



THE TUTORING CENTER



A FRANCHISE OPPORTUNITY THAT
CHANGES LIVES FOREVER !



WWW.TUTORINGCENTER.COM



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 having FUN while doing it.* Some of these boys and girls are the children the schools were convinced that 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!





QUALIFIED TUTORS!

As a new Franchisee, 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®* 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.

THE TUTORING CENTER® FRANCHISEES HIRE THE FINEST INSTRUCTORS TO RUN THEIR CLASSROOMS

Instructors hold bachelor's, master's, or doctorate 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®* system of One-To-One 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.



HOW DO WE COMPARE?



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.

HOW ARE WE DIFFERENT?			
		SCHOOL TUTORING	HOME TUTORING
Provides One-To-One Instruction?	 YES!	 NO	 NO
Solves underlying issues preventing academic success?	 YES!	 NO	 NO
Improves students' concentration, focus, and study skills?	 YES!	 NO	 NO

HOW DO WE BENEFIT FAMILIES ?

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. At *THE TUTORING CENTER®*, our commitment to Integrity, Quality, Enthusiasm, Service, and Teamwork has always set us apart.

PLEASE TAKE A MOMENT TO
CHECK OUT OUR ONLINE REVIEWS.
(GET STARTED AT WWW.TUTORINGCENTER.COM)



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.



DIAGNOSTIC ASSESSMENT

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 a program, 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.

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.

OUR GOAL FOR STUDENTS

#1 GOAL OF THE TUTORING CENTER®

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 primary goal is to get your students ahead of grade level.

THE TUTORING CENTER® 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™*.

The primary goal is to get students ahead of grade level by utilizing our system of One-To-One Instruction combined with The Rotational Approach to Learning™.



FAMILY FRIENDLY TUITION RATES



VERY REASONABLE TUITION RATES NO LONG-TERM 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 help 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® SYSTEM

THE TUTORING CENTER® TIME-TESTED SYSTEM!

After two decades of testing and refining, *THE TUTORING CENTER®* has developed a *time-tested System*. Our franchise opportunity is unique because you have the ability to change the lives of children while investing in your future. What could be better than that! Running one of our Centers is a personally rewarding and enriching business opportunity. You can create a lifestyle for yourself that positively influences the lives of children in your community. In other words, “*You’ll make a difference!*”

Owning one of our franchises affords you recognition and a time-tested System. We give you a proven method of working with the children of your community. We take great pride in creating a successful relationship with our franchisees. It’s important to our company and our Franchisees that we create an environment of Teamwork. We work closely with our Franchisees to ensure you receive all the tools to run your business.





FRANCHISE OPPORTUNITY

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.

