



Huntington
LEARNING CENTER®

HUNTINGTONFRANCHISE.COM | (866)-844-2690



FRANCHISE INFORMATION KIT



Welcome to Our Family

First in the industry, Huntington has the longest track record of helping students achieve academic success and boost their confidence. At Huntington, we understand that one size does not fit all students. Our 4-step approach works and truly sets our programs apart. We have decades of experience and countless success stories to prove it.

Parents often tell us how much they are impressed by our thorough assessment prior to the start of the program as well as our expertise to customize to students' needs and our detailed follow-up process with parents.

"I am blown away by the work you all did with my daughter! She had an 8 point increase on her ACT after a month of tutoring. Excited to see her next score!"
(Jessica H., parent)

"Personalized SAT tutoring was great and it helped our daughter improve her score by around 200 pts. She is a National Merit semi-finalist and will likely be named a finalist when the announcements are made in a few months!" (Jill S., parent)

"We have been pleased with the progress our son has made while at Huntington. He was not reading at all when he started and

had made great progress. His self esteem is growing all the time because he is having more and more success on this journey. He is calling himself stupid and dumb less and less and starting to shine." (Stephen H., parent)

Why do families choose Huntington?

- Huntington delivers individualized programs with flexible scheduling available in-center, online, and a combination of the two.
- Huntington students develop the skills, confidence and motivation to succeed in school and beyond.
- Huntington is accredited by Middle States Association (MSA).

ON AVERAGE, HUNTINGTON STUDENTS:

IMPROVED
2+ GRADE LEVELS
IN READING & MATH

RECEIVED OVER
\$71,000 EACH
IN SCHOLARSHIPS

INCREASED
5.4+ POINTS
ON ACT SCORES

INCREASED
\$229+ POINTS
ON SAT SCORES

"What makes me most proud of Huntington is the number of lives we've touched along the way - children, families, and franchisees - and knowing that we have made such a difference in people's lives." — Eileen Huntington, CEO & Co-Founder of Huntington Learning Center



“The great thing about Huntington is that it’s a proven system. It’s something that I’ve done for years that has worked. And it’s something that we can embrace to help families get their kids back on track in every way.”
- Kathy Segmuller - Franchisee in Alexandria, VA since 2003

What is a Huntington Learning Center Franchise?

Now is a great time to own a Huntington Learning Center Franchise

Huntington Learning Center is the highest-performing tutoring franchise in the nation. It is a K-12 tutoring and test prep franchise concept that offers in-center, online, and a combination of in-person and online tutoring option. We believe that by delivering world-class results for our students, profitability will follow. For nearly five decades, Huntington Learning Center has proven that by joining us, you can own a thriving, growing business that make a real difference in your communities.

With approximately 300 locations across the country, Huntington Learning Center helps thousands of students every day. By putting student results first, our centers generate 34% more revenue than the competition in 2022*. We’ve experienced more than eight years of double sales increases.

Huntington Learning Center offers a business model that is based on its mission to give every student the best education possible. In fact, on average, our tutoring students increase over two grade levels in reading and math in just 50 hours of tutoring and our test prep students increase 5.4 points on the ACT and 229 points on the SAT, which helped them receive over \$71,000 worth of scholarship offers each, which is over \$187 million in scholarship offers collectively. By becoming a Huntington Learning Center franchisee, you join a brand that is passionate about student success and franchisee profitability with a proven track record that makes a lasting difference.

*Data are based on each company’s Franchise Disclosure Documents (FDD) for all franchise centers open in 2019, except for Kumon, which are for centers open at least three years; and Sylvan, which are for centers open at least 24 months. Kumon reports in its 2021 FDD that its average franchised center open at least 36 months had 150 subject-students. We estimate a subject-student’s monthly fee from our web search of the phrase ‘How much does a parent pay Kumon’. We used the average of the high estimates, \$145 per month per single subject. We estimated the registration fee of \$50 and materials fee of \$30 from this web search; and we estimate that half of a center’s enrollees pay these fees.

