

ImpactTM
TUTORING



Because You Count

Franchise Information Pack

www.impacttutoring.co.nz



Because You Count



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Am I suitable to own a Tutoring franchise?

Are you passionate, prepared, and well-informed, then you may indeed be suitable to own an Impact Tutoring franchise. It is a fulfilling way to make a positive difference in students' lives while also achieving your entrepreneurial goals.

Being an Impact Tutoring franchisee gives you full control over your future and removes most of the risk of starting a new business - after 10 years in the business we have streamlined our expertise! This is what we will help you with!

Our franchises include a mix of In-person and Online tuition opportunities.

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A proven system in the educational world.

Jean McKenzie is the founder of Impact Tutoring.

"I believe in the potential of all people to flourish with the confidence that is instilled through customised learning.

What we have created is a stimulating environment that encourages a love of learning through targeted tuition. Over time we have understood that parents and families always want to provide their child with access to the freedom that education provides.

In fact we know that many parents feel frustrated when they can't help their child improve.

Likewise, we know that adults want to make changes in their learning journeys too.

What we have created is a business that empowers learners for their choices in life across all types of communities."

After 10 years we are now ready to empower other franchise members to be as impactful as this.

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What is the start up investment?

The buy-in cost of an Impact Tutoring franchise is \$29,000 + GST, all the business tools and systems you'll need-to-know to get yourself underway running an effective business.

You'll receive a comprehensive Impact Tutoring Manual, that provides a clear indication of the tasks that need to be done to run your business. Plus specific links to Intellectual Property you will require.

You will need to prepare your Tuition location with seating/ tables, resources, a photocopier and materials for your students such as exercise books and writing tools. We will guide you on these things so that you can develop your space and resources over time.

What are the ongoing fees?

As part of the Impact Tutoring Franchise a franchise royalty fee of 5% will be required each month.

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Six key benefits of joining Impact

- Reduced Risk and Proven Model:** We offer a proven business model - you won't be starting from scratch and figuring everything out on your own.
- Support and Training:** Our training will include Tutoring techniques. Over time this will include help with marketing, recruiting tutors, curriculum development, and business operations.
- Brand Recognition:** Impact Tutoring has a well-established brand name and reputation. This will give you a significant advantage in attracting new customers, as parents are more likely to trust a familiar brand than an unknown tutor.
- Marketing and Advertising Support:** Impact will have a marketing plan in place and provide you with support in marketing your tutoring business to your local community.
- Lower Startup Costs:** Our Impact Tutoring franchise is less expensive than starting your own business from scratch. There is a very low level of start-up costs to get yourself underway.
- Be Your Own Boss with Support:** You get the satisfaction of being your own boss and running your own business, but with the advantage of having the support and guidance of a franchisor.

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Intellectual property and training

Key to joining us is the Intellectual Property we will provide.

This is unique to Impact Tutoring.

Specifically, this is based on the needs of Junior children for Literacy and Mathematics, including assessments.

We are also able to guide you with Secondary level tuition.

We will train you on all aspects of your business from Tuition techniques, invoicing, health and safety protocols, procedures for new students and much more.

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The next step

We are planning on rolling out each territory step by step so you will receive 100% of our attention and effort while you get underway.

Remember Impact Tutoring is based around a deep empathy for children and adults, recognising the importance of education and the potential in their lives. Alongside this is running a great business which provides the income you require.

A message from Jean; “It is my vision to ensure people can learn in a way that leaves them feeling appreciated, with a sense of belonging. We all want students to experience success in education while filling the gaps in their learning. This then instils confidence that impacts their life beyond lessons to transform every aspect of what they do”.

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