



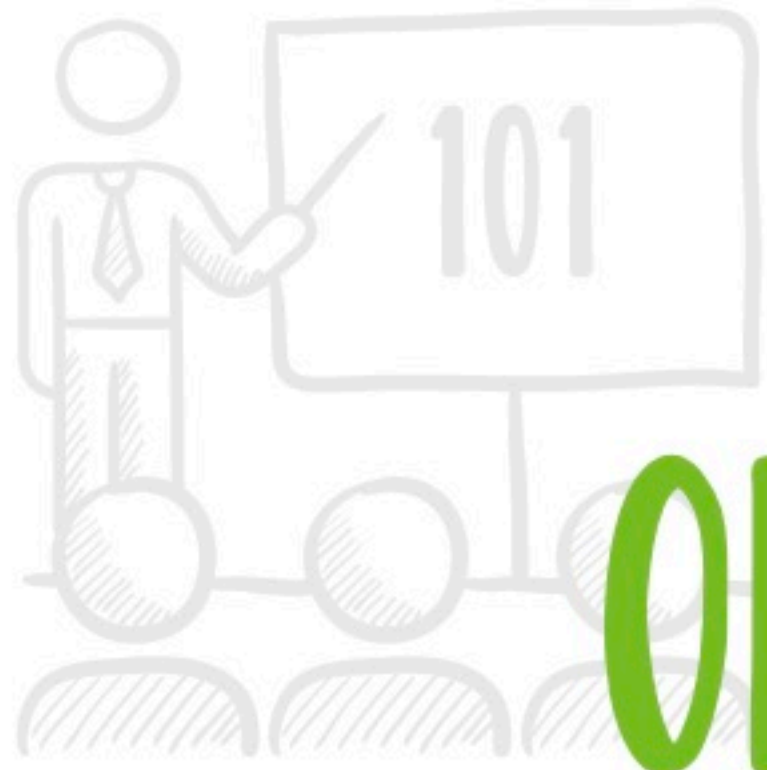
The #1 Education Franchise Opportunity

There Has Never Been a Better Time
to Open a Sylvan Learning!

33% of Sylvan's owners have
signed on since the start
of the pandemic!

And there is no sign of the demand for Sylvan slowing down. As families navigate education challenges tied to COVID-19, Sylvan is helping make a difference for students across the world!





Why Now is the Time to

OPEN A SYLVAN LEARNING



The Pandemic Powered the Demand for Supplemental Education

For the last three school years, children have had to adjust their idea of a "classroom" and how to learn. Adjusting to the unexpected and being able to pivot to the needs of students at a moment's notice has been key in Sylvan's business model. The company has been proactively partnering with schools to provide support for learning loss remediation and delivering high dosage tutoring to help students all year round.

There Are Ways To Fund a Sylvan Learning Franchise

Many of Sylvan's franchisees have applied for small business loans or partner with family, friends or colleagues who are interested in owning a business that truly makes a difference in the lives of children.

The Sylvan Learning Franchise Is Growing Faster Than Ever

The evidence is in the numbers: The franchise opened 23 brick-and-mortar locations across the U.S. and Canada and welcomed 55 new franchisees to the Sylvan family in 2021. There is always a program for every student at Sylvan, including enrichment programs or STEM opportunities for kids who want to get ahead. The goal is to reach any parent and any child regardless of their situation.