“When we started, there wasn’t a tutoring industry. We built this business model based on the fact that too many students were struggling in the educational system. We knew that if we had integrity and compassion, and focused on student success, we would be successful—and it turns out that we were right.”

**— Dr. Raymond Huntington,
Co-Founder and Chairman of
Huntington Learning Center**

“Now is the perfect time to get into Huntington Learning Center because the need for help is stronger than ever.”

— Anne Huntington Sharma,
President of Huntington Learning Center

What does Huntington Learning Center franchise support and ongoing training look like?

This is what you can expect from us when you become a Huntington Learning Center franchise owner:

Three weeks of training:

You will get a chance to meet with our corporate team, for a three-week training program that covers every aspect of your new business including: marketing, how to get students, how to hire teachers, our curriculum, how to build relationships with local schools, how to set realistic goals, how to grow your business, and much, much more.

We help you find the right location:

You will have a facilities team dedicated to helping you secure the best possible location for your new business. We'll help you with brand standards and ensure you have support from the day you sign your Franchise Agreement..

Comprehensive marketing support:

You will benefit from an in-house marketing team that will help you navigate the ever-changing marketing landscape. Every franchise owner gets a SEO-optimized website, ongoing digital marketing support and advice on where to effectively utilize any marketing spend.

Ongoing support:

You will have your very own operational consultant called a franchise business consultant (FBC) who will help you every step of the way. Your FBC helps you set business goals and helps with operational support. You will also have a dedicated coach who will help you prepare for parent conferences and you will have a dedicated team who will take the initial call to set up the initial test called an academic evaluation. You will also have a robust technological infrastructure to support your business. This is in addition to so much more outlined in the Franchise Disclosure Document.



THIS IS HOW WE'LL HELP YOU THRIVE IN BUSINESS:

- » 3 Weeks of Training
- » Securing the Best Location
- » Effective Marketing Support
- » Ongoing Coaching
- » Professional Call Center
- » Providing Technical Support



“Huntington has provided me financial freedom and an opportunity to change the lives of our future generation in the most rewarding way.”

Aziz Kabani
Huntington Learning Center,
Dr. Phillips, Orlando, FL



Huntington Franchise Advantage

One of the biggest advantages of franchising versus pursuing your own start-up business is the ability to use proven, established systems. As a Huntington franchisee, you'll benefit from nearly five decades of successful business operating systems.

World-Class Training and Support:

Whether or not you have a background in education, Huntington's development and training programs are designed to bring you quickly up to speed. Training doesn't end once your doors are open; we provide constant support, day after day, throughout the life of your business.

- **Dedicated business consultant devoted to your success**
- **Comprehensive initial and ongoing training offered online and in-person**
- **Virtual conference services**
- **Live franchisee support desk**
- **Customer Engagement Center (Call Center)**
- **Technology - Our proprietary software gives you the ability to manage your center from anywhere in the world and tracks inquiries, student hours & progress, billing, payments, schedules, test results, prescriptions and more**

“Corporate is there to provide you with the support you need every step of the way.” — Brian Riddick - Franchisee in Bellevue, WA and Boise-Eagle, ID since 2005

Cost & Revenue-Potential

How much does a Huntington franchise cost?

Huntington Learning Center is one of the most affordable franchise opportunities in the education industry

Investing in a Huntington Learning Center franchise is the decision to own a business that has the power to make the world a better place through education. Huntington Learning Center has helped hundreds of franchisees realize their dreams of owning a meaningful business, and in the process, our franchise owners have helped thousands upon thousands of students.

The total cost to open a new Huntington Learning Center franchise ranges from \$154,063 to \$264,028. This makes us one of the most affordable tutoring franchise opportunities on the market and our low costs of ownership are a reflection of our goal to help franchisees thrive in a business that truly makes a difference.

What do I get for my franchise fee?

The franchise fee for your first Huntington Learning Center location is \$36,000, and it gives you access to one of the most robust training and ongoing support platforms in the franchise industry. Our long track record of success as a franchisor is attributable to our continued investment in our support infrastructure. We leave nothing to chance and support our franchise owners in every aspect of our business model.