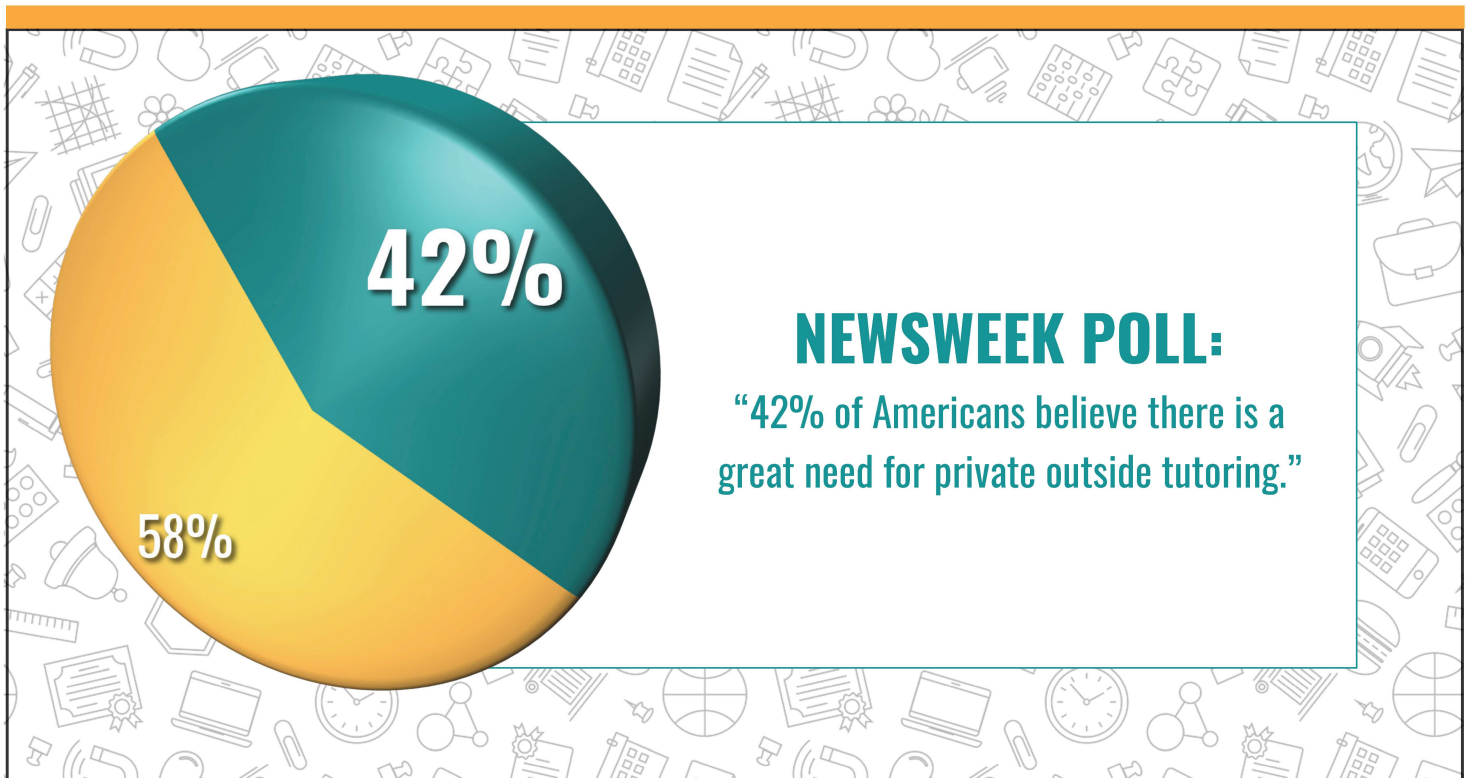
THE EDUCATION MARKET

The market for supplemental education is growing and growing. The financial opportunity this represents for our Franchisees is very rewarding. If you are considering investing in a franchise, supplemental education is a great option.



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GREAT NEED FOR PRIVATE TUTORING



“A 2000 Newsweek poll found that 42 percent of Americans believe there is a “great need” for children to receive private tutoring. The National Tutoring Association reports that the number of individuals offering private tutoring has increased dramatically in recent years. Market analysts at Bear-Stearns now estimate that parents whose children are in the top and the bottom of their classes (21 percent of the total) are likely to seek tutoring. Current estimates show that tutoring has grown into a \$5 billion – \$8 billion dollar professional service industry (Gordon, 2004), or as much as \$150/year for every elementary and secondary student in the U.S. Globally, recent research suggests significant growth in private tutoring and links its prevalence to national achievement in international comparisons of student attainment (Baker, cited in Ireson, 2004).”

References:

Edward E. Gordon, Ronald R. Morgan, Judith A. Ponticell, and Charles O'Malley. "Tutoring Solutions for No Child Left Behind: Research, Practice, and Policy Implications," National Association of Secondary School Principals Bulletin, Volume 88, Issue 638, March 2004.

Judith Ireson. "Private Tutoring: How Prevalent and Effective Is It?" London Review of Education, Vol. 2, No.2, July 2004.

UTILIZE A TIME-TESTED PROCESS
& THE HELP OF THE FRANCHISE
SUPPORT TEAM TO OPEN YOUR
CENTER WITH STYLE!

