Growing Your Veteran Network through Recruitment Initiatives



Tutor Doctor has also been featured in the following publications and websites:

THE WALL STREET JOURNAL.



TODAY'S Parent USA

DENVER BUSINESS JOURNAL
denverbusinessjournal.com



The Dallas Morning News



...and many more

IS TUTOR DOCTOR THE RIGHT OPPORTUNITY FOR YOU?

We are committed to finding franchisees who not only strive to be successful in business, but also embrace the values upon which Tutor Doctor was founded.

Qualities of a great candidate:	Are you prepared to:
Strives to make an impact	Uphold the Tutor Doctor values of making a difference in the lives of children and their families?
Community oriented	Improve the Tutor Doctor method by sharing your experiences?
Excellent people skills	Foster exceptional communication between clients and tutors?
Innovative business mindset	Identify areas of growth in the delivery and execution of services?
Keen eye for brand expansion	Participate in Tutor Doctor marketing initiatives?

Based on Our ANNUAL FRANCHISEE SURVEY, Top 4 Reasons Franchisees Say They Are Successful:

- 1 Hard Work and Dedication
- 2 Customer Satisfaction
- 3 Commitment and Goal Orientation
- 4 Passion for Making a Difference

“The personalized service that Tutor Doctor offers and the impact that it can have on a student was really something I could picture myself doing.”

- Raquel Cuaron
Tutor Doctor Franchise Owner



FRANCHISEES INNOVATE HERE

We have all heard of McDonald's Big Mac. But did you know that this legendary hamburger was a franchisee invention?

At Tutor Doctor, we recognize our success through franchising and focus on harnessing the creative powers of our partners to improve the Tutor Doctor experience.

It was franchisee Dennis Campbell who spearheaded Tutor Doctor's summer tutoring initiative. Another franchisee, Jon-Anthony Lui, defined the Tutor Doctor Career Path to showcase the benefits of working with our company.

Meanwhile, the quality of our services were improved by X-Skills™, an initiative developed by franchisee Bob Rosedale to incorporate executive skills into curriculum-based education. And Tejal Mali inspired Tutor Doctor 24/7, a tool that allows students to constantly improve their skills outside of the classroom using mobile and online technologies.

If you are looking for a business that appreciates your strengths and experiences, and allows you to incorporate these qualities into an exceptional franchise, then this is the right opportunity for you.

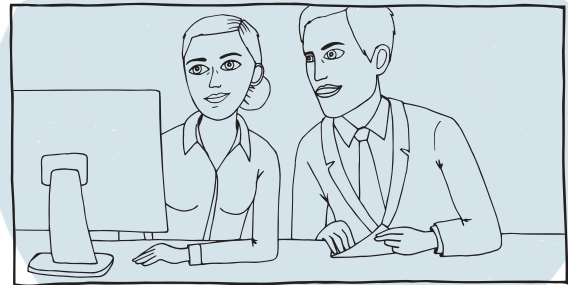
Could your idea be the next great innovation at Tutor Doctor?



TUTOR DOCTOR IS FOR EVERYONE!

Professionals

It takes a driven entrepreneur to succeed in business. At Tutor Doctor we facilitate professional growth, but with a focus on the personable and intimate interaction with clients.



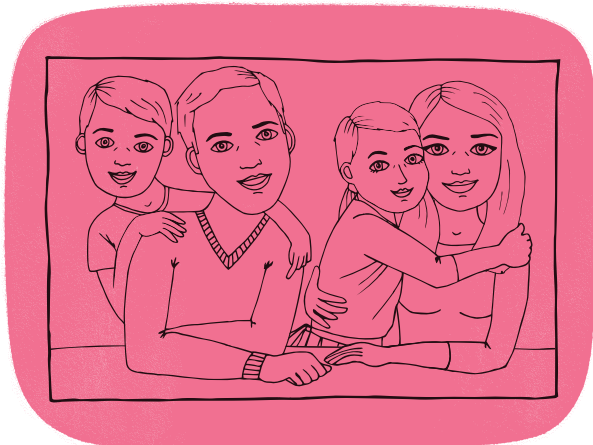
Educators

With a background in education, teachers know what works to foster learning. Tutor Doctor provides the tools to harness your passion to create a thriving business.