Do we offer discounts?

Yes! We're proud to offer a 25% discount off of the initial franchise fee to all qualified teachers, and retired and active-duty U.S. military veterans. We believe that veterans and teachers make exceptional franchise owners as they have the proven leadership qualities, the ability to follow systems, and the same desire to make a difference that makes Huntington Learning Center such a special brand to be a part of. We thank you for your service!



How much can I make?

Huntington Learning Center embraces two values that drive everything we do: student success and franchisee profitability. Huntington Learning Center outperforms the competition because our franchisees understand that helping students achieve results yields success.

In fact, Huntington Learning Center is the #1 revenue producing tutoring franchise. Our average franchise center 2022 revenue is 34% higher than that of the competition* and we've experienced double-digit growth for eight consecutive years—and there's no sign of it slowing down anytime soon.

*Data are based on each company's 2023 Franchise Disclosure Documents (FDD) for all franchise centers open in 2022, except for Kumon, which are for centers open at least three years; and Sylvan, which are for centers open at least 24 months. We estimated Kumon's revenue based on the number of subject-students reported in its FDD and their monthly fee, registration fee, and materials fee obtained from a web search. We estimated ClubZ! revenue from its total revenue (less material purchases) and average royalty rate and number of open businesses.



2022 revenues for Huntington and its franchise competitors.

Huntington is the revenue leader among franchised tutoring companies, beating its nearest competitor by 34%.

*Chart is based on each company's 2023 Franchise Disclosure Document (FDD) for centers open in 2022, except for Kumon, which is based on its 2022 FDD. We estimated Kumon's revenue based on the number of subject-students reported in its FDD and their monthly fee, registration fee, and materials fee obtained from a web search. We estimated ClubZ! revenue from its total revenue (less material purchases) and average royalty rate and number of open businesses.

Our Success is Due to Our Business Model

Huntington Learning Center exists to give every student the best education possible. Since 1977, Huntington Learning Center continues to grow locations nationwide. Since we started franchising in 1985, Huntington Learning Center has changed the lives of over a million students and has helped franchisees own businesses that are both financially and personally rewarding so they can achieve their own financial and personal goals.

Initial investment

The initial investment to open a Huntington Learning Center ranges from \$154,063 to \$264,028. This includes a \$36,000 franchise fee, construction costs of the center, furniture and computer equipment, first and last month's lease, business registration and pre-opening advertising. For executing a Development Agreement for multiple units, the franchise fee is reduced to \$20,000.

Revenue

At Huntington, we are the family's academic K-12 solution. Our revenue shows that our programs work, being 29% higher than our closest competition. We offer three revenue lines or profit centers:

- 62% of revenue in the center comes from academic skills, such as reading, writing and math study skills.
- 34% of center revenue comes from test prep for SAT, ACT, ASVAB for the military, GED and any high school parochial private school exams.
- 7% of revenue comes from subject tutoring in higher level math and sciences.
- 7% revenue comes from other services such as tutoring students with ADHD. Typical student enrollment is competitive hourly rates with flexible payment options.

Costs

Ongoing costs to operate a Huntington Learning Center can be broken down into five main areas:

- **Lease** — Rent will vary according to location. Rent will vary according to location. The size of the space should be 1,200 to 1,400 square feet,

in a centrally located part on the franchised territory with driving visibility and with other mid-range to high-end retail stores. We look for good visibility, easy access, first floor locations for easy drop-off and pick-up of students.

