



**Huntington**  
LEARNING CENTER®

HUNTINGTONFRANCHISE.COM | (866)-844-2690



**FRANCHISE INFORMATION KIT**



## Welcome to Huntington Learning Center

As a pioneer in the industry, Huntington has the longest track record of helping students achieve academic success and boost their confidence. For nearly 50 years, our mission-driven approach has positively impacted over one million students. Huntington is committed to helping every student get the best education possible and helping every franchisee build a strong business and make a meaningful difference in their community.

Franchisees embrace this life-changing opportunity to make a meaningful difference with students and families in their community while building a successful business of their own, offering high-demand tutoring (learning center and subject tutoring) and test prep services to school-aged students.

Parents often tell us how impressed they are with our thorough assessment and how we use those insights to customize a program for each student, along with our detailed follow-up communication with parents.

*"Huntington's one-on-one approach to learning was a game changer for our daughter. At the beginning of the school year, she was struggling to keep up in her reading. Since starting tutoring at Huntington, there has been a noticeable difference in her learning. Her classroom teacher was able to see the difference without even knowing she was getting extra help. Her confidence is soaring. Her love of learning has returned. It is all thanks to the teachers at Huntington." - Roger S., 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*

*"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*

### 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

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

### An award-winning business model with an individualized approach to student learning in a well-established growth industry

Huntington Learning Center is the highest-performing tutoring franchise in the nation. It is a K-12 tutoring and test prep franchise 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 makes 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 generated 60% more revenue than our main competitors.

We’ve experienced more than nine years of double-digit sales increases.

Huntington Learning Center offers a business model that is based on its mission to give every student the best education possible through empowering the community and positively changing lives. In fact, on average, our tutoring students increase over two grade levels in reading and math in just 50 hours of tutoring. Our test prep students increase an average of 5.4 points on the ACT and 229 points on the SAT, helping them receive an average of \$71,000 worth of scholarship offers each and amounting to 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 that makes a lasting difference in communities every day, with a proven track record of serving over one million students.

*“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 an SEO-optimized website, ongoing digital marketing support, advice on how to effectively utilize marketing funds and access to a wide array of local marketing tools and resources. We also help franchisees get off to a faster start to their business with our unique KickStart Marketing Program -- a robust three-month marketing package that includes Google Adwords and direct mail campaigns that new buyers fund upfront and the home office marketing team implements to help bring in leads and business in the early phase of your franchise.

### 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

# 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
- 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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“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, FL
- Orlando, FL
- Pembroke Pines, 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 \$159,367 to \$298,357. 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 revenue is 60% higher than that of the competition and we've experienced double-digit growth for nine consecutive years—and there's no sign of it slowing down anytime soon.



2024 revenues for Huntington and its franchise competitors.

**Huntington is the revenue leader among franchised tutoring companies, beating its nearest competitor by 60%.**

\* Chart is based on each company's 2025 Franchise Disclosure Document (FDD) for centers open in 2024, 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

Started in 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 \$159,367 to \$298,357. This includes a \$36,000 franchise fee, construction costs of the center, furniture and computer equipment, first and last month's rent, 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 average center revenue is 60% higher than that of the competition. We offer multiple revenue lines or profit centers:

- 60% of revenue in the center comes from academic skills, such as reading, writing and math study skills.
- 22% 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.
- 11% of 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 six main areas:

- **Lease** — 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 of 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. Franchisees should be committed to their business full-time, managing the day-to-day operations 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 \$1,300. 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 cutting edge tools to increase our franchisees' profitability and improve students' results. 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 utilize the latest technology, including Artificial Intelligence-based tools, 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.

## Marketing support:

The KickStart Marketing Program helps kick start your marketing effort. Program duration is approximately three months and consists of (a) developing, launching and monitoring your Pay Per Click (PPC) advertising campaign, (b) conducting up to six direct mail campaigns, (c) creating and placing an organic Facebook post, (d) providing a public relations announcement, (e) training in how to conduct a marketing program, (f) developing a 12-month marketing plan (budget, setting goals, seasonal tactics, target keywords, direct mail dates, ZIP Codes); and (g) transitioning these marketing responsibilities to you upon completion of the program. Additionally, on your behalf, we conduct monthly outreach to current and former families through direct mail, email, text message and Facebook and email to local educators.

Already an **\$8.97 billion industry**, Grand View Research reports that tutoring will grow to nearly **\$24 billion** by 2030.

Average center revenues are **60% higher** than that of the 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 \$159,367 to \$298,357. This range includes the estimated expenses associated with setting up your center and operating for the first four months.

## Initial investment

<b>Initial Franchise Fee:</b>	<b>\$36,000</b>
<b>Initial Training:</b>	<b>\$0 - \$200</b>
<b>Curricula &amp; Testing Materials:</b>	<b>\$18,957</b>
<b>Furniture, Computers:</b>	<b>\$45,162 - \$46,262</b>
<b>Startup Supplies:</b>	<b>\$3,700 - \$5,700</b>
<b>Advertising:</b>	<b>\$19,306</b>
<b>Training &amp; Technology Initial Fee:</b>	<b>\$8,000</b>
<b>Architect:</b>	<b>\$0 - \$3,200</b>
<b>Security &amp; Utility Deposits, License Fees:</b>	<b>\$500 - \$3,000</b>
<b>Real Estate &amp; Improvements:</b>	<b>\$0 - \$105,000</b>
<b>Exterior Signage:</b>	<b>\$500 - \$10,000</b>
<b>Interior Graphics:</b>	<b>\$2,175 - \$5,875</b>
<b>Professional Services (legal and/or accounting):</b>	<b>\$500 - \$3,000</b>
<b>Insurance:</b>	<b>\$2,500 - \$10,000</b>
<b>Additional Funds (Three months):</b>	<b>\$22,067 - \$23,857</b>

**TOTAL: \$159,367 — \$298,357**

## Ongoing fees

### Monthly

<b>Royalties:</b>	<b>9.5% of Gross Sales</b>
<b>Ad Fund Contribution:</b>	<b>2% of Gross Sales</b>

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 center revenue is 60% higher than that of the competition.

## How much does it cost?

The total investment to open a new Huntington Learning Center ranges from \$159,367 to \$298,357. 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.

## What are the financial qualifications?

To qualify for business ownership, we require a minimum of \$110,000 in liquidity 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 continuing the legacy as President. The entire Huntington team from corporate to the franchisees is strong and keeps getting stronger.

