

**C2 EDUCATE – ASHBURN, VA**

C2 Education is an established and successful learning and education center for all types of students. It is similar to a Sylvan and Huntingdon but it is much better. The first center was open in 2000 by two Harvard graduates and it is now a national franchise with over 121 locations. They offer subject tutoring, and tutoring for standardized achievement tests (like the PSAT, SAT, and ACT). It is currently the third largest provider of SAT preparation programs after Kaplan and Princeton Review. It is presently the fastest growing business of its type in the country. A teaching resume is not necessary; a strong passion to help kids achieve their full academic capabilities is all that is required. Unlike many other small businesses that you could purchase, this one operates without any physical product to sell or inventory to maintain. The “product” itself is a proven tested training system to help improve all aspects of student learning to include math, writing, verbal communication, and many other skills. One of the most attractive features of this business is that it requires just a few students and new enrollments a week to “break even” each month.

Additionally, this is a great opportunity for someone looking to own their own business but wanting to maintain a balance so as to have good quality of life. This business is closed Friday’s and Sundays and many owners take off on Saturdays, allowing for a 3-day weekend every week you want it. The staff of tutors is mostly adults or very responsible college students that can open and close the center on their own, which would not require the owner to be at the center during all operating hours. For additional income, some owners (that qualify) teach some of the classes themselves which adds to the sellers discretionary earnings potential.

A C2 franchise cost currently ranges from \$225,000 - \$275,000. A new owner/operator can purchase this particular territory for less than half of a start-up franchise. This franchise also has the benefit of over \$250,000 of goodwill established in the community. This operation should be considered like a “new franchise.” We would recommend making announcements to the community that include “under new ownership,” “grand re-opening,” and so on. We suggest promotional offers, special discounts, etc. to “re-jump start” the business in the community. President Obama is continuing the “No Child Left Behind” program and is offering grant money to help schools that are falling behind in academic standards. This could prove to be a major new profit center for a C2 franchise. (The C2 Education franchise in Greenbelt, MD has already taken full advantage of this opportunity and could provide some insight and suggestions.) C2 is an approved “No Child Left Behind” Provider in WA, IL, TX, FL, GA, VA, MD, PA, and NJ.

This is an opportunity to make an impact on the future, by contributing to the academic success of your community. As a licensee of C2 Education, you will find your time can be both personally and financially rewarding.. C2 takes its commitment with the franchisee seriously, and provides its licensees with the appropriate support necessary to succeed. They have a track record for getting results and the continuous growth of the supplemental educational industry

make the investment in a C2 business venture extremely attractive. The great potential that is possible in a C2 business opportunity continues to attract the most discerning investors.

**NEW LOCATION:** This particular operation is new. It opened in July 2008. It is the second operation for the owner. However, due to a family illness, it is not able to be opened full-time as was its original plan. A full-time operator is what this center needs to reach its full sales potential. It is located in one of the company's best demographic area profiles for best business sales potential. The current owner is selling the business at an opening cost for a start-up franchise. This is truly a turnkey operation. This operation has a long-term lease available for a long-term successful career.