Veterans

At Tutor Doctor, we recognize the value of supporting veterans. As such, we provide a \$5,000 discount with a low initial investment for veterans looking to open a franchise. This commitment helped Tutor Doctor get named one of the top 50 Franchises for Veterans.



Families

It's hard to get a better commute than working from home. Tutor Doctor allows you to run your business from your home, facilitating a positive work/life balance with room for family time.

“Better learning,
better life.”

OUR TUTORS

We go above and beyond to ensure that our tutoring team will enthusiastically support our holistic and collaborative approach to education.

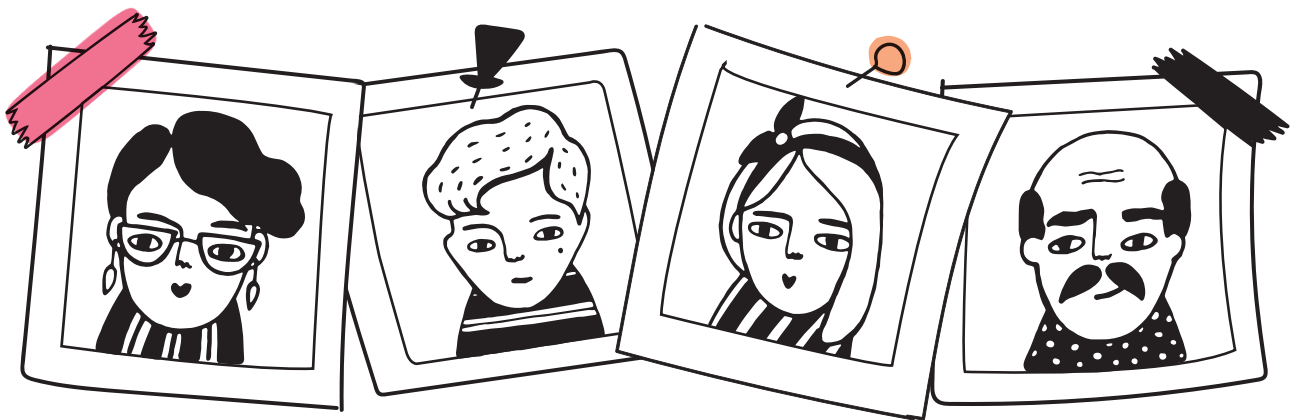
Beyond selecting tutors who meet the educational qualifications, our recruitment process ensures that our tutors genuinely care about student growth and development.

By hiring tutors who are authentically invested in their work and strive to continuously improve, we ensure that all students have a positive and impactful Tutor Doctor experience.

Our tutors are always guaranteed to work in a safe and productive environment. Safety checks are diligently completed to guarantee that they enter their workspace feeling confident and comfortable.

Furthermore, our innovative matching system pairs students with tutors who complement their skill level, learning style and personality. By creating an environment where each tutor is able to fulfill their teaching potential, Tutor Doctor is able to consistently create a positive working experience.

Whether providing a future teacher with the opportunity to gain valuable work experience in the education industry or allowing a passionate educator to help children in a one-to-one environment, we are dedicated to making sure that our tutors always have a fulfilling and rewarding experience.



ACADEMIC SUCCESS FORMULA

Tutor Doctor has narrowed down the keys to academic success to two major components:

KNOWLEDGE: The foundation of learning and understanding of classroom curriculum

DISCIPLINE: Time management, organizational skills, concentration, task initiation, etc.

These two areas are crucial to a student's education. While knowledge is often gained in the classroom and can be something that is developed with further teaching, academic discipline is an area that is often neglected by our modern education system.

Large classroom settings make it difficult for teachers to really provide one-to-one attention and identify when students struggle with these executive skills. This is why Tutor Doctor developed X-Skills™.



X-SKILLS™

Contemporary education requires constant innovation. X-Skills™ is just one of the many examples of how Tutor Doctor is committed to revolutionizing the educational industry.



Created by prominent franchisee Bob Rosedale, X-Skills™ is the embodiment of our dedication to pushing the boundaries of exceptional education.

Established on the principle that all students have a primary goal of academic success, X-Skills™ is a learning strategy guide that combines academic foundation building with scholarly discipline skills.

