

## **Hello from Brainspring**

We believe a **Brainspring Learning Center** franchise offers an excellent opportunity for those who are passionate about education and making a difference in students' lives.

At the core of the Brainspring model is specialized remedial training, primarily for children with dyslexia. Our centers provide dedicated educational and tutoring services, keeping in mind the importance of one-on-one tailoring to meet each student's needs.

Headquartered in Bloomfield Hills, Michigan, there are presently nine tutoring centers throughout Michigan as part of the Brainspring program. The growth potential for **Brainspring Learning Center** franchises is significant based on our strong referral base and proprietary marketing strategies; as such we are now looking to expand with new franchises within a 200 mile radius of the Metro Detroit area.

On this page you can learn more about a Brainspring Franchise opportunity. If the idea of becoming the owner of a **Brainspring Learning Center** franchise is appealing to you and it appears as though we would be a good "fit" together, please call us to schedule a meeting.

We appreciate your interest in our **Brainspring** franchise and look forward to hearing from you soon. Should you have any questions regarding this franchise opportunity, please don't hesitate to contact us.

Sincerely,  
Brigitte Crawford  
Vice President

## **Guiding the future Brainspring Way**

Winner of the Metro Detroit Best of Tutoring in 2014, 2015 and 2016, the Brainspring approach is centered on our proprietary Phonics First® and Structures programs, accredited Multisensory Structured Language (MSL) reading programs that ensure mastery of reading concepts learned in kindergarten through 12<sup>th</sup> grade. This program reviews basic phonics instruction in a more sophisticated manner and also includes instruction in Greek and Latin roots which are present in 65% of words in reading material above a 6<sup>th</sup> grade level.

A Brainspring opportunity also allows franchisors to offer math tutoring services, study skills and test taking tutoring services, time management skills, organizational skills and study methods that enable students to study and complete tests more efficiently.

The Brainspring business model is comprised of roughly 45% from individualized tutoring students in grades K to 12, student reading mechanisms and our proprietary curriculum. In addition, we offer home schooling, homework support, math, science and ACT testing.

At Brainspring, we work primarily with ADD, ADHD students and those with learning disabilities, including dyslexia – all work is done one on one.

Another 45% of Brainspring's business comes from Professional Development for educators, conducted in person or on-line.

The final 10% of business is online related; here is where we sell our own materials to organizations that share the same philosophies and beliefs as we do.

The basis of a **Brainspring Learning Center** franchise model is the facilitation of tutoring centers where students are tutored individually. Each franchisee will have their own territory in which to operate. We will train our franchisees to become certified instructors, a process that takes about a year.

## The Ideal Brainspring Franchisee

Have you always thought about owning and operating a business of your own? Are you an educator who wants to put that valuable training to use as the owner of a franchise? Do you and/or a spouse have the financial backing to build a school that will educate children for years to come? Do you have experience in the child care industry and yearn to make a larger impact in the education and lives of children? **Brainspring Learning Center** franchise prospects may include an energetic individual or a team seeking to combine their experiences and talents. There are a number of people who could be ideal franchisees. We are looking for enthusiastic, motivated individuals looking to become part of a much desired and consistently growing industry – the education and development of our children.

Our ideal **Brainspring** franchisee is someone who:

- Is passionate about education and making a difference in students' lives
- Is willing to think outside the box and teach students by incorporating innovative methods
- May have a degree in either education or other course of study
- Has good time management skills
- Has a positive attitude and desire to help children become all they can be
- May have business or entrepreneurial experience
- Is hard-working
- Enjoys working with children
- Is devoted to a service-oriented profession



## Franchising and how it Works

One question potential franchisees sometimes ask is, “Why should I buy a franchise? Why can’t I just go out and start my own business?” Certainly, some people do enter the business world in that manner. So, what is the real value of purchasing a franchise rather than “going it alone”?

On your own, you might well experience a large “learning curve.” What are the right types of publications to advertise in? What types of promotions provide the best return? Are there collateral materials, like pamphlets, that I should consider? Without the professional training, business experience, or connections it takes to succeed, it is difficult to get off the ground. Many small business owners begin by hiring outside individuals with experience just for advice. Let’s face it. Opening your own business independently takes time and money.

That isn’t to say that franchising doesn’t require time and money, also. However, as a franchisee, you enjoy a number of advantages that a stand-alone, independent start-up does not. You begin with the accumulated experience, know-how, business practices and operating plan that come with a franchise.

As a franchisee, you enjoy name-brand recognition and a network of support provides an immediate and distinct competitive edge over the independent, stand-alone business. You can avoid that costly trial-and-error period that causes so many problems for start-up businesses. As a franchisee, you’ll “hit the ground running.”

Brainspring opportunity gives you the ready-made framework within which to build a successful business.

## Frequently Asked Questions

### *Do I need business experience to run a Brainspring franchise?*

Prior educational or business experience is helpful in running a **Brainspring Learning Center** franchise, but not necessary as we provide business and training aspects. As part of the franchise, we will provide a Center Director development training program designed for your Center Director to gain expertise in our mandatory instruction methods and services. The training is also designed to allow the Center Director to obtain the credentials required in order for the Center Director to train instructors, teachers, tutors and other individuals in our instruction methods and services.

### *Where should I locate my business?*

The ideal location for a **Brainspring Learning Center** is in a building that would be classified as mid-to-upscale real estate. The location should have the capability of a private tutoring room, and should be located within 200 miles of our corporate office in Bloomfield Hills, MI. Franchisees are required to have two to three weeks of initial training at one of our **Brainspring** locations.

***How is a Brainspring Learning Center franchise different from other business opportunities?***

The very heart of the **Brainspring** philosophy is valuing children as our most precious resource. The **Phonics First** concept offers systematic, structured sequential, cumulative and multisensory specialized tutoring services in a variety of subjects provided one-on-one with students. Brainspring opportunity requires a commitment to children and their learning experience and their future.

