

Home Tutoring Business Offers An Alternative To The Traditional Franchise

Laurie Hurley, President and Founder of Home Tutoring Business is a tutor broker and has been in over 1,000 homes in the past four years, making the perfect match for hundreds of children in need of one-on-one tutoring. Fulfilling a much-needed niche in the educational industry, Laurie has established herself as the one to call when a parent needs help.

She left her high-powered and high-stressed hotel career eight years ago to devote more time to her family. Guilt set in every morning when she dropped her infant off at daycare.

Laurie bought a tutoring franchise but was unhappy with the royalties and fees she had to pay to the franchisor every month. "I did all of my own marketing, created my own radio commercials and was basically running my business alone. After three years, I sold the business."

Four years ago, Bright Apple Tutoring Service, Inc. (www.brightappletutoring.com) was created, serving a large area in Southern California.

Laurie's role as President and Founder is to locate exceptional tutors and educators, advertise her in-home tutoring service, meet every family personally in their home and match the two together. Laurie takes care of everything from interviewing and checking references for each tutor to being sure the client is accommodated during the time frame that is most convenient for them. Whether it's pre-school or pre-calculus, Laurie will find the right person for the assignment, usually within 48 hours. It's a win-win situation for the tutors and parents, but most importantly, the students are benefiting from a hand-picked professional to help them improve, get ahead or just have some support with their schooling—all in the privacy of their home.



Laurie Hurley is a home-based mom and entrepreneur offering a comprehensive business package that proves the guidance and mentoring you need to easily start your own tutorial referral business.

Laurie began her tutor referral business from a spare bedroom in her home and was a one-woman show. She is still home-based so she can be there when her children leave and come home from school.

Laurie realized she was onto something. "I was getting calls from people all over the country that saw my website and asked how they could do what I do in their community." That was when she decided to document her success. She wrote a comprehensive business manual, contracted with her web designer to provide a personalized website for buyers, asked her programmer/husband to create a Customized Accounting Software program and assembled ad copy for print and online advertising. Each package provides on-going consulting and support hours.

Home Tutoring Business launched on September 15, 2005 and business took off.

"Many of my buyers are people like me; past executives looking for a way out of the 60-hour work week and high stress and pressure of a corporate job. They want to work from home and still have an exciting and rewarding career."

Laurie's personal involvement with every buyer is something she enjoys the most.

"Helping others become successful



entrepreneurs is extremely satisfying for me. I feel a bit like I am back in my business suit again, but instead I am in my jeans in the comfort of my home office."

"So many people advised me to just franchise my business. I really was against going that route. I wanted to be an independent agent offering a tried and true business plan coupled with all the ingredients one needs to begin their own company." Home Tutoring Business packages are a fraction of the cost of a franchise. They range between \$1995-\$5995.

"I am thrilled to be selling a package that allows me to mentor other entrepreneurs. I will be fifty years old this fall and I feel like I am just starting to reap the benefits of my twenty years of experience in Corporate America. My long-term goals are to be the number one non-franchise package in the educational services market. I work from my home so I can stay involved with my children who are now eleven and eight. My phone is constantly ringing and I multi-task on a daily basis—but I wouldn't have it any other way."

For more information on Home Tutoring Business, or to purchase a package visit www.hometutoringbusiness.com or call 1.888.847.0033.