

# Low Investment & High Profit Franchise Opportunity that Saves Lives

Run a swim school business part-time or full-time without any aquatics experience.

**A**ccording to the CDC, there are 12,000 drownings in the U.S. each year with 4,000 of them being fatal. Drowning is the leading cause of accidental fatalities for ages 5 and under. While approximately 50% of children learn to swim, as many as 85% plan to spend time around water in the summer. At the core of Hudson Valley Swim is the fact that **SWIM LESSONS SAVE LIVES!**

The Hudson Valley Swim program has 4 main components that are key to the success of our business and have been fine-tuned since we started in 2003. Small class sizes, hiring expert teachers of swimming, a unique and fun lesson plan and outstanding/measurable customer service. Why consider Hudson Valley Swim?

**LOW COST:** Our franchise fees, initial expenses and royalties are the lowest in our field. This makes this business an affordable option for anyone wanting to start a business with limited cash on hand.

**LOW OPERATIONAL COST:** Unlike most swim school franchises; pools are rented rather than built. This keeps the initial costs low but also reduces time-to-market and eliminates the cost of pool operations.

**LARGE DEMAND:** Swim lessons is a \$17B industry with 50M children age 12 and under participating each year. Growing a swim school to capacity does not take very long using our marketing plan.

**GREAT PROFIT POTENTIAL:** The enormous demand for lessons, combined with minimal expenses (mostly payroll, rent, marketing & royalties) makes this a very profitable business even if you only run it part-time.

**NO AQUATICS EXPERIENCE NEEDED:** Franchise owners are not expected to have a swim background. They will be focused on the front- and back-office operations and will hire the experts. The head instructor will be trained at one of the corporate locations.

**IMMEDIATE CASH FLOW:** Customers pay up-front for each session providing bank deposits weekly. This allows business owners to make payroll and pay other expenses without further dipping into their own pockets.

**WIDE OPEN TERRITORIES:** Hudson Valley Swim is an emerging brand. Our model has been replicated at each of our corporate regional locations. Our recent franchise expansion means that almost all territories are available.

**ONGOING SUPPORT:** We want our franchisees to succeed. Not only do we provide extensive business and aquatics training, but we also provide ongoing support in all areas of the business.



## HUDSON VALLEY SWIM

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