



A Life-Saving Business Model:

Building Strong Communities Through a Profitable Swim School Franchise



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INTRODUCTION

Imagine owning a business that does more than generate income – **it saves lives**, empowers families and strengthens entire communities.

That's the opportunity at the heart of **Hudson Valley Swim®**. Every year, thousands of lives are lost to drowning in the U.S., yet research shows this tragedy is largely preventable through professional swim instruction. By joining our franchise network, you don't just open a business; you become part of a nationwide movement to make water safety accessible, affordable and life-changing. With our proven, turnkey model, you can launch a profitable swim school in months – even with no prior experience.



THE URGENCY OF WATER SAFETY IN AMERICA



Every year, more than **4,000 lives are lost to drowning** in the U.S. It is the leading cause of accidental death for children aged 1–4 and the second-leading cause for children aged 5–13. Behind every statistic is a family, a community and a story cut short. And yet, drowning is one of the most preventable tragedies. Research indicates that formal swim instruction **can reduce the risk of drowning by up to 88%**. The earlier children and adults learn to be safe and confident in the water, the greater the protection.



Swimming is more than just recreation, though it's one of the nation's most popular activities, with 36% of children and 15% of adults swimming at least six times a year. It's also a lifelong skill that builds confidence, improves health and saves lives.



This urgency is driving an extraordinary surge in demand for professional swimming lessons. Families across the U.S. are searching for trusted, high-quality swim schools and communities need businesses that deliver. This is where **Hudson Valley Swim®** comes in.



THE ENTREPRENEURIAL OPPORTUNITY



Behind every social challenge lies an **entrepreneurial solution**. For aspiring business owners, water safety is not only a mission worth pursuing but also a profitable, sustainable business model.



The U.S. swim school market is experiencing significant growth. As the health, wellness, and fitness industry pushes past **\$100 billion globally**, swim schools have become a vital part of family recreation, community safety and child development. The demand is clear, consistent and growing year after year.



For those seeking a new career path, a flexible investment or a business with impact, the opportunity has never been stronger. **The question is:** *How do you tap into this demand without years of trial and error or millions in start-up costs?*

The answer is franchising – and more specifically, franchising with Hudson Valley Swim®.



HUDSON VALLEY SWIM: IMPACTFUL BY DESIGN. PROFITABLE BY NATURE

Hudson Valley Swim® began as a family-owned swim school over two decades ago. What started as a local solution to teach water safety quickly grew into a revolutionary model that changed the way communities access swim instruction.

We realized two things early on:



Families need quality swim instruction delivered with care, consistency and expertise.



Entrepreneurs need a proven business model that makes launching and growing a swim school achievable, affordable and rewarding.

That's why we developed the **Hudson Valley Swim® Franchise Program**: a streamlined, turnkey model designed for mission-driven owners with no aquatics or business background required.

Today, **Hudson Valley Swim®** is expanding nationwide, helping entrepreneurs build profitable businesses while delivering a life-saving service to their communities.



WHAT SETS HUDSON VALLEY SWIM APART

POOL RENTAL MODEL

Traditional swim schools can face years of development and millions in build-out costs. **Hudson Valley Swim®** bypasses that hurdle by partnering with and leveraging existing facilities and underutilized pool spaces.

- **Fast to Market:** Launch in months, not years.
- **Lower Cost:** Under \$132,000 to launch—without the multimillion-dollar overhead.
- **Smarter growth:** Scale quickly with less financial risk.

This model has changed the economics of swim schools and opened the door for more entrepreneurs to succeed.



WHAT SETS HUDSON VALLEY SWIM APART

SUPERIOR CUSTOMER EXPERIENCE

At its heart, swimming instruction is about trust and relationships. Families put their children's safety in your hands and that responsibility drives everything we do.

Hudson Valley Swim® is known for delivering "WOW" customer service:

- Welcoming, inclusive environments
- Skilled, compassionate instructors
- Seamless class scheduling
- Session-based enrollment with no hidden fees or long-term contracts

The result?

