



FRANCHISE OPPORTUNITY

www.learningrx-franchise.com

You have gained valuable skills in your professional life, and now it's time for a change.

When you choose to open a LearningRx Brain Training Center, you begin a rewarding adventure:

- 1 Empower Your Community:** Introduce a groundbreaking program that transforms the cognitive abilities of children and adults in your community.
- 2 Realize Your Entrepreneurial Dream:** Establish and manage your own LearningRx location, bringing this innovative concept to life.
- 3 Flexibility at Your Fingertips:** Enjoy the freedom to create a work schedule that aligns with your personal and professional goals.
- 4 Leverage Your Unique Expertise:** Utilize your skills and experience to drive the center's success and growth.
- 5 Craft a Lasting Legacy:** Contribute to improved student success and confidence through personalized brain training, impacting not only your students, but also their families and communities.



LearningRx Brain Training Centers

LearningRx is your neighborhood brain training center that turns “I can’t’s” into “I cans” by targeting the cause of learning and performance weaknesses. In fact, most of the time when a student is struggling in school, weak cognitive skills (or brain skills) are to blame. The good news is that these skills can be targeted and trained. With more than 35 years of research, 13+ peer-reviewed studies, and thousands of 5-star reviews, LearningRx programs are the real deal.

7,600,000+
brain training
sessions
completed
(and counting!)

The LearningRx Franchise is an excellent business opportunity in high demand.

With a competitive initial investment, our franchisees have the opportunity to take advantage of a fast-growing industry.

SCHOOL-AGED CHILDREN

The statistics are alarming. According to the National Center for Learning Disabilities, 1 in 5 children in the U.S. have learning and attention issues. **1 in 5.** Learning and attention issues are brain-based difficulties in:

- Reading
- Writing
- Math
- Organization
- Attention/Focus
- Listening Comprehension

...or a combination of these.

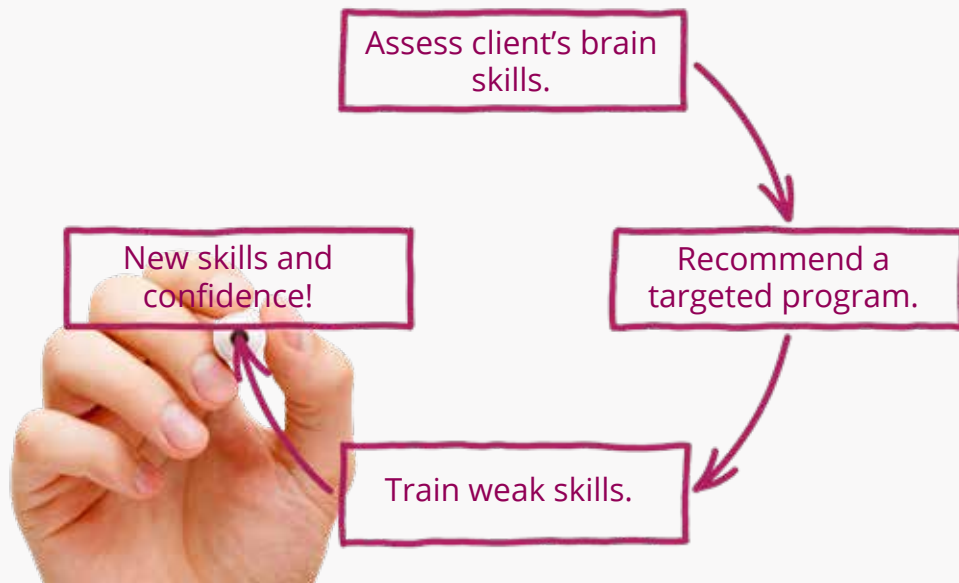
Learning and attention issues are *not* the result of low intelligence, poor vision or hearing, or laziness. That is where the power of LearningRx one-on-one brain training comes in: to turn weaknesses into strengths, making learning easier and faster while increasing confidence.

ADULTS

Symptoms of learning and attention issues may change over time, but age will not make these issues go away. In addition to life-long struggles, adults may face symptoms related to a traumatic brain injury or cognitive decline. LearningRx brain training programs have helped thousands of adults think faster, focus easier, and perform better.



Our One-On-One Approach



For almost two decades, LearningRx has transformed the way students think, learn, and perform. Dr. Ken Gibson, founder of LearningRx, spent more than 35 years developing and refining our groundbreaking approach based on scientific research and with the feedback of educational professionals, psychologists, speech therapists, vision therapists, and neuroscientists.

