

NHHSA Franchise Group, LLC



INVESTOR'S PACKET

An Investment in Your Community & Your Future

MISSION STATEMENT

NHHSA (New Horizons Home School & Academy) endeavors to empower those who wish to pursue homeschooling as an avenue to academic, intellectual, and personal achievement. We work to serve families who, disillusioned or unsatisfied with the options available to them under the current system, choose the home-based and family-centered alternative.

AUDENTES FORTUNA LUVAT.
FORTUNE FAVORS THE BOLD.

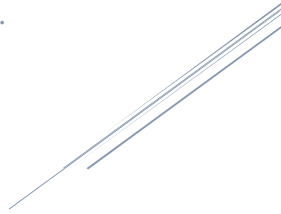


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INTRODUCTION

Thank you for your interest in an NHHSA Franchise enterprise. If you are an entrepreneur seeking an opportunity to join a team of innovative thinkers in the fastest-growing field of education today, we want to partner with you.

Ours is a successful model suited to the needs of families in your community or across the globe seeking an alternative to the class-centered schooling methods of public and private schools. We are not just another homeschooling service provider. Our expertise, our structure, our methodology, and our service stand out over all others. And our unique brand of hybrid, remote, or study in small-campus settings sets us apart from the pack.

We are committed to change and student-centered education. If you are, too, we invite you to study this Investor's Package with care. If our ideals match your goals, we sincerely look forward to opening a more direct dialogue with you to get you started with your own profitable NHHSA Franchise.

OUR BUSINESS MODEL

What is NHHSA?

NHHSA, New Horizons Home School & Academy, was established in 1995. The model is the brainchild of our founder, who envisioned a safe home or home-like environment for educating her children in the early 1990s. In the ensuing years, demand from like-minded friends and family resulted in the founding of the first school.

The cornerstone of our success is our dedication to the principles upon which NHHSA was founded:

- Customized curriculum that is ability-based addresses the individual strengths and weaknesses of each student and keeps the learning journey exciting
- Student-paced study
- Personalized attention
- Small, safe campus settings with a focus on academics
- Flexibility and reasonable study schedules
- Remote and hybrid programs that do not require students to be logged online for hours on end (this is part of our flexibility)
- Sound Admission requirements

The fact is that most online schooling is supplemental at best and rigid or inflexible at worst. Not so with NHHSA. Our richly rewarding study programs curate all the subjects the state requires of students for grade-level completion. We enroll students in grades PreK through 12th and also offer a special Adult Grad program for students 18 to 21 years of age.

Our brick-and-mortar locations distinguish us from mere, less personalized service providers. Parents love having a facility where their children can receive assistance on an as-needed basis or attend daily; where they grow to establish personal relationships with personnel, educators, and other families because our retention rate of all of these is so high.

This isn't just nice. It's HUGE. Parents see stability and continuity.

Advantages of the NHHSA Model

- NHHSA parents don't need to figure out lesson plans that accord with state requirements. Our curriculum addresses all core subjects (English, Mathematics, Science, and Social Studies) and all supplementary subjects (Reading, Spelling, Vocabulary, Research, Electives).
- NHHSA extensively uses Project-Based Learning (PBL) models for subjects that do not normally engage students in the traditional read-a-book-and-answer questions template. PBL content is rich and engaging.
- NHHSA provides all books associated with lesson plans.
- Live online classes are included optionally and are not required. They are intended to provide supplemental support and improve engagement.
- NHHSA manages all the administration: we grade; we provide progress reports; and we maintain transcripts.
- NHHSA provides tutoring either in a group setting or one-on-one (at an additional cost)
- NHHSA's support of homeschooling parents is unwavering and second to none.
- NHHSA acknowledges that parents are their children's first educators. With us, parents have a voice, and we are easy to find and easy to reach. NHHSA is responsive, responsible to, and respectful of parents.

Low Overhead Compared with Other Businesses

The NHHSA business model is designed for maximum profitability:

- You can start with 1200 sf, and we don't want you to be any larger than 5000 sf without our approval.