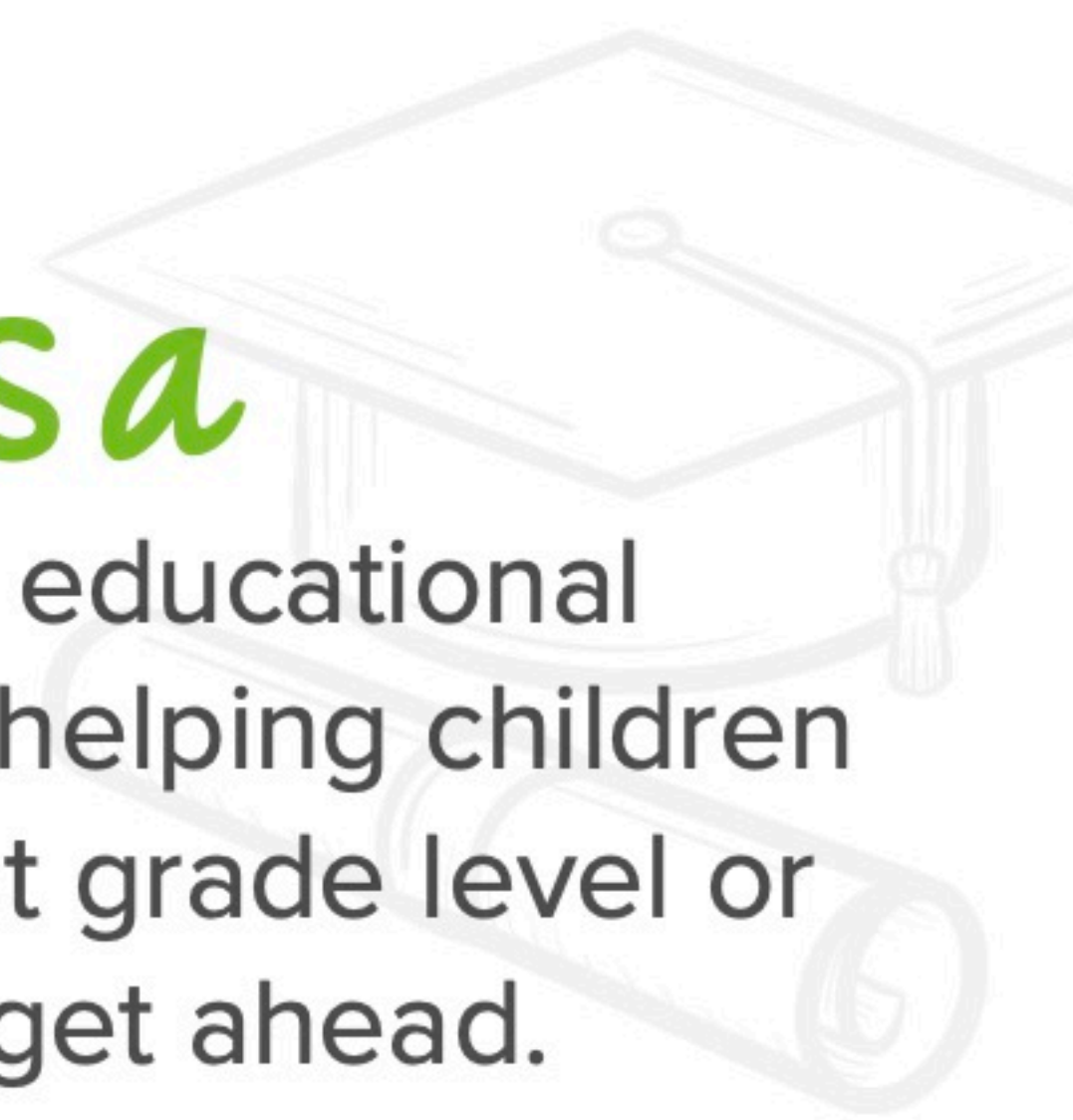
Education Is Always Changing

With the natural and necessary state of education changing constantly, students will need additional support. Sylvan Learning is always finding new, state-of-the-art ways to aid in the learning process. Sylvan is one of the largest private employers of certified K-12 teachers and guarantees the best in certified teachers and interactive technology, so every child feels fully engaged and gets the exact instruction they need.



Sylvan is a

one-stop educational solution, helping children behind, at grade level or trying to get ahead.



YOU GET A CHANCE TO SPEND YOUR TIME DOING SOMETHING YOU'RE PASSIONATE ABOUT.

You are able to create your own team as you build a business that's meaningful—while positively impacting the families across your territories.



William Harrison

Multi-unit Franchisee in Mississippi

"It's really all about seeing these kids, getting involved and seeing the smiles on their faces when they see their own improvement and know they're better at something than they were before,."

Sylvan TUTORING

- Math
- Reading
- Writing
- Study Skills
- Algebra Essentials
- Homework Help

Sylvan EDGE

- Math Edge
- Sylvan Edge Camps
- Science

Sylvan PREP

- ACT Test Prep
- SAT Test Prep
- Advanced Reading
- College Prep Writing
- State Test Prep

10 REASONS TO BECOME a Sylvan Franchisee

1

THERE IS
HUGE
DEMAND FOR
SUPPLEMENTAL
EDUCATION



2

We've Got You!

No education
experience required.

*We deliver unrivaled
training and support!*



3

You'll Get an
**EMOTIONAL
RETURN**
on investment

...like this!



...and like this!



...every day!

4

40+
YEARS
inspiring children
to succeed
IN SCHOOL & BEYOND!

5

**AMAZING
REACH!**

We're bigger
than you think!

