



Huntington
LEARNING CENTER

Raising the Grade on Children's Tutoring Services

Education is perhaps the most powerful weapon for ensuring lifelong success and stability. Empowering children with lasting education is fundamental for building the foundation of our future generations. It is this philosophy that comprises the core mission of Huntington Learning Center (HLC) – a nationwide chain of 350 educational franchise centers offering K-12 tutoring as well as SAT, ACT and PSAT preparation assistance throughout 41 states. Apart from benefiting the student community, HLC also offers a tremendous business opportunity to franchisees that will help maximize their potential income by exploring the booming education industry.

Consisting of professionals from diverse backgrounds, such as education, sales, marketing and finance, the Huntington franchisee community is characterized by a strong entrepreneurial spirit and a strong determination to make a positive difference in the lives of children. Over the years, these franchisees have proved to be vital partners in establishing HLC as a forerunner in the educational franchise market.

The first Huntington Learning Center was established in

1977 by Dr. Raymond and Eileen Huntington – two people unsatisfied with the public education system and wanting to make a positive difference in the lives of students by providing them with individualized, diagnostic-based tutoring. These centers first operated on a regional basis in the Northeastern United States in the parent-pay market where parents would make direct payments to the centers.

It was only after 1985 that Huntington began to duplicate its first successes and started expanding its footprint by setting up franchised HLCs across the nation. Currently, it provides two separate franchises: Huntington Center Services (a retail-based franchise) and Huntington School Services, which is a home-based franchise launched in 2009 to tutor underprivileged students funded by the No Child Left Behind Act.

What makes HLC unique is its personalized learning program and diagnostic prescriptive approach whereby it co-ordinates with the efforts of the child's school through discussions with their classroom teachers and parents. This strategy ultimately enables the students to perform at a higher level with

the aid of personalized learning programs that are customized to address the particular needs of the child.

HLC also offers one of the most successful franchisee businesses to interested professionals by providing an easy-to-follow “Steps to Success” program. This Web-based open project management tool helps franchisees to quickly generate revenue – since parents make advance payments for results generated in the coming 6 months – but also saves franchise opening time by 4 to 6 weeks. Franchisees are offered a Franchisee Initial Training program for approximately two months, including a one-week in-person training program at HLC’s headquarters in New Jersey. This is followed by a Personalized Coaching Program, consisting of coaching, conference calls and Webinars. Other helpful tools include online training to the franchisee’s full- and part-time staff, national advertising, financial assistance and guaranteed support for one and a half years.

Factors such as a strong brand name, 24 years of franchise experience, 32 years of industry experience, strong financial health and a proven track record of franchising success makes HLC an ideal destination for franchisees. Ranked as one of the top providers of tutoring services in Los Angeles, Chicago and Louisville, Ky., Huntington Learning Centers can offer potential franchisees a bankable infrastructure and leadership that will help them realize their business goals while making a significant impact on the educational achievement of students in their communities. As a result



of its commendable services, HLC has been included in Entrepreneur Magazine’s Top 10 Kids Franchises list since 2007, and the annual Franchise 500 list since 1997.

Since 1988, the supplemental educational industry has witnessed a compounded annual growth rate of nearly 12 percent, reaching \$6 billion in revenue and still growing. With the growing dominance of the technology and service industry, it has become imperative for parents to provide supplemental education to their kids at a young age to enhance their competitive edge and meet the demands of rigorous academic standards. This, coupled with the increase in student enrollments in K-12 public and private schools by around 20 percent between 1985 and 2005 and an expected rise in the pool of school age children by an additional two million over the next 10 years, has resulted in a boom in the education and exam preparation industry.

Huntington Learning Centers seek to continue exploiting the full potential of this time tested business opportunity and take advantage of the shortage of organized players in this industry. Unlike other educational institutions that provide quick-fix solutions, Huntington will always remain committed to its original mission of empowering children with lasting education by providing students the best education possible. Because of its steadfast commitment to education and its franchisees, it will retain its position as a respected and established education brand and a pioneer in the franchise learning center arena. ■

Top 20 Children's Services and Education

★ See Profile

★ **Huntington Learning Center**

Children's educational services

800-653-8400 ● www.huntingtonfranchise.com ● \$43,000

★ **Kinderdance Int'l Inc.**

Children's movement/educational program

800-554-2334 ● www.kinderdance.com ● \$12,000

★ **Sylvan Learning Centers**

Supplemental education

800-284-8214 ● www.sylvanfranchise.com ● \$42,000

★ **Tutor Doctor**

Tutoring services

416-646-0364 ● www.tutordoctor.com ● \$39,700

Child Shield, U.S.A.

Child Safety Program

1-800-488-2445 ● <http://www.childsafetybiz.com> ● See Website

Club Z! In-Home Tutoring Services

In-home tutoring services

800-434-2582 ● www.clubztutoring.com ● \$24,500

College Nannies & Tutors

Nanny & tutoring services

952-476-0262 ● www.collegenannies.com ● \$25,000

Enopi-Daekyo America Inc.

Supplemental education

888-835-1212 ● www.enopi.com ● \$12,000

FasTrackKids Int'l Ltd.

Enrichment education for young children

303-224-0200 ● www.fastrackkids.com ● \$22,500

Kiddie Academy Child Care Learning Centers

Child-care learning center

410-515-6079 ● www.kiddieacademy.com ● \$60,000

KnowledgePoints Inc.

Tutoring

503-270-5100 ● www.knowledgepoints.com ● \$50,000

Kumon Math & Reading Centers

Supplemental education

866-633-0740 ● www.kumon.com ● \$1,000

LearningRx

Cognitive skills training

719-264-8808 ● www.learningrx-franchise.com ● \$19,500

The Mad Science Group

Science activities for children

800-586-5231 ● www.madscience.org ● \$10,000

Mathnasium Learning Centers

Math learning center

877-531-6284 ● www.mathnasium.com ● \$19,500

Oxford Learning Centers Inc.

Educational learning center

888-559-2212 ● www.oxfordlearning.com ● \$39,500

Primrose School Franchising Co.

Educational child-care facility

800-774-6767 ● www.primroseschools.com ● \$70,000

Thinkertots

Early childhood education & development program

718-740-1616 ● www.thinkertots.com ● \$25,000

Tutoring Club LLC

Individualized instruction for K-12 students

888-674-6425 ● www.tutoringclub.com ● \$34,500

Whizard Academy for Mathematics & English

Tutorial/enrichment programs in math & language arts

800-809-5555 ● www.whizardacademy.com ● \$38,000