HERE'S HOW IT WORKS:

LearningRx partners each client with a personal trainer for intense mental workouts. Our procedures train all major cognitive skills, including working memory, attention, executive function, processing speed, logic & reasoning, and visual & auditory processing.

Brain training must be:

- **One-on-one.** Teaming with an experienced trainer provides accountability, motivation, fun and—ultimately—life changing results.
- **Trained,** like learning to play tennis or the piano.
- **Intense,** requiring concentrated repetitions in order to train skills quickly.
- **Targeted,** in order to address specific weak cognitive skills.
- Done in a **sequence** allowing the trainer to continually challenge the client incrementally and keep them engaged in the training.
- Progressively **loaded.** Loading incorporates multitasking and is a fast-track way to take a new skill and make it a more automatic skill.
- **Reinforced.** Instant, effective reinforcement and adjustments keep training focused and intense.

The LearningRx Difference



PRODUCT

LearningRx brain training is very different from tutoring. And it's more fun! We don't re-teach information. We improve a student's ability to process information and improve their ability learn it in the first place. Students meet in-center (or virtually at home) with their one-on-one brain trainer. LearningRx client results stand out against any other education-based franchise. Learn more about our research and results at www.learningrx.com/results.

FRANCHISEE SATISFACTION

We've won the Franchise Business Review Top Franchises Award for franchisee satisfaction in 2017, 2019, 2021, 2022, and 2024 (not to mention our numerous other awards over the years). We take supporting our franchisees seriously to help them be successful every day.

OPPORTUNITY

1 in 5 children have learning and attention issues (that's 15 million children), and only a small subset of those children receive specialized instruction or accommodations. Parents are looking for additional support and better results. That's where we come in.

According to Forbes Magazine, brain training is expected to be the next trillion dollar industry. LearningRx Brain Training Centers combine a unique & needed product with proven systems, training & support, a profitable business model, and a competitive initial investment; it's a formula for success.



"Having a purpose motivates your life. It gets you up in the morning and keeps you determined when others quit. A purpose will fill your days with passion and meaning."

—Kim Hanson, LearningRx CEO

The Successful LearningRx Franchisee

LearningRx franchisees have come from a variety of backgrounds and professions. While not every one of our franchisees has their sights set on being a Top Performer (defined by monthly charges and collections), every business owner wants to achieve their own personal level of success by making a difference, providing for their family, and finding career fulfillment.

Our most successful franchisees have the skills needed to consistently plan, market & network in their communities, confidently recommend our programs, manage their finances & staff, and deliver excellent customer service.

Over the past number of years, we have asked our franchisees to take personality profiles to identify common characteristics that have led to their success. Here is a list of the most common characteristics:

- Enjoys working with people
- Persistent
- Collaborative
- Assertive
- Sales and networking mindset (community involvement)
- Enjoys competition and winning
- Outgoing
- Confident
- Risk-taker
- Creates and implements detailed business and marketing plans

The #1 reason our franchisees chose LearningRx was to bring our life-changing programs to their communities.





Initial Investment & Fees

We estimate that a new LearningRx franchisee will invest around \$223,000 into their location. Your investment depends on the local real estate, payroll trends, and/or marketing costs in your area. This total investment amount includes all of your initial franchise & training fees, first few months of marketing, estimated startup costs, plus \$60,000 in additional funds.

After your Qualification Call, we will send you our Franchise Disclosure Document with more details on initial and ongoing costs to help you make an informed decision about LearningRx.

Some franchisees self-finance their business and others apply for a small business loan.

We will look at your finances with you and help guide you towards resources as you consider your business financing options.

Request consideration: Visit www.learningrx-franchise.com or email sales@learningrx.com to schedule your first call and get answers to your initial questions.

Cash Up Front:	\$58,000* – \$85,000
Franchise Fee:	\$30,000* – \$45,000
Estimated Total Investment:	\$153K* – \$223K
Royalty:	7 – 8%

**Locations with fewer than 100,000 population*

Franchisee Earnings

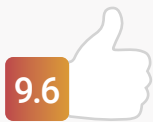
Starting your own business is a balance of investment and opportunity. During your franchise award process, you will review the LearningRx Franchise Disclosure Document (FDD) with our team and receive a copy for your thorough review. A full Item 19 (Earning's Claim) is included with expanded details on how LearningRx centers performed during the most recent fiscal year.

Below you will find center performance numbers to show earnings opportunity.