Over 710
points of
presence and
5,000 school
relationships.

6

We're (much)
**More Than
Just Math!**

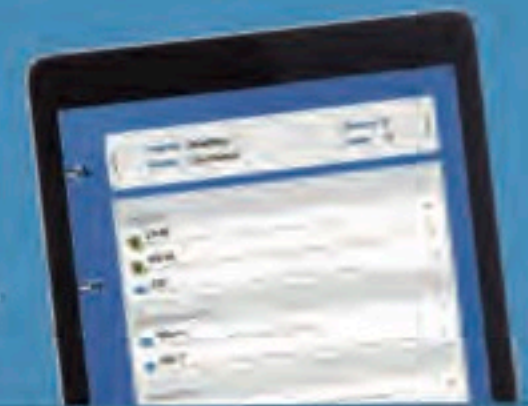
With Sylvan, you won't
be limited to just one
subject! Join the largest
branded provider of
**STEM services & college
prep courses.**



7

**LEADERS IN
EDUCATION TECHNOLOGY**

We have the
**most advanced
technology** of any
education franchise.



8

**PROVEN
RESULTS!**

Sylvan students can
see up to 3 times
more growth in
math and reading
(our method works!)



9

**Still
Leading
the Pack!**



We not only have the experience
with decades of success but also
are recognized as a leading
supplemental education
franchise opportunity.

10

\$843,462 AUV*

**Average unit volume
for top 25% of
territories by gross
revenue!**

*See the full Franchise Disclosure Document Item 19 for all financial reporting

How Sylvan Learning Is Creating an Attractive Alternative to Public School Teaching

The mother-daughter franchisee duo of Suzan and Katelyn O'Brien signed on to open a Sylvan Learning in Western Maryland in 2021. Katelyn taught for 12 years, including three years teaching third grade in a rural public school. Due to lack of funding, the school closed and Katelyn was transferred to a local middle school in an eighth grade science position, where she taught for nine years. Suzan also taught her entire career, including all grades K-5, in Pennsylvania, West Virginia and Maryland. When the two were forced to teach virtually due to the pandemic, the O'Briens decided they needed more flexibility in their careers.



Katelyn O'Brien

"We were lucky to have a great school system, but what frustrated me most about public teaching, especially virtually, was the lack of flexibility. We work very hard all day and outside of the school day I'm a single mother. I have an eight-year-old daughter."



Suzan O'Brien

"I taught second grade, and the parents were so utterly frustrated that the best our small county had to offer in terms of tutoring were retired teachers. I said to Katelyn, 'If you can come up with something better, I'll do it with you.' So she started doing her due diligence."

"There was a real need for Sylvan Learning in our community, a lot of parents were asking for these services because kids were falling behind. Sylvan has a lot of options and can meet them where they are — we don't have to teach a certain grade level; we're teaching to their ability level. We do a diagnostic assessment, which shows a child's strengths and deficits and provides a prescribed plan to the parents. My principal has already called me and said, 'I want you to bring Sylvan to our school.'"

- Katelyn O'Brien



“We’re honored that so many teachers are choosing Sylvan as their next career path.”

Sylvan’s personalized teaching model allows them to continue their mission to change the lives of students in their communities as they bring them the gift of education.”



John McAuliffe
Chief Executive Officer

How Sylvan Learning **SUPPORTS FIRST-TIME BUSINESS OWNERS**



While former educators and corporate employees alike may be nervous about starting a business for the first time, Sylvan Learning works hard to guide incoming owners through the onboarding process and makes sure they have everything they need to provide this valuable service to the communities they serve.

Over the past 40-plus years, Sylvan Learning has perfected its business model, providing hands-on support to its franchisees to set them up for long-term success and help them achieve their individual growth goals. The corporate team, composed of industry executives, longtime Sylvan employees and former franchisees, have created streamlined systems and processes and a robust pool of resources to help franchisees run their businesses, from technology to operations to marketing.

Now, as demand for Sylvan Learning’s services continues to grow exponentially as a result of the COVID-19 pandemic, CEO John McAuliffe says the brand is excited to leverage its proven business model and supportive infrastructure to give teachers more control over their destiny.

YOUR PATHWAY TO Becoming a Sylvan Franchisee



DAY
01

LET'S TALK ABOUT YOUR GOALS

Schedule a time to speak with our Brand Ambassadors to discuss your goals in business ownership.

On the call, you'll address your background and what drew you to Sylvan, what you're hoping to accomplish in your community, and how you'll make a difference for students every day you're open.

