



Award Winning Driving School Franchise

Franchise Guide

'Quality Driving Instructor Training'

LetsInstructTraining.com

Welcome

Thank you for requesting our Let's Instruct Driving School franchise prospectus.

I founded Let's Instruct Driving School in 2005 following six years working as a single ADI and have extensive experience as a driving instructor, driving instructor trainer and franchisor.

Better equipped to support you

I felt there was a gap in the market for a different franchise that was tailored, more personal and supportive to its instructors.

Following the success of our now award winning franchise we have a real team atmosphere within the business that sets us apart from other schools. We are better equipped than ever to support our franchisees. Still a family business, run by ADIs for ADIs.

Passionate about teaching

Here at Let's Instruct we're passionate about teaching people to drive and are good at it too. We've worked hard to build a reputable and professional brand that people recognise and trust.

As a member of our team you will be provided with all the tools and support you need to create a highly profitable and successful career.

It is important to us that as we grow through franchising we retain the same values and high quality service we have always delivered.

We have put together an outstanding franchise package which will give you the opportunity to build your own successful driving school business and earn a great income too. If you think you would like to be a part of our team, safe in the knowledge that you'll have access to an award winning formula and great support, then read on.

Kind Regards



Matthew Stone
Director



The Market

In 2012 there were over 47,000 driving instructors in the UK. At present we have only 39,000 with many those instructors either working part time or have moved on to teach other licence categories. Business is booming and showing no signs of slowing down.

Growing market

With this fall in instructor numbers coupled with the increase in demand for driving lessons from the millennium generation, there has never been a better time to join the industry.

Perfect timing!

With so many changes currently taking place in our industry both in the way people are taking their driving test and the way they train for it, the work load on an already busy industry can only increase, making your timing to become a driving instructor perfect!

Award Winning Driving School

As the Let's Instruct Driving School franchise expands we are looking for motivated individuals wanting to join a progressive quality franchise that believes in a supportive working environment. Our franchise model is based on quality, from our driving instructor training to the franchise support our instructors receive to the driving lessons we deliver.

If this seems like something you would be interested in, then please go to our website, click the contact us tab and 'Request a Call Back' as we would love to speak to you.

Why Franchise?

Choosing a Driving School Franchise is a fantastic way to start and run your own business. Franchising gives individuals the ability to get into business on their own, but not alone.

With the help and support of an already established and proven business model, brand, product or service the risk of the business start-up process is significantly reduced and the chance of success increased.

Whilst there are no guarantees in franchising here are a few good reasons why a Let's Instruct Driving School Franchise could be the one for you.

Be your own boss

Many people dream of starting their own driving school; with a franchise you can make this a reality. Feel safe in the knowledge that you have your independence with the security of the Let's Instruct team behind you.

Increase your earning potential

With a Let's Instruct franchise you will be well on the way to being your own boss as well as increasing your earning potential. Full time instructors can earn well over £35,000 per annum after costs. (Automatic instructors can earn even more)

A higher success rate

Not only are 95% of franchisees successful, they frequently enjoy greater turnover and profit compared to non-franchise instructors.

Let's Instruct is an award-winning brand; with full use of our logo, name, experience, business processes, marketing materials and website you'll have the credibility and confidence to outperform your competitors.

Proven business model

'New businesses are prone to failure'

Let's Instruct has a unique franchise package that allows you to plug in to our cutting-edge instructor diary management system, access advice and support from our experienced team as well as benefiting from your own marketing campaigns tailored to you.

You can avoid costly mistakes, be satisfied that our business formula works and have a ready-made professional image – real keys to success.

Why Franchise? continued

Help to get you started

Let's Instruct support you through your initial start up period with a graduated franchisee fee process. This will help reduce pressure on your finances during your first few weeks in business.

Expert guidance and support

The Let's Instruct team will support you every step of the way. From help with your business and teaching practices to simply being a shoulder to lean on if your having an issue with pupils, you'll be in safe hands.

We'll equip you with the confidence and credibility to quickly establish yourself in your chosen area. Our nurturing and on-going support will guide you through every stage as your business grows.

On-going training and support

As part of the Let's Instruct team you can take advantage of our knowledge and expertise. The driving school sector is fast changing, and you can rest assured we will keep you up to date with any legislative or policy changes.

You will be mentored by our experienced team who can guide and assist you as you embark in your new venture, giving tips, knowledge and recommendations whenever you need them.

Free training for Standards Checks

Free training for standards checks is available ensuring you will feel ready to achieve the grade you want and continue to deliver top quality lessons.

Marketing and Sales expertise

We know that 80% of Let's Instruct enquiries come from online marketing through our cutting-edge website. By knowing where your business comes from you can effectively target pupils in your local area? We will show you how, when and where we target your marketing, so you can build up your diary and maximise your earning potential.

