



Award Winning Driving School Franchise



**Franchise
Guide**

**Your Ethical
Instructor Franchise**

Welcome

Thank you for requesting our Let's Instruct Driving School franchise prospectus. My name is Matt Stone and I founded Let's Instruct Driving School in 2005 following six years working as a single ADI. I 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 it's 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 have worked hard to build a reputable and professional brand that people recognise and trust.

Joining Our Team

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.

Next

If you think you would like to be a part of our team, safe in the knowledge that you will have access to an award-winning formula and great support, then we would love to talk to you. We will explain and answer any questions about training, what you can expect from a career in driving instruction and how to become part of the Let's Instruct team.

Kind regards



Matt Stone
Director

The Market



National Shortage of Driving Instructors

In 2012 there were over 47,000 driving instructors in the UK. At present latest official figures say we only have 39,000 with many of those instructors either working part time or have moved on to teach other licence categories. Following Covid19 many more driving instructors have retired meaning there are simply not enough driving instructors to meet demand.

Growing Market

With the industry already experiencing an increase in demand for driving lessons from the millennium generation and now a back log of pupils who were unable to learn to drive because of the Covid19 restrictions of 2020, the market has grown considerably.

Perfect Timing

With the combination of a national shortage of driving instructors and an increase in demand for driving lessons, the workload on an already busy industry can only increase. In our 20 years in business, these are the best market conditions we have seen. This makes your timing to become a successful driving instructor perfect.

Increased Earnings

Due to the shortage of driving instructors within our industry combined with the huge demand we are experiencing, prices for driving lessons inevitably rise meaning driving instructors are earning more money than ever before.

Award Winning Driving School

As the award-winning 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 is based on quality, from our driving instructor training to the franchise support our instructors receive to the driving lessons we deliver.

Why Franchise?



Support

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. A business in a box, 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.

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 you're 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.

Standards Checks Training

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 strong Let's Instruct brand identity immediately giving you a professional and credible image.

What You Get From Us

Set Up

- Trade under our award-winning brand
- Let's Instruct vehicle top box
- Your own page on our cutting-edge website
- Pre-launch marketing campaign
- Franchise induction
- Live online diary and instructor management system
- Graduated franchise fees

Ongoing Support

- Full call handling support
- Unlimited pupils sent directly to you
- Free online Theory Training App 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
- Training fees pay back scheme (Full Time Franchise)
- Standards Check training
- National association membership (ADINJC)

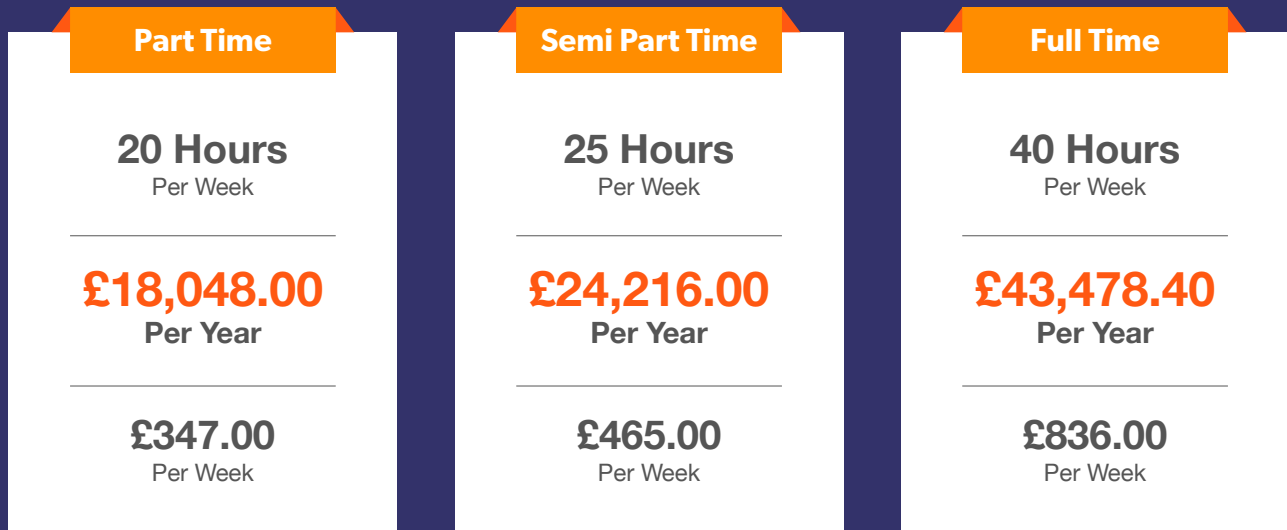
What We Need from You

- 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

How Much Can You Earn?



Important Notes:

- Figures quoted are what you earn after all your running costs have been deducted. Costs deducted are your franchise fee, vehicle lease, fuel, insurance and mobile phone.
- All figures above are based on manual lessons @ £32 per hour. Should you choose an automatic then your lessons can be around £36 per hour. Over 10% more income than manual.
- Calculations are based on 48 weeks per annum as we give you 4 weeks franchise free. On average a new full-time instructor is full within the first 8 weeks allowing you to earn over £30,000 in your first year.
- Please note that lesson prices will vary on a regional basis. All figures are averaged and for demonstration purposes only. A more detailed explanation can be provided on request.

Testimonials



“If you’re looking for a hassle-free franchise opportunity you won’t be disappointed”

Geoff Duncalf, *Northwich*

“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, *Cambridge*



“I can’t praise Let’s Instruct enough, they are an excellent franchise to work for”

Dan Woodall, *Milton Keynes*

“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 are equally just happy to be part of a sustainable and ethical franchise”

Charles Moffat, *Northampton*





“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, *Northampton*

“I was very pleased to join Let’s Instruct. It is well recognised and has a good reputation. I have now been with the franchise for 7 years which has been very successful for me”

Graham Gibson, *Rugby*



“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, *Banbury*

“I was looking for someone to help me through the initial stages of being a driving instructor, but I found more, friends. I love the social part of the company as without the guys I would feel very lonely in this job.”

Zsuzsanna Mathe, *Banbury*



Simple & Affordable

Helping You to Get Started

- Stage 1:** Four week marketing campaign before you start (We would expect you to be full within your first 8 weeks)
- Stage 2:** First four weeks half price franchise (We want to help you get started)
- Stage 3:** Franchise fee at the right level (We want you to reach the level that works for you)

Franchise Level to Suit You

- Level 1:** Part Time (20 hours per week) £71.00 per week (2.5hrs of lessons pays your franchise)
- Level 2:** Semi Part Time (25 hours per week) £90.00 per week (3hrs of lessons pays your franchise)
- Level 3:** Full Time (40 hours) £117.00 per week (4hrs of lessons pays your franchise)

Payments

All Franchise Fees are paid weekly by direct debit.

Training Fees Pay Back Scheme

Our training fees pay back scheme means that when on a full-time (level 3) franchise, after one year your weekly franchise fee will reduce by £15.00 each year for the next three years.

What Next?

If you think being part of the Let instruct Driving School team is for you, then we would love to hear from you. Call us on 0333 2000 074 or email info@letsinstruct.co.uk