DAY
03

YOUR DUE DILIGENCE

Complete your due diligence with the support of a Franchise Development Brand Ambassador.

Review our Franchise Disclosure Document (FDD); be sure to check out our Item 19 where we share details about our franchisees' actual financial performance, with the highest opportunity in the industry!

Explore the brand through conversations with the Development team.

Read news about us on 1851Franchise.com/SylvanLearning.

DAY
14

PICK A TERRITORY

Connect with our Market Research Analyst to craft a personalized territory for you based on your sphere of influence, sophisticated demographic analytics - including median family income, student count, customer drive times - and other factors.

Review if there are potential resale opportunities nearby.

DAY
30

YOUR DUE DILIGENCE

Have a validation call after Discovery Day with current Sylvan franchisees, many who are board members of the Sylvan Franchise Owners Association (FOA). Hear about their experiences as a Sylvan franchisee to round out your own due diligence.

YOUR PATHWAY TO Becoming a Sylvan Franchisee



DAY
45

CREATE YOUR APPLICATION

Work with our Brand Ambassadors to submit your Franchisee Candidate Due Diligence and Interview packet, your plan of action outlining resources and first thoughts on how to develop your community with the Sylvan Learning brand.

DAY
60

APPLY TO BECOME A FRANCHISEE

Participate in a video interview with our Approval Committee: virtually meeting with the heads of the Franchisee Operations, Finance, and Legal departments to talk through your application and interest in becoming the newest Sylvan Learning franchisee.

DAY
75

SIGN THE FRANCHISE AGREEMENT

Complete the licensing paperwork and secure your exclusive territory.

You are a Sylvan Franchisee!

DAY
80

CONNECT WITH YOUR SUPPORT TEAM

Kick off your transition from Franchise Development to operations with a call with your Franchise Business Consultant (FBC), Local Store Marketing Specialist (LMS), and New Franchisee Liaison from the Sylvan Franchise Owners Association (FOA).

FBCs will walk you through your on-boarding process, guiding you through introductions to our Operations, Training and Support paths.

Use the Center Opening Tracker to pinpoint the best time to open your new center and take advantage of the next Customer Response Window.

DAY
90

TRAIN AT SYLVAN 101

Attend our hybrid Sylvan Franchisee Certification premiere training, a combination of virtual training events coupled with in-person training at Sylvan centers near our HQ. Sylvan Franchisee Certification is led by the seasoned members of the Sylvan Operations team, who have first hand Center experience and can teach you how to drive enrollments, revenue, and customer experience. You will also spend time focusing on executing your operational plan, devising a local marketing strategy and creating a sales culture.

MEET THE *Sylvan* Team

The Support You Need to Build a Successful Business

John McAuliffe
Chief Executive Officer



Susan Valverde
Chief Franchise Operations Officer



Jacob Jones
Chief Financial Officer



Amy Przywara
Chief Marketing Officer



Kate McComiskey
Vice President and General Counsel



Emily Levitt
Vice President of Education



Jeff Stephenson
Vice President – Franchise Development
469.900.5790
Jeff.Stephenson@sylvanlearning.com



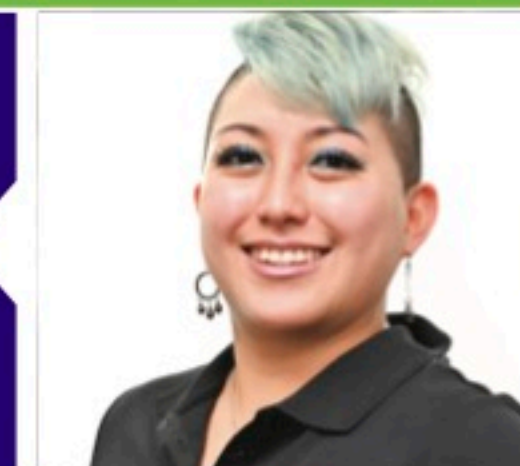
Kea Perkins
Sr. Director of Franchise Development
kea.perkins@sylvanlearning.com
808.372.4988



Courtney Wells
Franchise Development Director
410.843.2107
courtney.wells@sylvanlearning.com



Michelle Villarimo
Franchise Development Analyst
410.843.2626
michelle.villarimo@sylvanlearning.com



Matt Dees
Franchise Development Director
matthew.dees@sylvanlearning.com
214.562.5855



Schedule a call now!
410.843.8155

*This is not an offer to sell a franchise. This franchise is only offered by our delivery of a Franchise Disclosure Document in compliance with applicable law.