OPENING SUPPORT

SUPPORT TO OPEN YOUR CENTER

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, EDUCATIONAL MATERIALS, AND MARKETING MATERIALS)
- FORMAL TRAINING & MENTOR PROGRAM
- TIME-TESTED OPERATIONS MANUAL
(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)



TRAINING PROGRAM

COMPREHENSIVE 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.

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 help, advice, support, and assistance.

Besides having access to our ongoing comprehensive support system, new Franchisees go through an intensive, highly focused Franchise Training Program.



WHAT WILL I LEARN AT MY TRAINING PROGRAM?

TRAINING PROGRAM 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. 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.





ARE YOU IN ALIGNMENT WITH OUR GUIDING PRINCIPLES?

THE TUTORING CENTER® “OFFER”

THE TUTORING CENTER® is committed to growth through franchising our System. With over two decades of experience, *THE TUTORING CENTER®* knows what it takes for you to open your Center and truly help the children of your community.

We applaud you in your investigation into this challenging and rewarding industry. We welcome you to find out more about the requirements and expectations of becoming one of our elite Franchise Team Members.

Every week, thousands of students are reaching academic success at our Centers. You can be a part of a Franchise organization that makes a difference in the lives of children. What a great and rewarding experience that is. By moving forward and visiting us at Discovery Day, you will move closer to realizing your dream of running your own business and making a positive contribution to your community.

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.



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



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ARE YOU A GOOD FIT?

QUALIFICATIONS?

Before your Discovery Day, you might wonder what qualifications you need to be awarded one of our Franchises. Do not worry if you do not have a degree in education or experience in teaching. 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.

To help you discover if you are the type of person we seek to join our Team, we ask that you answer many questions about your personal and financial background and your professional experience during Discovery Day.

SEE IF YOU ARE A GOOD FIT FOR OUR FRANCHISE BY TAKING THIS SELF ASSESSMENT.

1. *Are you interested in a business that has a positive impact on the children of your community?*
☐ YES ☐ NO
2. *Do you enjoy working with children?*
☐ YES ☐ NO
3. *Do you have a strong desire to own a business dedicated to quality customer service?*
☐ YES ☐ NO
4. *Are you willing to devote the effort necessary to build your business?*
☐ YES ☐ NO
5. *Are you a team player?*
☐ YES ☐ NO
6. *Are you willing to follow the Franchisor's time-tested System?*
☐ YES ☐ NO
7. *Do you have a reputation for integrity and honesty in your business and personal relationships?*
☐ YES ☐ NO
8. *Are you willing to make the necessary financial commitment to open a franchise?*
☐ YES ☐ NO
9. *Do you have a high level of energy and enthusiasm?*
☐ YES ☐ NO
10. *Do you have a willingness to learn?*
☐ YES ☐ NO

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STEPS TO BECOME A FRANCHISEE!

STEP #1: SUBMIT BROCHURE REQUEST

If you feel you would like to be a part of our “elite” team of Franchisees, complete the online confidential Brochure Request.

STEP #2: INTERVIEW #1

Before you are invited to Discovery Day, you will participate in an introductory telephone conference with our Franchise Support Team.

STEP #3: DISCOVERY DAY

After a careful review of your background and enthusiasm to become one of our Franchisees, you will be invited to visit our Company Headquarters in Long Beach, California. During your Discovery Day visit, you will receive an official copy of our Franchise Disclosure Document which contains our history, full investment details, and a copy of the Franchise Agreement.



STEP #4: INTERVIEW #2

After you attend Discovery Day, you will participate in a 30-minute telephone conference with our Franchise Support Team. The purpose of this interview is to discuss any potential obstacles you may have in the way of business ownership, and to further discuss if you are a good fit for our franchise.

STEP #5: PRELIMINARY FRANCHISE APPROVAL

After Discovery Day and your Interview, you will be considered for Preliminary Franchise Approval. At this time, you will have four post-Discovery Day assignments that will help qualify you for a final Franchise Award. This includes contacting various Franchisees and a final interview.

