**LTP Start-Up: Realistic Breakdown for Becoming a Red Cross Licensed Training Provider**

**1. Instructor Certification**

* You **must be certified** as a Red Cross Instructor (LGI, FA/CPR/AED, BLS, etc.)
* If not yet certified, take a Red Cross Instructor course
* **Cost:** $300–$450
* 👉 Tip: Start by working under an existing LTP to gain experience and save on startup costs

**2. LLC Formation**

* File your business as an LLC for liability protection and legitimacy
* **Cost (CT):** ~$120 to file + $80 annually
* Optional: Use ZenBusiness or similar services to help with filing ($199–$349/year)

**3. Insurance**

* General and professional liability insurance required
* Recommended coverage: $1M–$2M
* Providers: Next Insurance, ACT, Philadelphia Insurance
* **Cost:** $500–$1,000/year depending on student volume and coverage

**4. Supplies (Realistic Minimum to Operate)**

You’ll need enough equipment for at least **6 participants** at a time:

| **Item** | **Qty** | **Est. Cost** |
| --- | --- | --- |
| Adult CPR Manikins | 6 | $900 |
| Infant CPR Manikins | 6 | $900 |
| AED Trainers | 6 | $600 |
| Adult BVMs | 6 | $270 |
| Infant BVMs | 6 | $270 |
| CPR Masks & Face Shields | Class sets | $TBD |
| First Aid Supplies (kits, gloves) | Class sets | $TBD |
| Lifeguard Gear (if offering LG) | Rescue tubes, backboard, etc. | $500–$1,000 |
| **Total Supplies Estimate** |  | **$3000-$4000** |

👉 **Tip:** Look for gently used gear, bundles, or refurbished trainers to cut costs.

**5. Facility Access**

* Must have access to a **pool** (for LG courses) or **classroom** (for CPR/First Aid)
* Options: Rent from schools, camps, community centers, or partner with existing businesses
* **Cost:** Free to $75/hour, or offer revenue share

**6. Apply to Become a Licensed Training Provider (LTP)**

* Apply on RedCrossLearningCenter.org
* Must upload:
  + Proof of instructor cert(s)
  + Business info
  + Proof of insurance
  + List of equipment & facility access
* **Cost:** Free to apply
* **Ongoing Cost:** You pay **per student** to ARC when certifying them (~$22–$39/student)

**7. Ability to Post & Run Classes**

Once approved:

* You’ll receive access to Red Cross tools for:
  + Posting courses
  + Managing rosters
  + Issuing certifications
* Can also post on:
  + Facebook, Eventbrite, your own website, and local hiring boards

**8. Budget for Marketing & Booking Tools**

* Domain/Website: $10–$20/month (Wix, Squarespace, etc.)
* Booking system: $0–$30/month (Square, Calendly, Acuity)
* Canva Pro for marketing graphics: $10/month
* Flyers / Ads / Printing: $50–$100/month
* Facebook Ads (optional): $50–$200/month

**💰 Realistic Start-Up Total:**

| **Category** | **Estimated Cost** |
| --- | --- |
| Instructor Course | $300–$450 |
| LLC & Filing | $120–$200 |
| Insurance | $500–$1,000 |
| Equipment | $5,000–$6,500 |
| Website & Marketing | $100–$300 |
| **TOTAL** | **$6,000–$8,500** |