

Case Study:

Former Bay County Teachers Make a Difference in the Lives of Local Students



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Alison Parker and Lacey Frank met when they were both teaching second grade. With twenty-five years of teaching experience between them, they had seen it all.

Constantly changing state and national education mandates eventually led to a system they knew wasn't working.

Alison and Lacey both had aspirations to start their own businesses, so they began to research opportunities.

"We're very much alike and yet we balance each other out, playing off each other's strengths and where each of us falls short," Lacey says. "The trust established between us while teaching made preparing to become business owners less intimidating."

If you were in need of a tutor in Bay County Florida, pickings were slim. There were no tutoring businesses and parents had to search around to find one of the few teachers who offered extra lessons. Lacey and Alison recognized this need and decided to investigate franchise opportunities to fill the tutoring gap.

While it isn't necessary to have a background in education to own a tutoring franchise, Alison and Lacey knew this would work in their favor. They had both been active in the community for so long and knew many of the parents, so they felt confident that they were well suited to fill this niche.

It was their lack of familiarity with the business and financial aspect that caused some trepidation. That's when they found Tutor Doctor. With Tutor Doctor, all the processes were already in place and a custom system made the finances and business end easy. Their proven systems and processes were well established and Lacey and Alison received extensive training on every aspect of their new business. Being part of a franchise also meant that all their marketing materials were provided and they could rely on corporate branding to build trust.



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Alison and Lacey would receive help with every step as they established their new Tutor Doctor Franchise.

Finally, in January 2015, Alison and Lacey launched their Tutor Doctor franchise on a part-time basis while they continued to teach. Success was immediate and after just two months, they were earning enough money to retire from teaching and become full-time business owners.

They won the **Rookie of the Year Award** in their first year. This prestigious prize is awarded to a franchisee who makes a difference in the lives of the families they serve and makes at least \$50,000 in the first six months of business.

Within seven months, the dynamic duo was serving 60 families with 40 tutors, “We love being able to help students continue with their education, but also have the freedom that comes along with owning a business,” Lacey says. “We are able to be mothers to our children in everyday activities, such as dropping them off at school and attending field trips. These are things we missed out on in our first career.”

The mark of a Tutor Doctor Franchisee isn’t just making a profit, it’s a commitment to making a difference in the lives of the families in their communities. One of the things Alison likes best about her new career is that she can see the improvement in her students and knows the weight that is lifted from the families. “When we sit down at that kitchen table, we see the pain in these families’ eyes because there’s such a battle at home,” Alison says. “They’re tired of the battle.”

Helping students to overcome their obstacles and build their confidence while having the freedom of owning your own company is what makes being a Tutor Doctor Franchise owner so rewarding.

About Tutor Doctor

Tutor Doctor is the world’s fastest growing provider of one-to-one home-based tuition. The company was established in North America in 2000 and started its global franchise operation in 2003. It now has over 400 franchised territories in more than 14 countries and a network of 16,000 tutors. Operations in the UK began in 2009 and since then

the company has experienced growth of 50% year on year and now has 28 franchise owners in the UK. Out of all the territories globally, the UK has shown the fastest growth in like for like sales.

For further information about Tutor Doctor franchise opportunities, please visit tutordocoropportunity.com

