

A Franchise Business Opportunity



Make Waves with a
Low Investment,
Turnkey Business.
No Experience Required

A Premium Swim School Franchise Business

HUDSONVALLEYSWIMFRANCHISE.COM

Industry Outlook



Water safety is an urgent issue in the U.S., with more than 4,000 fatal drownings reported every year across the nation. It is a national concern that affects countless families and is the **leading cause of accidental death** in ages 4 and under.

There is a growing demand for professional swimming lessons in the U.S. A well-designed swimming lesson curriculum combined with expert instructors has been shown to significantly reduce drowning risk and help adults and children enjoy the water with peace of mind and confidence. That's fueling a nationwide need for quality swim schools.

The rising demand for swim schools presents an opportunity for a brand with vision and an eye for innovation. A swim franchise with an approach that **reduces owner investment costs** and onboarding time, emphasizes **superior customer care**, and has a "business-in-a-box" franchise business model ideal for owners with little or no industry experience, has the tools for expansion and industry leadership.



23% of child drownings happen during a family gathering near a pool.

Drowning remains in the top 5 causes of unintentional injury-related death from birth to 5 years old.

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Differentiators

Pool Rental Business Model

Historically, swim school franchise business owners have faced a long and expensive onboarding process to open a new location. The traditional approach of finding properties and building custom-designed swimming pool facilities for every new location **can take years** and **cost future owners millions** of dollars before they open their doors for the first time.

By working with existing facilities and renting underutilized pool space, swim school owners can **reduce their time to market** from years to months and **lower their required investment** from millions to a range of \$93,575-\$121,800 for a single territory. This franchise model slashes operating costs and time-to-profit and can deliver greater profit margins to the owner.

Superior Customer Service

Swimming instruction is a people business first and foremost. Students trust their instructors with their lives, and they want to ensure that they select a swim school that **takes that responsibility seriously** and always has their students' best interests in mind.

Delivering unsurpassed customer care can help a swim school build a reputation for quality service and make them the go-to for swim instruction wherever they set up shop. By **creating a WOW experience** for every customer daily, the business can establish itself as an **inclusive, welcoming spot** and the ideal destination for anyone looking to improve their water skills and safety.



QUALITY CARE CAN DO MORE THAN KEEP A CUSTOMER HAPPY AND ENTICE THEM TO CONTINUE — IT CAN HELP SPREAD POSITIVE WORD OF MOUTH ABOUT A BUSINESS. HIGHLY SATISFIED CUSTOMERS **HAVE BEEN SHOWN TO** BE MORE LIKELY TO RECOMMEND A BRAND TO THEIR FRIENDS AND FAMILY, WHICH CAN LEAD TO INCREASED SALES AND PROFITABILITY.

“Business-in-a-Box”

Industry experience and knowledge are precious commodities when opening a business. It takes time in the field to learn the ropes and pick up skills needed to get started, and a potential owner can benefit by teaming with a brand with a deep and extensive industry background with the supporting vendors already in place.

Surrounding the owner with a **turnkey business model** and the tools and resources an owner needs to start their business can open ownership opportunities to a broader range of prospective candidates. Owners no longer need to be industry pros — if they are people-oriented, have sales and customer service skills, and are community-minded, they can be a perfect fit for the role and learn the business from the experts around them.



Industry Insights

Swimming has long been associated with recreation in this country, **with 36% of children and 15% of adults** enjoying the water at least six times a year. It’s one of the nation’s most popular sports activities, and it has been **shown to decrease the risk** of chronic illnesses and improve health for those with conditions such as diabetes and heart disease.

Consumers in the US have been prioritizing swimming lessons as a mandatory activity and the demand for quality programs will continue to grow. That’s helped keep the swim school market growing as well. It can be an ideal business for prospective franchise owners looking to connect with an expanding industry.



- ▶ Drowning is the **leading cause of death** in children ages one to four and the second-leading cause for children ages five to thirteen.
- ▶ Formal swimming lessons have been shown to **directly affect drowning rates** and can reduce drowning risk by as much as 88%.
- ▶ Swim lessons are in more demand yearly as the U.S. sports participation rate **continues to grow** at a 1.1% annual rate.
- ▶ That increase in demand is in step with the overall growth of health and fitness centers worldwide into an **annual market of almost \$100 billion**.
- ▶ **23% of child drownings** happen during a family gathering near a pool.

Advantages of Franchising

Knowledge and Experience of the Franchisor

Establishing a new swim school takes knowledge, energy, and resources. Franchise support and coaching can provide those essentials to a new owner and help them launch their business with confidence.

A franchise business assists the owner with critical business issues such as **inventory, insurance, hiring, territory, networking, design, training,** and **marketing**. It works with and supports the owner, and it provides them with a blueprint for future growth.