- **Wages** — The majority of labor costs are for tutors, who work with a 4:1 student-to instructor ratio and get paid hourly, typically a bit above the local minimum wage. Most franchisees manage the day-to-day operation themselves, but some choose to hire a full-time (or near full-time) Center Director for this role.
- **Training & Technology Services** — Whether or not you have a background in education, Huntington development and training programs are designed to bring you quickly up to speed. Training doesn't end once your doors are open; we provide constant support, day after day, throughout the life of your business. All of our Training and Technology Services have been bundled into a monthly fee of \$1,200. These systems will help you run your center more efficiently.
- **Royalties** — Royalties include 9.5% of gross revenue with a \$2,000 per month minimum. This is lower than most all other brands in education.
- **Marketing** — Franchisees must spend \$2,000 per month on the marketing of their own center locally. To achieve efficiencies of scale, franchisees also contribute 2% of revenue or \$500 minimum to be used for national marketing.
- **General Business Costs** — Other costs include insurance, phone, utilities, video surveillance, computer equipment maintenance, office supplies like paper and printer toner, and general center upkeep.

"This is a business that has the potential to vastly improve the lives of our franchise owners, as well as the lives of the students they help." — Dr. Ray Huntington, Chairman and Co-Founder of Huntington Learning Center

Ongoing Support for Your Profitability

Call center:

Our professional call center ensures that you will never miss the opportunity to help a student and grow your business.

Virtual conferencing:

For the franchise owners who do not want to be active in acquiring students, our virtual conferencing team can do this on the franchisee's behalf for an added fee. This team provides virtual conferencing to meet with parents and explain why choosing Huntington Learning Center is the right fit.

Curriculum works for the students:

Our Educational Development Team researches and develops programs that ensure each student gets the best education possible. We are ahead of the curve when it comes to trends while staying true to the Huntington methodology.

Technology:

We're always looking for tools to increase our franchisees' profitability. Our proprietary software gives you the ability to manage your center from anywhere in the world and tracks inquiries, student hours and progress, billing, payments, schedules, test results, prescriptions and more. We also provide technology to help make it easy for your teachers to develop and follow through on personalized plans for their students.

Ongoing training and support:

At Huntington Learning Center, there's always training available to ensure you can best serve your students. We have a wealth of online training modules available to you 24/7. We provide focused trainings online and in-person year-round to ensure that you have the right information at the right time. Our award-winning support teams are here to help you succeed. Support is there for you every step of the way from before signing your Franchise Agreement with the franchise development team to your operations, coaching, virtual conferencing, call center (customer engagement center), IT, marketing and much more.

Already a **\$5 billion industry**, Grand View Research reports that **tutoring will grow to nearly \$16 billion by 2027.**

Average center revenues that are **34% higher than that of competition**



The Initial Investment

As with any new business, startup costs include setting up a location, marketing, and other one-time expenses. Depending on your geographical area, we estimate the upfront initial investment to be from \$154,062 to \$264,028. This range includes the estimated expenses associated with setting up your center and operating for the first four months.

Initial investment

Initial Franchise Fee:	\$36,000
Online Initial Training:	\$0 - \$200
Curricula & Testing Materials:	\$18,957
Furniture, Computers:	\$39,305 - \$44,105
Startup Supplies:	\$3,700 - \$5,700
Advertising:	\$19,295
Training & Technology Initial Fee:	\$6,000
Architect:	0\$ - \$3,200
Security & Utility Deposits, License Fees:	\$500 - \$3,000
Real Estate & Improvements:	\$0 - \$77,000
Exterior Signage:	\$500 - \$7,500
Interior Graphics:	\$2,175 - \$5,875
Professional Services (legal and/or accounting):	\$500 - \$3,000
Additional Funds (Three months):	\$25,506 - \$27,696
Insurance:	\$1,625 - \$6,500
	TOTAL: \$154,063 — \$264,028

Ongoing fees

Monthly

Royalties:	9.5% of Gross Sales
Ad Fund Contribution:	2% of Gross Sales

This advertisement does not constitute an offer to sell a franchise. The offer of a franchise can only be made through delivery of a franchise disclosure document. Certain states require that we register the franchise disclosure documents in those states. This advertisement is not directed by us to the residents of those states. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from the registration) and delivered the franchise disclosure document to the prospective franchisee in compliance with applicable law.

“If you are looking for a business, are passionate about education, enjoy working with students and helping them succeed, and comfortable in a community-based professional business, then Huntington is the right fit for you.”

