

# Home Tutoring Business

## Tutoring without territories

Sometimes the best ideas are accidental. Just ask Laurie Hurley, owner of Bright Apple Tutoring Service, a personal tutor referral service, and Home Tutoring Business, a home-based tutoring opportunity sparked by Hurley's own success with Bright Apple.

"My business started when one of the parents of a student we were tutoring called and asked me to speak to her adult daughter who lived in Maryland about how I started my in-home tutoring business," she recalls. "I did so as a favor to her, and discovered that I could document my business plan, include all of the ingredients one would need to begin a tutor referral business and sell it online."

Home Tutoring Business launched in early September 2005. To date the company has sold more than 100 business packages throughout the United States and Canada. The HTB business owner acts as a "matchmaker" or broker, matching qualified teachers, tutors and educators with students in need of private one-on-one tutoring.



*"Owning a private tutoring service gives the buyer the freedom to work from home, make a potential six-figure income and tap into a niche that is in high demand" - Laurie Hurley*

Because the tutors are independent contractors who split the tutoring fee with the business owner, overhead is very low and profits can be huge, depending on how many tutoring hours the business bills in a week. Some HTB owners are also teachers who decide to tutor as well as manage the business.

"Anyone who enjoys interacting with people and making a difference in the life of a child is a perfect candidate for this kind of business," Hurley says. "I do not have a degree in education and it certainly is not necessary. The most successful people I have worked with are individuals who realize they will need to work hard to establish themselves and spread the word

about their new company. But we give the buyer many tools for doing just that. Anyone who is passionate about matching tutors with students and is willing to put in the time to develop their business is well-suited for being an HTB owner." The only requirements? A computer and Internet access. "Because of the nature of what we do, it simply won't work without them," says Hurley.

Before launching her tutoring business, Hurley worked for more than 20 years in the corporate world. She left her job as a hotel manager to spend more time with her newborn daughter and have more control of her life. One step toward taking control during this period was buying an in-home tutoring franchise, which she owned for three years before selling it and moving from Massachusetts to California.

Eventually the aforementioned call to Maryland took place and sparked the idea to package her business – and Home Tutoring Business was born. "I thought surely there were people like me who did not want to

be a franchise owner and wanted to own and operate independently but did not know how to begin," she says. "Since I had already started my own business and had been in the tutoring industry for seven years at that point, I knew my expertise would be valuable to other entrepreneurs."

HTB packages are less than \$3,000 and offer ongoing support after the sale. "We are an excellent alternative to a franchise because the owner does not share their income with HTB," Hurley says. "We provide a detailed blueprint on how to open a new business, but the buyer has the freedom to add their own personal touch. Our business manual gives advice on everything from choosing a company name to what to say to a parent



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who is looking for an in-home tutor." Another benefit, she notes, is that working from home means you don't have to rent office space. Buying an HTB package gives people the opportunity to follow a proven business model without being limited by territories or tied into a franchise contract, she says.

HTB is a complete business opportunity without the royalty fees, territory limits or structure of a franchise for a fraction of the cost of a franchise, Hurley explains. She provides a complete optimized Web site, marketing materials, promotional materials, accounting software, The Home Tutoring Business manual, forms and contracts, referrals to vendors for preferred rates, ongoing support and more. "When my HTB clients call with questions or advice, they talk to me, not an operator or call center," she adds.

And in today's uncertain economic climate, supplemental education provides independent-minded entrepreneurs with a proven opportunity that can help them through tough times.

"Parents are still looking for tutors to help their children succeed in school," Hurley says. "Owning a private tutoring service gives the buyer the freedom to work from home, make a potential six-figure income and tap into a niche that is in high demand in most cities, big and small, in this country and Canada."