STEP #6: INTERVIEW #3-Final Interview

STEP #7: FRANCHISE AWARD!!

DISCOVERY DAY AGENDA

SESSION #1: THE TUTORING CENTER® SYSTEM

- 9:30 - 10:00** **Front Office Tour**
- 10:00 - 11:00** *The Tutoring Center® System... History of Research*
- 11:00 - 11:15** *BREAK*
- 11:15 - 12:30** **The Rotational Approach to Learning™ ("The System")**
• **Movie..... "Classroom in Action"**
Academic Programs

SESSION #2: "HANDS-ON" QUESTION & ANSWER

- 12:30 - 1:30** *LUNCH*
- 1:30 - 2:00** **Internet Technology, SAT/ACT Program**
- 2:00 - 3:00** **Classroom Tour/ Student Notebook (Q&A)**
• **Character Development**

SESSION #3: FRANCHISE INFORMATION

- 3:00 - 4:00** **The Tutoring Center® Business Model**
- 4:00 - 5:00** **Franchise Support & Training**

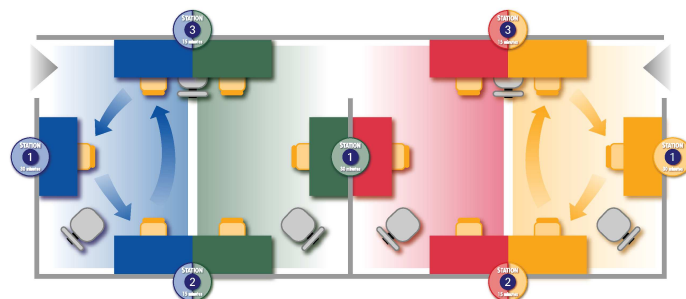
SESSION #4: GETTING TO KNOW YOU

- 5:00 - 5:30** **Franchise Application & Picture**
- 5:30 - 6:00** **Seven Steps to Franchise Ownership**

FRANCHISE BENEFITS

ESTABLISHED SYSTEM

Established System: By far, the biggest advantage of becoming one of our Franchisees is the strength of our System. **THE TUTORING CENTER®** 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® SYSTEM
SEPARATES US FROM ALL OTHER LEARNING FRANCHISES.

LIFE CHANGING

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 REQUIRED

No Teaching Experience Necessary: Franchisees run the business while Head Instructors run the classrooms. We have Franchisees with backgrounds across many career paths.



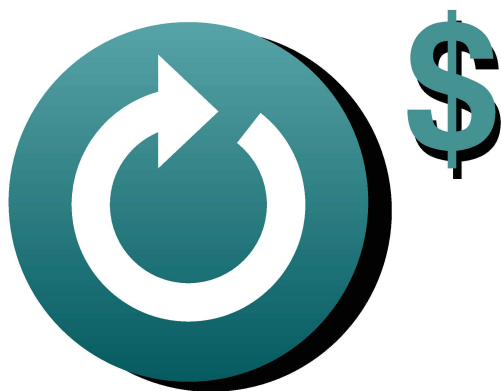
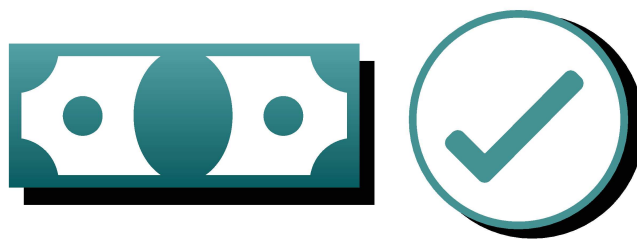


HERE ARE JUST SOME OF THE
BENEFITS OF BECOMING A
PART OF THE TUTORING
CENTER® FRANCHISE TEAM.