FTC Protection (For Franchisor and Franchisee)

To begin with, **what is a franchise?** A franchise is a business system that awards its owners the rights to operate the concept under its trademark and take full advantage of the training and support it offers. The franchise industry is regulated by the Federal Trade Commission for the protection of both parties, and a Franchise Agreement spells out the terms of the agreement.

A modern, business-oriented franchisor should provide awarded swim school franchisees with the business blueprint for operations, training, and a wealth of support, including motivational programs, technology, marketing tools, and extensive and ongoing training.

Most importantly, a franchisor must disclose initial costs and ongoing fees so you will know what the business will cost before you even start.



The Hudson Valley Swim® Franchise Business Opportunity

At Hudson Valley Swim, we've developed a franchise business model that allows new owners with no industry experience to operate their own business with confidence and is designed to keep investment requirements low. We're on a mission to have successful business owners who are proud to offer a service that will make a positive impact in their community.

The simplicity of the Hudson Valley Swim franchise business model is its appeal. Our efforts to create relationships with vendors are our priority, so your onboarding process is effective, efficient, and seamless.

We've been providing lessons and developing our brand approach for over two decades. When we saw the impact our family-owned business and revolutionary concept made in our community, we recognized the potential in our business model and decided to expand into other markets.

Today, Hudson Valley Swim is nationwide and still growing. We're excited for the future, and we'd love for you to join us as we grow.

Support and Training

Hudson Valley Swim believes in our owners, and we've designed our franchise program with a "business in a box" approach. Our owners are our top priority from the moment they connect with us.

- ✓ **No aquatics or business experience is needed** at Hudson Valley Swim — Our owners are our top priority from the moment they connect with us.
- ✓ **Our pool-rental franchise structure** means you can save millions and begin serving clients sooner than the traditional model.
- ✓ **Dedicated facilities** to eliminate instructor travel time to homes for classes and increases available class time.
- ✓ **Training and support** to ensure you are equipped with the necessary training during onboarding and are supported during your tenure with Hudson Valley Swim
- ✓ **Hiring assistance** that sets you up for growth. We want to make sure that you find the right employees, and we have a recipe for doing so.
- ✓ **Year-round swim school model** to help you maintain a steady revenue
- ✓ **Small class size** so every student gets a quality learning experience
- ✓ **Proprietary systems and processes** built with your business's growth in mind
- ✓ **Existing relationships with our vendors** to help you get the best equipment and services at the lowest cost
- ✓ **No annual fees or recurring billing for our students** — our session-based program makes it easy for students to get the training they need, with no hidden obligations.
- ✓ **All ages and abilities taught** to expand the potential student range instead of only focusing on older or younger students
- ✓ **Continuing brand support** built to give you the assistance you need, whenever you need it

Steps To Owning a Hudson Valley Swim® Franchise Business

Taking the steps toward owning a Hudson Valley Swim franchise business is called “doing your due diligence,” and may include:

1

COMPLETING AN
INQUIRY FORM

2

HAVING AN
INTRODUCTORY CALL

3

FRANCHISE
PRESENTATION

4

REVIEWING THE FRANCHISE
DISCLOSURE DOCUMENT

5

SPEAK WITH
FRANCHISE OWNERS

6

MEETING THE FRANCHISOR
TEAM FOR DISCOVERY DAY

7

FINALIZING YOUR TERRITORY
AND POOL RENTAL AGREEMENT

8

SIGNING THE FRANCHISE
AGREEMENT



**Franchise ownership means
going into business for yourself,
but never by yourself.**



What Does It Take to Be a Hudson Valley Swim[®] Franchise Business Owner?

Hudson Valley Swim is built to be an attractive opportunity for individuals who want to own a high-demand business venture that offers a “Life Saving” service to the community. Our opportunity can be a perfect fit for people looking to hire a business manager, and it can be an ideal option for those planning to become a full-time franchise manager themselves.

You don’t need to have an industry background — the Hudson Valley Swim business model is a simple model designed for anyone willing to learn our recipe for operating a swim school. We surround our owners with experienced industry professionals who provide all the training and support that they will need to start and grow their business.

If you are a motivated, mission-driven, and enthusiastic individual who enjoys connecting with people and are looking to transition into business ownership, this is a rewarding option worth considering. When you are ready to make waves in your community, let’s start a conversation.



Join Us

Hudson Valley Swim has created a swim school franchise that provides an essential life-saving service and helps our owners start growing as soon as possible.

We're shaking up the swim school industry with a **pool-rental business model**, and it's helping to **reduce owner costs and time** to market and keep our communities swimming stronger and safer.

With the Hudson Valley Swim support, we provide training with hiring aquatics staff that have deep industry backgrounds and experience so our owners can get started and grow their businesses without needing to be swim school experts.

And our service approach works to give each customer a WOW experience every day. It's made us a student favorite and aided our growth through client satisfaction and positive word of mouth.

At Hudson Valley Swim, we're on the move and are looking for potential owners to join us on our journey.



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