- We are not generally found in retail spaces. Although you can select a retail location if you're inclined, NHHSA locations are more often office or flex space tastefully decorated to feel like a study space at home. Both are money-saving.
- All but one of your employees are part-time staff – a huge cost-savings.
- Hours of operation you can live with. Our offices are open from 7:30 a.m. to 3 p.m. Our classrooms are open from 8:30 a.m. to 2 p.m.
- You don't have to create any curricula or lesson plans. We provide it.
- Depending on your location, profitability can begin with as little as 30 students.

THE NHHSA FRANCHISE

Far from being a tutoring service like Sylvan®, Kumon®, or Mathnasium®. We are not an afterschool program. NHHSA is a complete, comprehensive, and overarching elementary and secondary schooling program. With almost 30 years of profitable experience, ours is a winning system. We are very good at what we do.

The typical NHHSA Franchise area is awarded by zip code, determined by a minimum of 80,000 population and a maximum of 100,00 population as of the most recent census, but you are permitted to draw students from anywhere in your city, state, or the world (students must be English speaking).

The breakdown of NHHSA Franchises zones follows:

- **Area:** Zip code based as noted above. \$40k per area.
- **Territory:** City-based and up to 2.5 million inhabitants. \$500K and the ability to set and sell franchise zones in your territory, receive payment in full for them,

and receive a portion of other fees, including royalties. (Approval of new franchises required.)

- **Regional:** State(s)-based and up to 10 million inhabitants. \$750K and the ability to set and sell franchise territory or areas in your region, receive payment in full for them, and receive a portion of other fees, including royalties. (Approval of new franchises required.)

Your resources, business history, and the length and breadth of your entrepreneurial spirit are the main determinants of your selection. The approval process after application averages two weeks.

What You Get for Your Initial Franchise Fee

This is what you get:

- Area, Territory, or Regional exclusivity for 20 years. Your area cannot be infringed upon with another physical NHHSA location.
- Authorization to set up additional franchises within your area.
- Authorization to **sell** franchises in your territory or region. *Rules apply.*
- Authorized use of NHHSA trademarks and service marks.
- Use of NHHSA intellectual property.
- Start-up manual, operations manuals, staff manuals and student handbooks, and ongoing support that is a telephone call away.
- Ongoing training and training updates after initial training.
- Annual franchise holder meeting and training for franchise holders (location determined by NHHSA Franchise Group HQ).
- NHHSA-approved student curricula on an as-needed (usually monthly) basis. No need for you to create curricula, lesson plans, or remedial programs.
- NHHSA-exclusive Project-Based-Learning curricula monthly.
- Maintenance of all student transcripts.

- Access to NHHSA digital books and study guides.
- Website

The purity of NHHSA programs of study rests on our Research and Development Dept., which is singularly dedicated to preserving up-to-date curated curricula in accordance with NHHSA standards.

WHERE TO START

The Franchise Application

To move forward, your first step is to complete the NHHSA Franchise Application included with this package. Along with the application, you must provide a 10% deposit on the cost of your franchise zone selection. Once both are submitted, we will forward you the NHHSA Franchise Disclosure Document (FDD). Federal law requires us to give you up to 14 days to review our FDD. In the meantime, we review your Application and consider your interest.

The FDD contains what you need to know about the risks and benefits of owning an NHHSA Franchise. It also permits you to review the NHHSA Franchise Agreement – the legally binding contract delineating our agreements.

Should we disapprove your Application, you will receive your deposit back in full. Should you decide not to proceed with a franchise contract, we will retain \$2,000 of your deposit.

All factors involved being mutually agreeable, we will jointly sign the contract, and you will officially have joined our franchise team!

IN CLOSING

Thank you again for your interest. Please call us with any questions that develop in your review of this Investor's Package. We're here to help.

Lastly, we want to extend an open invitation to you and yours to tour our flagship school in El Paso, Texas, if you wish to spend some time seeing us in action. We are available to meet with you on a by-appointment basis.

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