Brand Focused Webinar

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How learning hits home.

THE Franchise Educator
Trusted Expertise • Reliable Guidance

Agenda

- Who we are / backgrounds
- Our roles to help you
- Common Questions
- Hang Ups / Concerns
- Is Franchise Ownership right for you?
- Timeline
- Tutor Doctor Business Overview

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Experience

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Sr. Franchise Business Consultant / Coach

- The Franchise Educator / The Franchise Consulting Co.
  - www.thefranchiseeducator.com
- Rhino7 Franchise Development

Former Franchisee of 2 Brands

- B2C / Service Brands

Owner of Sidari Studio Photography

Marketing @ Sherwin-Williams

Let's Connect: LinkedIn

Fun Fact: In the 60's my father used to manage a McD & turned down an offer of ownership b/c they didn't have regular hamburgers! Won't go far :)

Experience

Tutor Doctor

- Franchise Development Director
- Franchise Owner

Former Insurance Agent

Let's Connect:

LinkedIn - Diane

LinkedIn - Jim

Fun Fact:

Diane: An introvert! "The Wizard of Oz" works best behind the curtain!

Jim: His wife offered up his services to be part of Tutor Dr.

Consultants

- Similar to Executive Headhunters / Realtors for Business
- Paid by the franchisors - free service to clients & fees do not change
- Provide research, information & resources

My Role:

Franchise Match

- Determine if business ownership in franchising is a viable option
- Thoroughly analyze clients unique goals & skills sets to provide a curated list of potential options
- Advise & consult on all aspects of due diligence /investigation
- Provide financial & legal recommendations

tutor doctor Role:

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Investigation

- Conduct the investigation process to learn all aspects of the business model
- Provide financial information
- Assist with validation calls w/current franchisees
-

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Common Questions We Cover During Your Consultation:

Pros vs Cons of Franchising?
Is franchise ownership for you?
How we conduct a franchise match
What should I be focusing on for business ownership?
What are my goals?
What do franchisors look for?
When to look at funding?

Hang-Ups & Concerns

Without a Doubt...Every Client:

- This wouldn't work in my market
- Too much competition
- What if an employee / manager leaves?
- I've never done...(insert industry)!
- What if I want out of the business?
- I"m not ready to speak w/the franchisor? But can you tell me....
- How much can I make?
    - FDD Item 19 (Blog Post)

Is Franchise Ownership for You?

Questions to ask yourself:

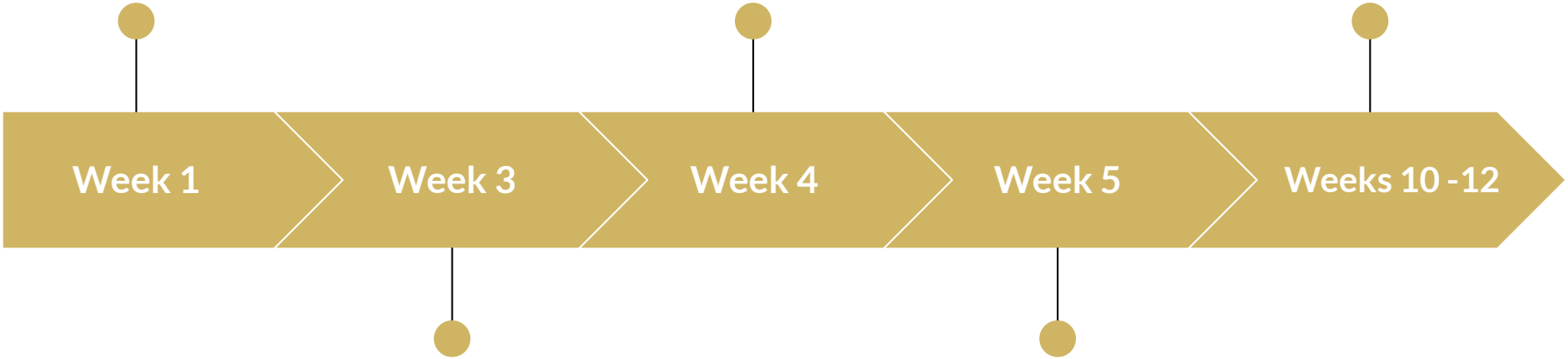
- Am I able to follow a system?
- Do I have transferable skill sets for business ownership?
- Can I invest the hours needed to operate a business or manage a manager?
- Am I looking for something I can take pride in, that is mine?
- Do I view business ownership as an investment?
- Do I feel comfortable w/my current plan of income?
- Am I self-disciplined enough to take on business ownership?

Timeline

Initial Call

Introduce Franchisor Matches

Accept Offer from Franchisor



Consultation Call

Begin Investigations with Franchisors

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Entrepreneur
FRANCHISE 500
RANKED
2020