You will have access to a whole range of marketing materials with the strong Let's Instruct brand identity immediately giving you a professional and credible image.

High Quality Training

Set up

- ✓ Trade under our award-winning brand
- ✓ Full vehicle graphics or top box
- ✓ Your own page on our cutting-edge website
- ✓ Pre-launch marketing campaign
- ✓ One full day franchise induction
- ✓ Live online diary and instructor management system
- ✓ Graduated franchise fees

Ongoing support

- ✓ All stationary – Pupil Packs
- ✓ Full call handling and pupil booking support
- ✓ Unlimited pupils sent directly to you
- ✓ Free online Theory Training for your pupils
- ✓ Advertising on Let's Instruct Facebook
- ✓ Franchise and business support
- ✓ Regular instructor team meetings

Welcome extras

- ✓ Four weeks franchise free per annum
- ✓ Franchise loyalty scheme (Full Time Franchise)
- ✓ Standards Check training
- ✓ National association membership (ADINJC)

High Quality Training Continued

What we need from you

- ✔ You need to be a Qualified Driving Instructor.
- ✔ Have a vehicle less than 4 years old, clean and in good condition.
- ✔ Be clean, smart personal appearance
- ✔ Have desire, drive and enthusiasm to build your business
- ✔ Have a calm, friendly and professional client-centred teaching approach

Notes

- ✔ Trainee Instructor places available
- ✔ We can help with leasing a vehicle if required

Earnings Calculator

Driving Lesson Price

£32

per hour

Part Time (20 Hours Per Week)

Sales

> Driving Lessons **£30,720**

Costs

> Phone £480
> Fuel £2,400
> Car Lease £4,800
> Car Insurance £500
> Franchise Fee (8%) £2,458

Total Cost **£10,638**

Profit

£20,082

Per Week

£418

Semi Part Time (25 Hours Per Week)

Sales

> Driving Lessons **£38,400**

Costs

> Phone £480
> Fuel £3,024
> Car Lease £5,000
> Car Insurance £500
> Franchise Fee (8%) £3,072

Total Cost **£12,076**

Profit

£26,324

Per Week

£548

Full Time (40 Hours Per Week)

Sales

> Driving Lessons **£61,440**

Costs

> Phone £480
> Fuel £4,800
> Car Lease £6,000
> Car Insurance £500
> Franchise Fee (8%) £4,915

Total Cost **£16,695**

Profit

£44,745

Per Week

£932

Above figures are based on a 48 week year to allow for 4 weeks holiday.

Testimonials

// If you're looking for a hassle-free franchise opportunity you won't be disappointed.

Geoff Duncalf



// I would highly recommend Let's Instruct as a means of entry into the world of driving instruction. Let's Instruct could not have been more supportive making my transition to the world of self-employment a smooth and rewarding one.

Phil Orvis



// I can't praise Let's Instruct enough, they are an excellent franchise to work for.

Dan Woodall



// The Let's Instruct franchise is excellent value and a 'no brainer'. I recommend them whether you want to be mentored through the initial stages of your business or equally just happy to be part of a sustainable and ethical franchise.

Charles Moffat



// I would highly recommend Let's Instruct to anyone thinking of starting a franchise or training to become an ADI because the academy is brilliant, the company is already well established and is continuing to grow, I feel like it's a hidden gem.

Shaun Farrington



// My whole experience with Let's Instruct has been great from my first meeting with Matt to introductions from prospective new clients. It's great to know that I have the support of Let's Instruct and fellow instructors if I need their advice.

Wendy MacQuarrie



Simple & Affordable

Helping you to get started

Step 1

Four week marketing campaign before you start.
We would expect you to be full within your first 8 weeks

Step 2

First four weeks half price franchise
We want to help you get started

Step 3

Franchise fee at the right level
We want you to reach the level that works for you

Franchise levels to suit you

Level 1

Part Time (20 hours per week)
£66.00 per week (2.5hrs of lessons pays your franchise)

Level 2

Semi Part Time (25 hours per week)
£83.50 per week (3hrs of lessons pays your franchise)

Level 3

Full Time (40 hours)
£108.90 per week (4hrs of lessons pays your franchise)

Please note that all Franchise Fees are paid weekly by direct debit.

Loyalty Scheme

When on a full-time (level 3) franchise your weekly franchise fee will reduce by £10.00 each year for the first three years of your franchise saving you £480.00 per year.

What Next?

If you think you are the right person and wish to be part of the Let instruct Driving School team then we would love to hear from you. Please go to our website and '**Request a Call Back**'. A member of the team will give you a call to discuss your requirements further.

Thank you for your interest and we look forward to hearing from you.

Yours Sincerely



Matt Stone

Director



- ☎ Telephone - 01788 34 35 36
- ✉ Email - info@letsinstructtraining.com
- 🌐 Website - [LetsInstructTraining.com](https://www.LetsInstructTraining.com)