Families remain loyal, recommend you to friends, and drive your growth through positive word of mouth.



WHAT SETS HUDSON VALLEY SWIM APART

BUSINESS-IN-A-BOX MODEL

Starting a business from scratch can feel overwhelming. With **Hudson Valley Swim®**, you don't have to reinvent the wheel. Our franchise is a true business in a box, **giving you everything** you need to launch, run, and scale with confidence.

This includes:

- Proprietary curriculum and systems
- Established vendor relationships for equipment and supplies
- Marketing tools and ongoing brand support
- Hiring and training guidance
- Year-round swim school operations for steady revenue

You bring the drive and people skills.
We provide the blueprint, resources and expertise.



WHAT SETS HUDSON VALLEY SWIM APART

INCLUSIVE, ALL-AGES APPROACH

By offering programs for all ages and abilities—including adaptive lessons—your school serves swimmers from their first splash through advanced skill development, becoming a trusted community resource for every stage of their swim journey.



SUPPORT & TRAINING

Many prospective franchise owners ask:
"But I don't have a background in aquatics or business.
Can I still do this?"

The answer is **absolutely yes**.

Hudson Valley Swim® was built for individuals just like you – people who may be new to business ownership or swimming instruction but who are driven to make an impact. Our comprehensive support ensures you're **never alone** on the journey by offering:



Onboarding & Training:

Learn our systems, curriculum and operations step by step.



Vendor Partnerships:

Get the best equipment and services at the lowest cost.



Staffing Assistance:

Guidance on hiring instructors who embody our standards.



Ongoing Support:

Continuous access to brand, marketing and operational resources.



A Community of Owners:

Join a network of franchisees who share insights, challenges and wins.

**We don't just train you for launch day.
We stand beside you as your business grows.**

STEPS TO OWNERSHIP

Your path to becoming a **Hudson Valley Swim®** franchise owner is clear, transparent and supportive from the start:

- Step 1** Submit an Inquiry Form
- Step 2** Introductory Call with our franchise team
- Step 3** Franchise Presentation to explore the model
- Step 4** Review the Franchise Disclosure Document (FDD)
- Step 5** Speak with Existing Franchise Owners
- Step 6** Discovery Day with the Hudson Valley Swim leadership team
- Step 7** Finalize Territory & Pool Rental Agreement
- Step 8** Sign the Franchise Agreement and begin onboarding

From the first conversation to business launch, we make the process **straightforward and empowering.**



WHAT IT TAKES TO BE A HUDSON VALLEY SWIM OWNER

We're not just looking for investors. We're looking for **mission-driven partners** who share our vision.

Our most successful owners are:

- People-oriented and community-focused
- Motivated and resilient
- Open to learning and following a proven system
- Passionate about making a difference

Whether you're a career changer, a parent seeking flexibility or an entrepreneur ready for your next venture, **Hudson Valley Swim®** is built for you. All you need is the heart to serve.



PROFITABILITY AND PURPOSE: *THE DUAL IMPACT*

Owning a **Hudson Valley Swim®** franchise means more than running a business. It means becoming a community hero.

You will:

- Save lives by reducing drowning risk
- Empower families with essential water safety skills
- Build a profitable business with recurring revenue
- Create jobs and grow local impact

Few franchise opportunities offer this unique blend of financial reward and social purpose.



JOIN US

MAKE WAVES IN YOUR COMMUNITY

At **Hudson Valley Swim®**, we believe everyone deserves to swim with confidence and every entrepreneur deserves the chance to build a business that matters.

We've created a franchise model that's accessible, affordable and life changing.

Now, we're inviting you to join us.

If you're ready to build a business that saves lives, strengthens communities and sets you on the path to success, let's start a conversation today.

Hudson Valley Swim® - Where Business Meets Purpose.