— Anne Huntington Sharma, President of Huntington Learning Center

Frequently Asked Questions

What is Huntington Learning Center?

Huntington Learning Center is the nation's leading K-12 tutoring and test prep provider. We offer customized programs in-person, online, and a combination of the two. Our certified teachers provide individualized instruction in phonics, reading, writing, study skills, elementary and middle school math, Algebra through Calculus, Chemistry, and other sciences. Huntington preps for the SAT and ACT, as well as state and standardized exams. Huntington programs develop the skills, confidence, and motivation to help students succeed and meet the needs of Common Core State Standards. Huntington is accredited by Middle States Association of Colleges and Schools. Founded in 1977, Huntington's mission is to give every student the best education possible.

How does Huntington Learning Center compare to the competition?

Huntington Learning Center pioneered the tutoring industry when Ray and Eileen Huntington founded the company in 1977. By taking a comprehensive approach to individualized tutoring and test prep, Huntington delivers results that not only outperform the competition, but more importantly, empower students to achieve their goals. This is why Huntington Learning Center is the highest grossing tutoring franchise and why our average 2021 center revenue is 34% higher than that of the competition*.

How much does it cost?

The total investment to open a new Huntington Learning Center ranges from \$154,063 to \$264,028. The size of the investment depends on the location, size of the center and a number of other variables.

How much is the franchise fee?

The initial franchise fee is \$36,000. This gives you access to our industry-leading training and ongoing support infrastructure that is designed to help your business grow.

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What are the financial qualifications?

To qualify for business ownership, we require a minimum of \$110,000 in liquid capital and a net worth of \$200,000.

Do I need to be a teacher to own a Huntington Learning Center franchise?

Absolutely not! We're proud that our franchise network comes from diverse backgrounds such as corporate America, sales, real estate, military, IT, education and other industries. What unites our franchise owners is the drive to follow our proven business model and to make a difference in children's lives. We can teach you the rest!

What type of training and ongoing support is provided?

There's a reason why our centers outperform the competition: our franchise owners receive industry-leading training and support that far exceeds what is offered by the rest of the industry. Our franchise owners receive three weeks of training that covers every aspect of the business model as well as significant online training before they open. Once your doors open, the ongoing support is just as comprehensive. We help with everything, from curriculum to marketing, from sales to client engagement, and much, much more. Through our award-winning training, our goal is to help you become the entrepreneur we know you can be.

Can I scale up to multi-unit ownership?

Absolutely. We're proud to say that a significant percentage of our franchise network owns multiple centers, which is strong validation that our business model is designed for growth and scalability.

Is the Huntington founding family still involved in the business?

Yes, the co-founders, Dr. Ray and Eileen Huntington, are involved and they're honored that Anne Huntington Sharma is also active. The entire Huntington team from corporate to the franchisees is strong and keeps getting stronger.



Franchise Opportunity Summary

- Simple business model — Low operating costs and multiple revenue streams
- Hugely rewarding — Our business changes children's lives
- Low cost per center — Small retail premises with minimal build-out
- Huge potential — Opportunities to open multiple centers from day one
- Growing Industry - Grand View Research reports that tutoring will grow to nearly \$16 billion by 2027
- Parents love Huntington — Great results, tremendous value, and flexible scheduling
- Strong consumer brand — Trusted name in the industry for close to 5 decades
- Great reputation — Top rankings and ratings in Entrepreneur, Franchise Business Review, and more
- A strong franchise family — Owners who support and collaborate with each other
- Proven track record of success — Locations nationwide, with more opening regularly

When joining the Huntington family, you'll get:

- Initial and on-going training and support
- Guidance with your site selection
- Award-winning teams who are here to help you succeed
- Fulfillment of Huntington's mission to give every student the best education possible

Requirements to Ownership

Minimum of \$110,000 Liquidity

Fluency in English

At least \$200,000 net worth

Clear background check

Credit score of >650

US citizen or Perm. Resident
(No E2 or E3 Visas)

Awards & Accolades



Contact Us

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