COST-EFFECTIVE FRANCHISE

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)

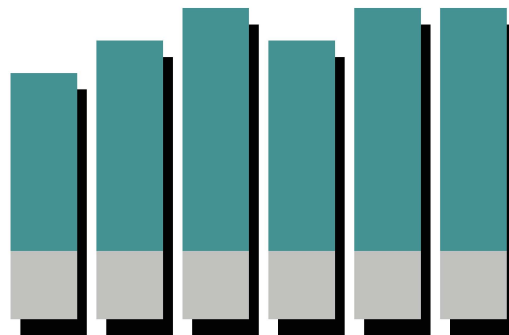


AUTOMATED TUITION PAYMENTS

Families pay monthly tuition in advance: All your tuition payments are collected automatically each month using our automatic tuition collection system. This makes it simple and easy to collect your tuition payments up front, month after month.

PREDICTABLE EXPENSES

Cost of Operations: With predictable monthly operating expenses, you can spend more time focusing on your students.





5-MILE DISTANCE BETWEEN CENTERS

Distance Between Centers: We offer a 5-mile distance between Centers, giving you a large area in which to operate your center.

YOU ARE THE BOSS

"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?

MARKETING SUPPORT

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

LESS PAPERWORK

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.

THE TUTORING CENTER®





GREAT HOURS & LIFESTYLE

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!



MONDAY - THURSDAY

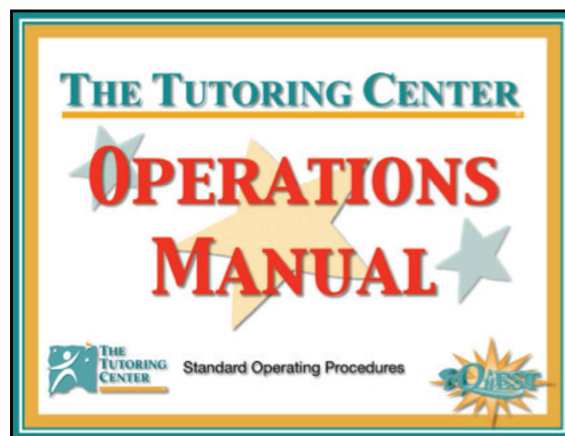
Monday to Thursday: Tutoring sessions are held Monday to Thursday, with testing appointments on Friday. Enjoy a 3-day weekend every week! Most of our Centers are closed for tutoring on Saturday and Sunday.

MONDAY - THURSDAY
2:30-7:30

FRIDAY
(APPOINTMENT ONLY)

EASY-TO-FOLLOW 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.





MENTOR PROGRAM

FRANCHISE MENTOR PROGRAM

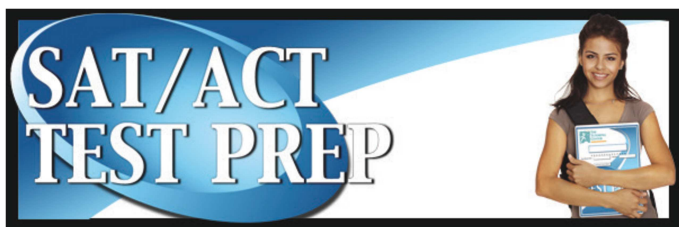
Gain support from the most experienced franchisees who use the System, the Operations Manual, and our Best Practices to ensure you are following our time-tested System. We pair you with a successful Franchise Mentor during the first six months you are open. Get support from the BEST!



TEST PREP BUSINESS

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, 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.

SAT/ACT TEST PREP



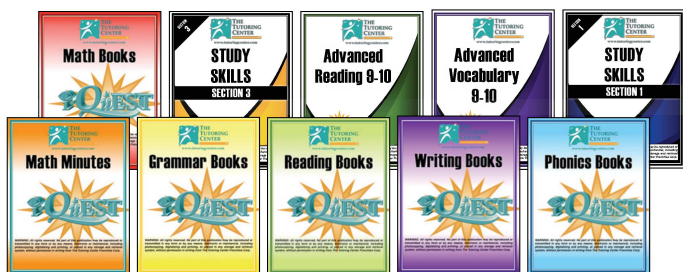


COMPREHENSIVE SUPPORT & TRAINING

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 Award based on Franchisee Satisfaction with the franchisor.