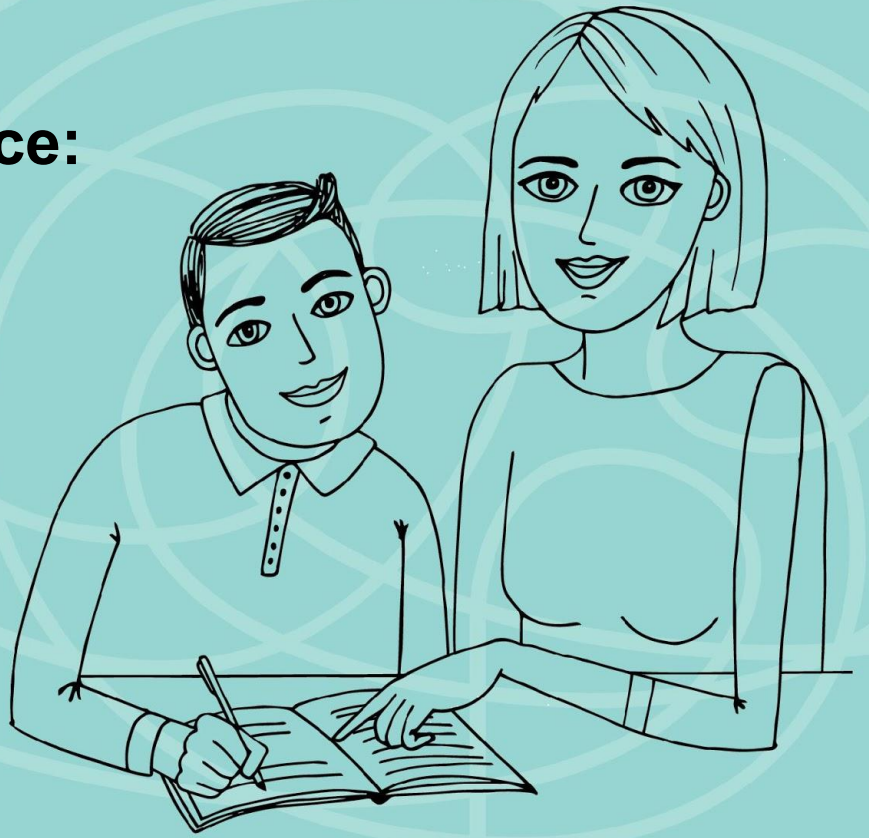
elitefranchise
100
TOP FRANCHISES
2021

Our Tutor Doctor Story

- Meet Jim and Diane Wilson, have owned a Tutor Doctor for 12 years
- Top producers in our system
- Their 2 adult daughters now run the business

Tutor Doctor in one sentence:

“We make private tutoring professional.”



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OUR VISION

To be the #1 tutoring service in the world.

OUR MISSION

To change the trajectory of students' lives.

Be present.

We're a Global Leader in One-to-One Education

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720 UNITS

16 COUNTRIES

5 CONTINENTS

Parents need us more than ever

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Tutor Doctor PIVOT to address the increasing need of parents and students

Traditional One-to-One

Online One-to-One

Pod tutoring

Our Virtual tutoring

- NPS keeps going up
- Flexibility and Convenience
- Session Recording
- Tutor Share

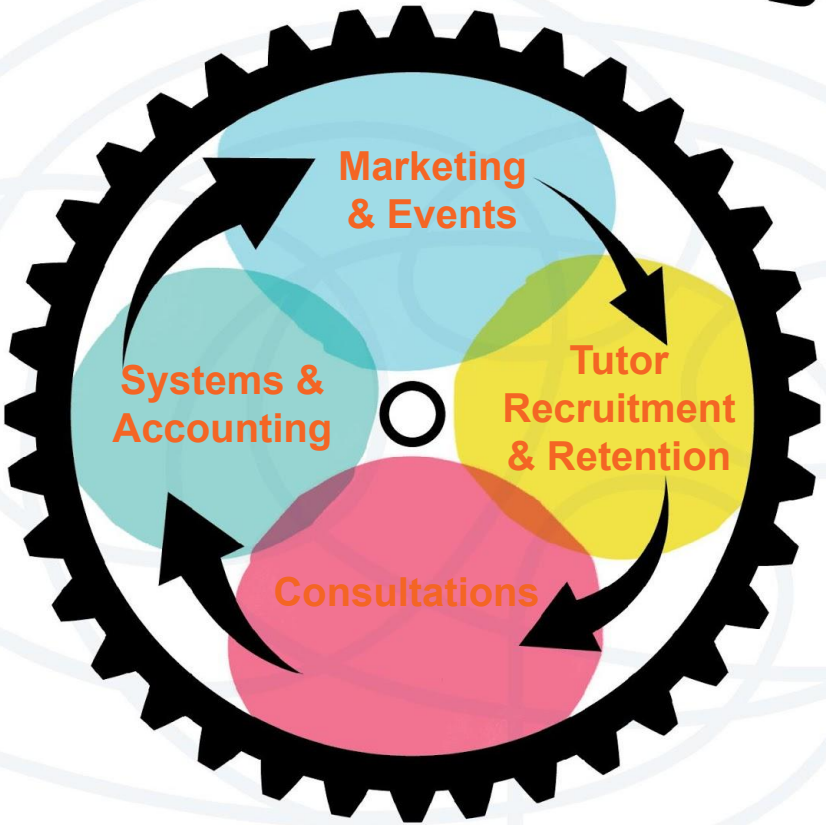
The Tutor doctor ideal candidates

The Entrepreneur
Entrepreneurial drive, ready to leave corporate America and live life on their terms.

The Philanthropist
Community-minded with a passion for making a difference.

The Executive
Desire to start a business they can dedicate 15-20 hours a week with the semi-absentee model.

Four Key Drivers For Success:



National License Now Available

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Regional LICENSE:

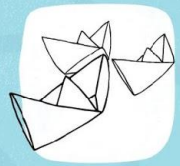
Initial Franchise Fee:
$49,700

Total Investment:
$84,295 to $128,995

National LICENSE:

Initial Franchise Fee:
$59,700

Total Investment:
$84,295 to $128,995



EMPIRE BUILDER LICENSE:

Initial Franchise Fee:
$94,400 - $104,400

Total Investment:
$154,995 to $200,695

COMMON QUESTIONS….

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Next Steps

Reach out to Telanda

www.thefranchiseeducator.com/book-online

Schedule a Casual Call & mention the tutor doctor How learning hits home. webinar to begin the process.

Guidant Pre-Qual Link: Click Here

Benetrends Pre-Qual Link: Click Here