By integrating time management, organization, concentration, memorization, goal-driven persistence and initiative skills into our tutoring strategies, Tutor Doctor equips students with the skills they need for experiences throughout their life. It is through this method that we guarantee that Tutor Doctor techniques continue to positively impact a student in their future post-secondary and career endeavors.

As this strategy begins to improve the student's working habits, our tutors are able to complete their jobs more effectively and efficiently. By providing a productive and responsive environment, X-Skills™ helps to increase tutor retention rates.

X-Skills™ is just one more way that Tutor Doctor is looking to the future of education.

“Our tutor works hard with my daughters and they couldn't be happier. The best thing is the X-Skills™ book because it helps them to be more organized.”

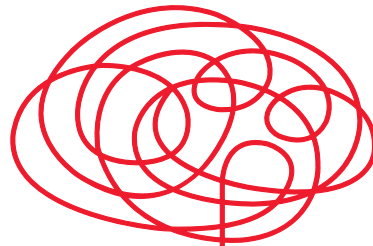
– Rubina W., USA

TUTOR DOCTOR FRANCHISE SYSTEM

Professional Training & Support

Preparing you for business

The Tutor Doctor Franchise Launch Support Program (LSP) is designed to provide intensive remote and in-field support to facilitate the immediate growth of a new franchise over the first year of operation.



Welcome Call

- Business Coach assigned

5 Days of In-Class Training



8 Weeks of Pre-Training

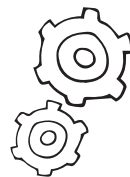
- Road to Home Office Training (HOT)

First 90 Days

- Launch support begins
- Ongoing sales support begins, includes a weekly coaching webinar
- Dedicated bi-weekly goal alignment meetings begin
- Two to three days of in-market support completed

Q2-Q4

- Skills development for franchisees continues, through webinars, video recordings, group calls, e-learning modules and sales training
- Content and support is customized to meet each franchisee's ongoing needs



Transition to Support

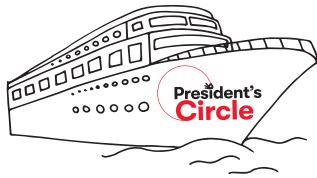
- Transition to the Global Franchise Support department for ongoing support and coaching
- Further support continues to be available, including: curriculum/ tutor engagement support, profitability analysis, business analysis, marketing review, sales support and advanced support



Ongoing Support

Continuous connectivity and learning opportunities

- Annual conference
- Weekly global team call with Tutor Doctor network
- Exchange of franchisee ideas and innovations
- Net Promoter Score (NPS) customer feedback program
- Team members available for help with ongoing needs



Franchisee Network

Building a network of people striving towards the shared goal of education

- Connections for life among franchisees
- A luxury trip for “President’s Circle” top performers
- Thought Leadership Committees (TLC), including technology, tutor recruitment and marketing
- Meet like-minded people from around the world



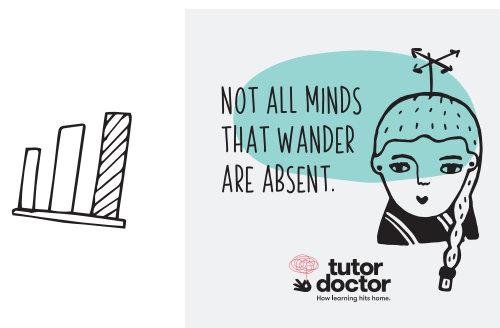
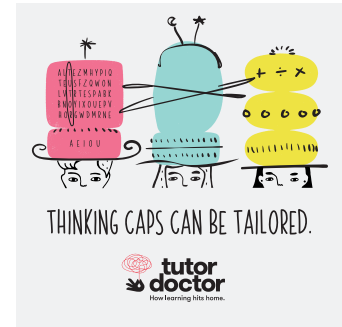
“The Tutor Doctor franchise has given me the rewarding opportunity to be involved in ultimately shaping students’ lives and impacting their future.”

– **Rade Gratton**
Tutor Doctor Franchise Owner

Marketing Support

For branding excellence in your community

- Digital client generation partners in place, using the latest technology for business optimization
- Seasonal marketing campaigns
- Public relations support
- Social media and blog content
- Community event tools and support





DBA CONFERENCE

Dream. Believe. Achieve.