	Top 25%	Mid-Top 25%	Mid-Bottom 25%
Median Sales	\$616,399	\$406,739	\$265,911
High Sales	\$1,216,493	\$470,125	\$345,383
Median Monthly Marketing Investment	\$4,418	\$3,213	\$1,697
Average Student Program Fee	\$10,715	\$9,039	\$9,891
Median Net Operating Income	\$26,180	\$51,553	\$33,512
High Net Operating Income	\$329,422	\$184,210	\$62,216
*Median Adjusted Net Income (40% payroll)	\$70,173	\$47,637	\$26,799
*High Adjusted Net Income (40% payroll)	\$135,066	\$129,267	\$91,058
*Median Adjusted Net Income (40% payroll)	12%	12%	13%
*High Adjusted Net Income (40% payroll)	21%	37%	31%
Administrative pay as 20% of median sales	\$123,280	\$81,348	\$53,182
Example director's salary (from admin pay):	\$73,968	\$52,876	\$39,887
Median Potential Franchisee Earnings	\$144,141	\$100,513	\$66,685
High Potential Franchisee Earnings	\$209,034	\$182,143	\$130,945

*The LearningRx business model allows for total center payroll of 40% as a percentage annual revenue, half of which (20%) is allocated to administrative (directors) pay. The majority of franchisees are the center director. Franchisees may not follow the model and either pay themselves the director's salary and/or take an owner's draw from profit. We adjusted all centers' payroll to 40% allowing an "apples to apples" view, so you see what profit would be after expensing a director's salary and if every franchisee followed the 40% payroll expense model.

What Our Clients Have to Say



We survey 95% of LearningRx graduates. On a scale of 1 to 10, they give us a 9.6 on how likely they would be to recommend us to a friend or family member! **Brain training is life-changing.**

"We are raving fans of LearningRx! We had exhausted options from our son's school, specialists, and other learning facilities. **No tests provided any insight as to why our otherwise high-academic son was having trouble reading. As parents, we were sad and frustrated. We went to LearningRx for an evaluation, and their test results shined a bright light on a previously hidden issue - our son had terrible memory!** The skills he has learned during the program will last him through his K-12 experience and into college. We are so thankful to have a confident reader who is eager to continue learning!"

— L M.

"This program was life changing for my son and our family. **He's more confident, his grades have improved dramatically, he now comprehends what he reads, and he is learning now!** We no longer butt heads every night to get homework done, in fact, he independently does his own homework and now almost never needs help and he does it in less than half the time he used to. If your child is struggling with learning and behavior, you NEED LearningRx! Worth the investment of both time and money! Best thing we did for our son!"

— Heather Keith K.

"My daughter started in the summer before her 4th grade year. She struggled with reading, writing, retaining information, and being confident with her skills since she started school. When she went back to school in the fall, she had the same teacher as the year before because they were looping. **Within the first week of school her teacher commented on how tasks that used to take her 30–40 minutes she was now doing in 15–20 minutes like the rest of the class.** Her confidence has been boosted and her skills have improved. Being a teacher, we tried everything. LearningRx gave her something I wasn't trained to do in the classroom. Our schedule is extremely busy during the school year, but they were great about adjusting training so we could continue to train and get to practices. My daughter's report card for the first part of the school year had significantly improved from the year previously. I would definitely recommend LearningRx to anyone wanting to help their child be successful in their future."

