

**tutor
doctor**

FRANCHISE APPLICANT HANDBOOK

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 that remains the source of our success.



15
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

To excel in today's educational environment and earn a place in the highly competitive post-secondary market, students need to set themselves apart. The right extracurricular activities can help, as can academic excellence.

Through its proven one-to-one tutoring methodology, Tutor Doctor offers students the tools they need to shine, and franchisees the chance to help them do so.

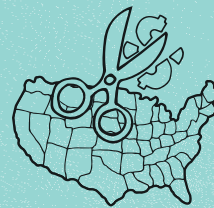


95%

of applicants are rejected from elite American universities

Proof that colleges are more demanding than ever before.

Source: New York Times



35 STATES

have cut educational funding since the 2007-2009 recession

Creating fewer opportunities and a more competitive environment.

Source: Center on Budget and Policy Priorities



23%

of students see their grade drop two letter grades or more once in post-secondary

Leaving them looking for ways to better reach their potential.

Source: Maclean's Magazine



\$260.7 BILLION

The value the global private tutoring market is projected to surpass by 2024

Demonstrating the increasing opportunities available in businesses like Tutor Doctor.

Source: Global Industry Analysts, Inc.

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

Global Industry Analysts, Inc. predicts that the global private tutoring market will surpass \$260.7 billion by 2024.



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 15 countries and are one of the fastest-growing franchise opportunities. We won Child Magazine's Parents Choice Award in 2012 and 2013, were listed among the Top 50 Franchises for Minorities as part of the National Minority Franchising Initiative award, and won the Top 50 Franchises for Veterans award by USA Today.



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 Launch Support Specialist (LSS) who works with them during their entire first year of business. 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 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.



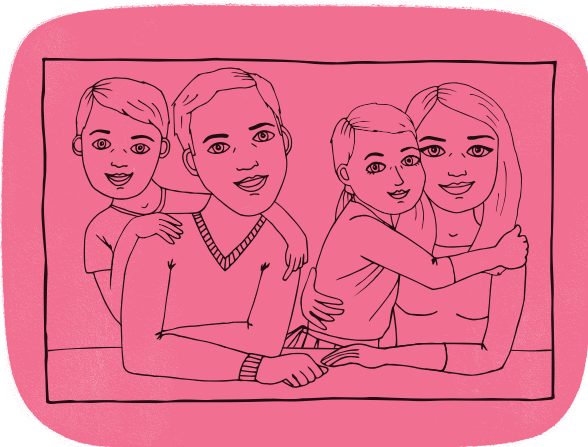
Educators

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.

THE TUTOR DOCTOR ADVANTAGE

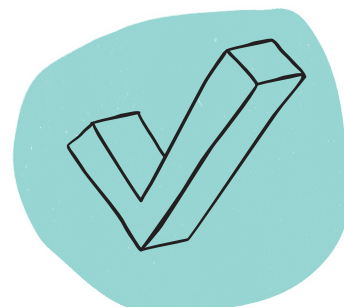
LEARNING
CENTERS

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:





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

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

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.

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