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.



TRAINING & SUPPORT

FRANCHISE ORIENTATION

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.



APPROVED VENDORS

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 - PART 1

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 TRAINING - PART 2

Franchise Training (Hands-on Training): New Franchisees will spend time shadowing one of our Franchise Mentors to reinforce the skills they learned in Franchise Training Part 1 as well as become familiar with the day-to-day operations of the business.

FRANCHISE MENTOR PROGRAM

The logo for the Mentor Program features the words "MENTOR PROGRAM" in a bold, white, serif font. The text is set against a dark green, horizontally-oriented oval background. This oval is partially enclosed by a light blue circular arc that forms the top and right sides of a larger circle. The entire logo is centered in the upper half of the slide.

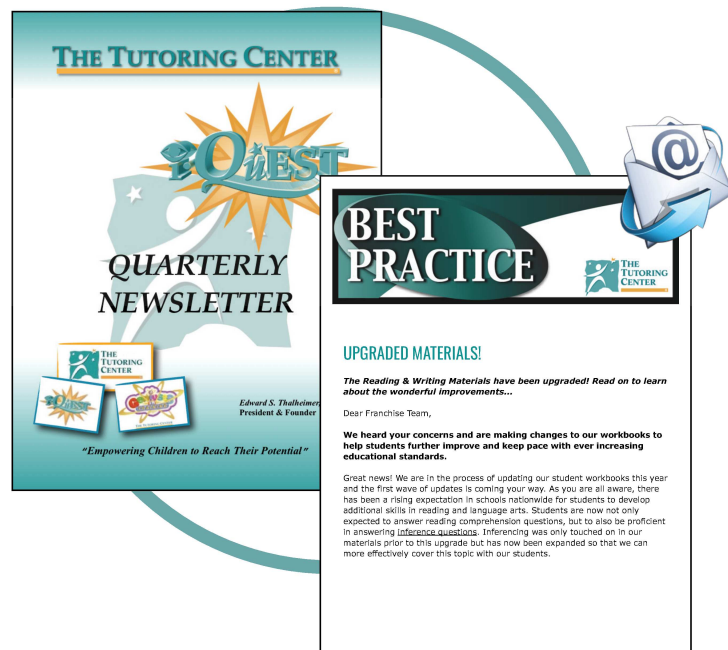
Our regional Franchise Training Seminars are a great place to network with the Franchisees in your area and get a refresher on the information you learned at Franchise Training! These are offered at Franchisor discretion.



FRANCHISE SUPPORT

QUARTERLY NEWSLETTER & BEST PRACTICES

Our Support Team sends a quarterly newsletter as well as weekly Best Practice emails to our Franchisees, keeping everybody up-to-date on new team members, new Grand Openings, and important updates to our System.



REMOTE SUPPORT UTILIZING TECHNOLOGY

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!