RANGE OF SERVICES

We have adapted to meet our costumers where they are, providing franchisees with additional revenue streams.



**Traditional
One-to-One Tutoring**



**Virtual
One-to-One Tutoring**



POD Tutoring



Homeschooling



Test Prep



**Special
Needs**



**Adult
Education**

BUSINESS MANAGEMENT SYSTEM

BANG (Big Apple Next Generation) is a custom CRM System built specifically for Tutor Doctor. Franchisees can use it for:

MANAGING BUSINESS

- Client and tutor relationship management
- Reporting on benchmarks, business goals and marketing campaigns
- Seamless lead-to-consultation booking

MANAGING FAMILIES AND STUDENTS

- Session reports
- Billing and reenrollments
- Consultation notes

MANAGING TUTORS

- Tutor information
- Tutor job board
- Tutor and student matching

FAMILY, TUTOR AND EDUCATION CONSULTANT PORTALS

- Families can access their account, session reports, etc.
- Tutors can submit session reports and invoices
- Education consultants can access consultation information and submit notes



“The initial training was some of the best training I’ve been to for anything – it’s excellent. The support is the same thing. We doubled in size in the last two years!”

– **Joel Vance**
Tutor Doctor Franchise Owner

EXECUTIVE TEAM



Frank Milner
President

Frank Milner has been president of Tutor Doctor since 2007. The moment Frank learned about the model, he recognized its vast potential and was hooked. With a daughter who struggled with what he called “math meltdowns,” Frank understood firsthand the benefits of Tutor Doctor’s one-to-one model. Chief among those, for his family, was that it ensures privacy for each student and addresses his or her specific needs. He also recognized Tutor Doctor’s unlimited growth potential, since education is one of the only segments that’s universally valued across nearly every culture and continent. Coming from 10+ years of tutor franchising and insurance industry experience, and known as a sales coach, Frank and his team outlined a strategy to cater to the growing demand for private tutoring by introducing the unique Tutor Doctor concept to new cities and countries around the globe.



Dan Monaghan
Advisor & Member of the Board of Directors

Following his success as a franchisee with two different franchise companies, and the development of an international distribution company in his early 20s, Dan Monaghan co-authored the book *Why Not Me?* in 1993. The forward of the book was written by world-renowned inspirational speaker Dr. Robert Schuller, and the book itself was endorsed by the likes of Mark Victor Hansen (of *Chicken Soup for the Soul* fame). It became a national bestseller and launched the growth of a new publishing division marketing inspirational books, tapes and seminars, and partnerships with industry leaders like Anthony Robbins, Brian Tracy and Nightingale-Conant. Using his ability to foresee emerging trends and capitalize on them, in 1996 Dan wrote the book *Amazing Secrets of Profiting from the Internet* and founded WSI Digital.

In 2006, Dan founded Franchise Equity Group – a private equity organization with the mandate of making investments in the development of high-growth brands in the education franchise industry. Its first acquisition was Tutor Doctor.



Mark Szpak
Vice President of Field Operations

Mark Szpak has been with Tutor Doctor since 2012 in a variety of roles, ranging from training and field support to managing the Launch Support team and now overseeing all franchise support. Mark has worked with franchisees within their markets and remotely all across the globe, giving him the experience to support franchise growth and profitability. Mark’s background prior to Tutor Doctor was largely in adult education, with various corporate training roles in the telecommunications, supply chain and healthcare industries.



Karly Arnot
Field Support Manager

Karly Arnot is a dynamic manager of the Tutor Doctor coaching team, and is passionate about supporting her coaches towards achieving their franchisees’ maximum potential. As a result of her well-rounded in-field experience, she continues to drive franchisee success through local community marketing strategies and has reset the “dimes to dollars” target by showing franchisees how to turn nickels into dollars through well executed local marketing campaigns. Karly inspires an action oriented mindset with everyone she works with, and she is all about transferring her knowledge to those who are ready and willing to grow



Michelle Morris
Marketing Manager

Michelle Morris is an innovative franchise marketer with an intimate understanding of local, regional and international marketing. She joined Tutor Doctor in 2015 and leads the Tutor Doctor marketing team. Her passion for digital marketing, content strategy, social media and small business drives her to develop and successfully execute on campaigns that build the Tutor Doctor brand and support franchisee local marketing. She has been a speaker at IFA’s Annual Convention and MITcon conference and has a First-Class Honours degree in International Business.