— Jennifer S. Fisher on Facebook

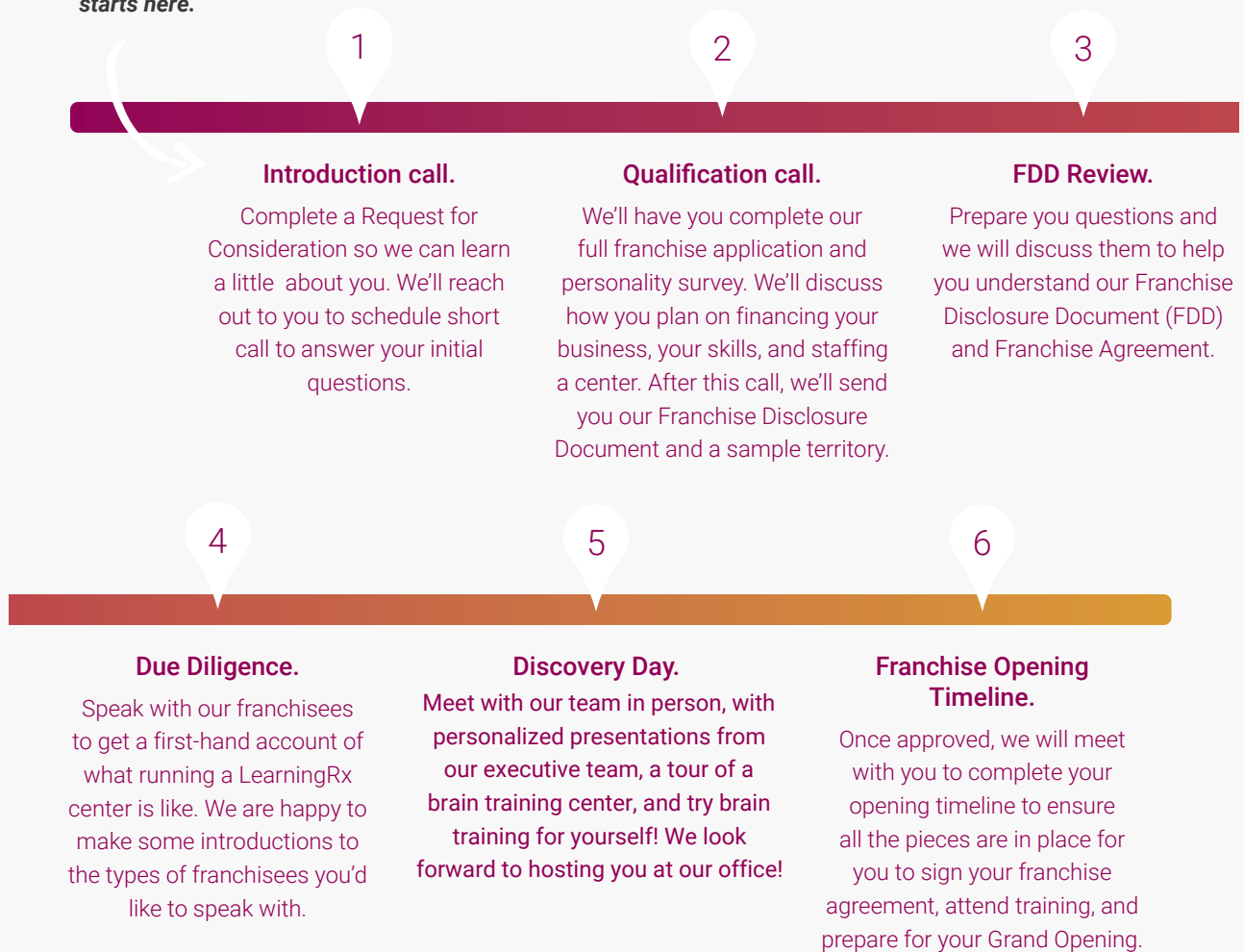
Check out thousands of client reviews at www.learningrx.com/reviews

Franchise Road Map

Take the first step towards working for yourself, making your own schedule, and changing lives for a living, today!

Learn more at www.learningrx-franchise.com.
Contact us at 719-955-6708 or sales@learningrx.com.

Your road to becoming a LearningRx franchisee **starts here.**



To schedule a no-obligation franchise consultation, call **719-955-6708** or email sales@learningrx.com to get started.



LearningRx Grand Opening with LearningRx CEO, Kim Hanson

Change Lives for a Living

“What I hear most from my families is the increase in confidence they see in their students that come into our center. Usually when a student comes to our center, they are defeated, and when they leave, they walk with their head high, they’re smiling, they’re confident, and they’re ready to take on the world. They’re able to read, and learn, and be independent! **I love the bond I get to make with my clients.**”

Sandy, *LearningRx Franchisee*



“I love being my own boss. I love marketing, so networking and all of that is fun for me. But it really does come down to the changes that you see in the families that you work with.

I’ve now been doing this for ten years, and in the centers that I own, we’ve probably trained 1500-2000 students. I just had a family with a son that they didn’t think would graduate high school. He just graduated from the University of Minnesota with an architecture degree! That would not have happened had he not found us. That’s pretty significant.”

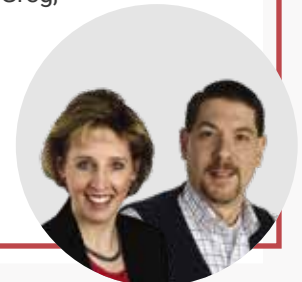
Rich, *LearningRx Franchisee*



“LearningRx provides a unique opportunity for those wanting to be in business for themselves and who want to be part of a much needed solution. I feel strongly that LearningRx is redefining and people think about and define learning struggles. For Greg and I, **it was really important that we made a business choice that meant something to us, and that we could feel very positive and strong about.**

We didn’t hesitate when the opportunity presented itself. We didn’t even look at other franchises. It was really a no-brainer (no pun intended!).”

Jennifer and Greg,
LearningRx Franchisees



Learning Rx[®]
One-on-One Brain Training Centers

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