AWARDS & ACHIEVEMENTS



**RANKED IN THE
TOP 500
FRANCHISES
NATIONWIDE**

TOP 500 FRANCHISE ENTREPRENEUR MAGAZINE

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



2010 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™



2011 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™



2012 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™



2013 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™



2014 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™



2015 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™



2016 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™



2017 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™



2018 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™



2019 Franchisee
Satisfaction Awards
FranchiseBusinessREVIEW™

AWARDS

As Published In
Franchise Business Review

**TOP 200
FRANCHISES
BEST OF THE BEST**



As Published In
Franchise Business Review

**TODAY'S
TOP
FRANCHISES**



As Published In
Franchise Business Review

**TOP
FRANCHISES
BEST OF THE BEST**



As Published In
Franchise Business Review

**TOP 50
FRANCHISES
FOR WOMEN**



As Published In
FranchiseRankings.com

**BEST
EDUCATIONAL
FRANCHISES**



As Published In
Franchise Business Review

**BEST OF
THE BEST**
TOP LOW COST FRANCHISES



As Published In
Entrepreneur Magazine

**TOP
PERSONAL
SERVICE
FRANCHISE**



As Published In
Franchise Business Review

**TOP
LOW-COST
BEST OF THE BEST**



OUR RELENTLESS COMMITMENT TO IQUEST

IQEST GUIDING PRINCIPLES

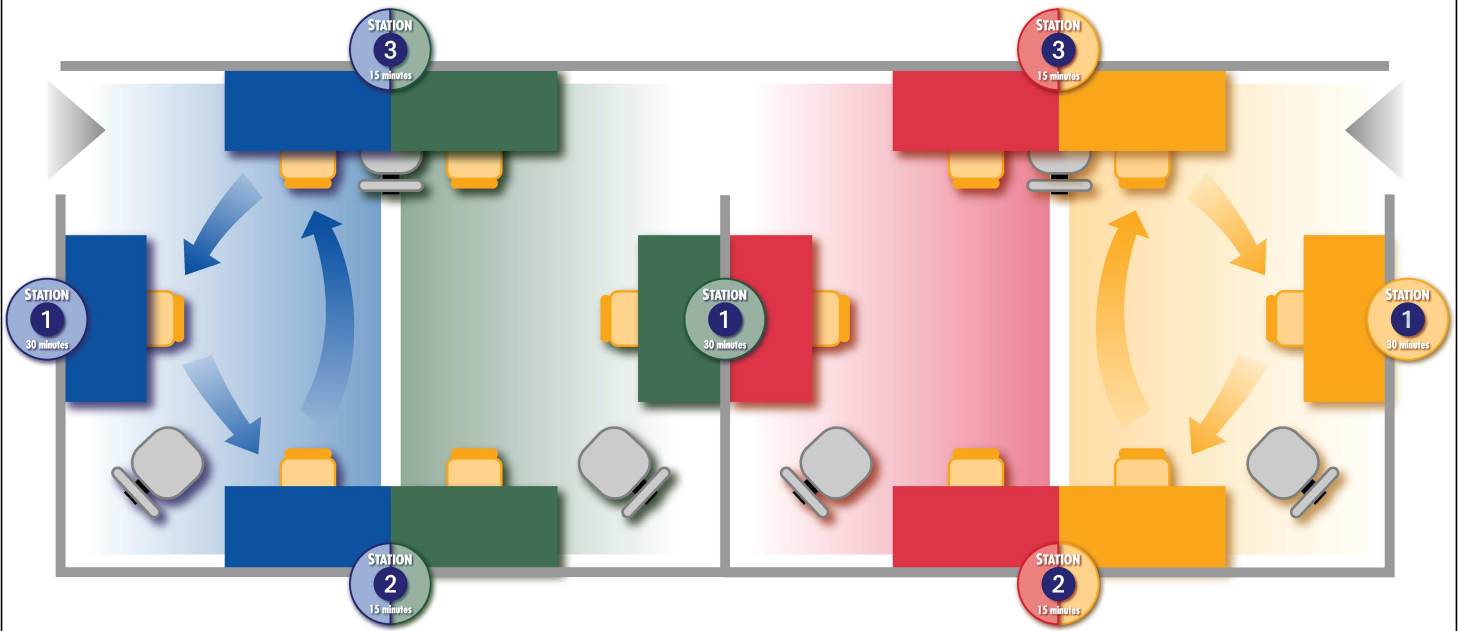
IQEST: Franchisees will become part of the company-wide dedication to Integrity, Quality, Service, Enthusiasm, and Teamwork. We seek only applicants who are the best of the best. This is what keeps our business strong. The Franchisor only selects Franchisees that are seriously dedicated and committed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

WE SELECT ONLY
FRANCHISEES WHO ARE
IN ALIGNMENT WITH OUR
CORE VALUES.



THE ROTATIONAL APPROACH TO LEARNING™

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!!!**

...> WHO WE ARE <...>

iQ^uEST



i.....> Integrity

Qu.....> Quality

E.....> Enthusiasm

S.....> Service

T.....> Teamwork

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