THE TUTOR DOCTOR ADVANTAGE

LEARNING CENTERS

PRIVATE TUTORS



TUTORING MODEL

One-to-one, in-home tutoring	✗	Varies by tutor	✓
Academic coaching & study skills support	✗	Varies by tutor	✓
Accommodates your schedule	✗	Varies by tutor	✓
Collaborates with teachers	✗	✗	✓
X-Skills™	✗	✗	✓
Lessons aligned with classroom curriculum	✗	✓	✓



INDIVIDUAL ATTENTION

Free consultation	Varies by center	Varies by tutor	✓
Complimentary academic and learning-style assessment	✗	✗	✓
Personalized goal-setting strategies	✗	✗	✓



OUR TUTORS

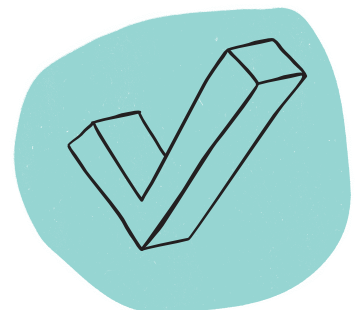
Comprehensive tutor assistance and support	Varies by center	✗	✓
Students expertly matched via proven system	✗	✗	✓
Criminal background checks	✓	Varies by tutor	✓
Subject-matter specialists	Varies by center	✓	✓
Reports prepared after every session	✗	✗	✓
E-tutoring available	✗	✗	✓



CUSTOMER SERVICE

Proactive family communications	✗	✗	✓
Able to share hours among family members	✗	✗	✓
Customer feedback system	✗	✗	✓
Dedicated and caring support	Varies by center	✗	✓
Resources for families, students and tutors	✗	✗	✓
Money-back guarantee	Varies by center	✗	✓

EMPOWERING STUDENTS TO ACHIEVE THEIR FULL POTENTIAL:



TERRITORY OPTIONS



Single-Unit, Multi-Unit and Master Franchise Opportunities:

Local License

Protected territory of approximately 20,000 students.

Regional License

Protected territory of approximately 20,000 students plus the opportunity to develop businesses in an expanded, non-awarded area in your state.

National License

Protected territory of approximately 20,000 students plus the opportunity to develop businesses in an expanded, non-awarded area in the country.

Empire Builder

Three territories for the price of two (1 regional or national and 2 locals),

LETTER FROM THE PRESIDENT

The decision to open a Tutor Doctor franchise is more than a decision to become part of one of the fastest-growing industries in the world – it is a decision to positively impact the lives of students and families on a daily basis.

Working consumes many hours of our day, regardless of our job. However, for those of us lucky enough to be a part of this amazing company, all of this time and energy is dedicated to making a substantial difference in the lives of others.

If you are looking to engage with your community in a meaningful way, Tutor Doctor offers you the resources to do so. By customizing our strategies for each student – regardless of location, abilities, personality and skill level – our method provides the best environment for students.

Beyond dramatically improving the struggles of students and their families, Tutor Doctor affords you the opportunity to work with a dedicated team of people. By supporting each other through a strong work ethic and challenging each other to grow, Tutor Doctor has become more than a company: we are a family.

We hope you can join the Tutor Doctor family and continue our inspiring story that has already changed the lives of countless students around the world.

Sincerely,



Frank Milner, President



“Join our family
and help us continue
our story, changing
**lives of children and
students around
the world.**”

HOW LEARNING HITS HOME.

We believe that learning is not a one-size-fits-all proposition.

That all thinking caps can be tailored.

And that education should be customized, not standardized.

We believe there's a difference between attendance and actually being present.

That not all minds that wander are absent.

And that fewer distractions lead to more breakthroughs.

That's why we're bringing a more customized learning experience to students across the globe.

Taking the time to understand the way they learn, and adapting our techniques to coincide with their needs.

In their homes. At their pace. On their terms.

Enabling us to build a uniquely holistic approach to furthering their educational success, one student at a time.

This is how we empower students to achieve their full potential.

This is how we help open doors by opening minds.

This is Tutor Doctor.

This is How Learning Hits Home.



1-800-4-tutors

TutorDoctorOpportunity.com

