



Franchise Opportunity

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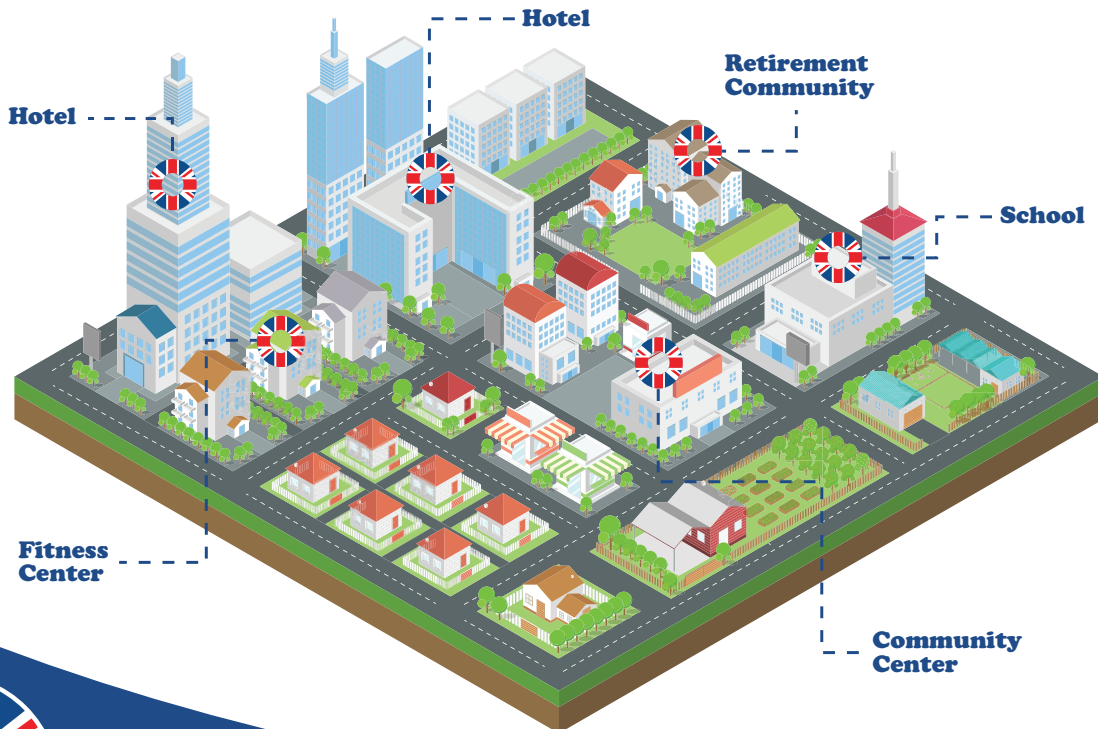
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# Business Overview

With over 40 years of business experience, British Swim School is the unquestioned leader in the swim school industry for students of all ages and abilities, using caring instructors in local community pools. Backed by experienced multi-brand franchising company Buzz Franchise Brands, we are the perfect opportunity for candidates seeking a low-cost, asset-light home-based business.

Recently named #352 on Entrepreneur's 2022 Franchise 500 list and #63 among the Top Franchises Under \$100k, British Swim School's business model offers a lower investment approach with no build-out costs, enabling a faster start-up and shorter path to profitability. Forget the real estate and construction headaches – our brand partners and contracts with fitness centers, schools, hotels, and other venues with underutilized, indoor pools. Franchisees rent pool lanes for specific days/hours to hold lessons and don't have to worry about the ongoing maintenance of managing a swimming facility. At the same time, the partner facility brings in some extra profit during a time their pool would have otherwise been empty; a true win/win situation!



## Business Overview

The British Swim School mantra, “Survival of the Littlest,” not only applies to our program – aimed at enabling water safety for even the youngest children. It also reflects the growing number of British Swim School franchise owners who began their journey as new entrepreneurs with a single location business and then actively developed their respective franchises into a multi-unit success story.



In summary, the British Swim School franchise opportunity positions you to benefit from a purpose-driven brand, offering a proven business model with low start-up costs, a recurring revenue model, a strong brand, excellent training, operational support, marketing resources, and sales strategies. There's no previous experience required – just your commitment to upholding the British Swim School standards of professional, effective service.



# Business Overview

## A Buzz Franchise Brands Company

British Swim School is a member of Buzz Franchise Brands, a highly successful multi-brand franchising organization with a proven track record of success. The organization's first brand, Mosquito Joe, was sold to Neighborly in late 2018 after growing from a local business to a powerhouse franchise brand with over 350 locations in under 6 years. Buzz Franchise Brands currently operates a pool cleaning and maintenance company, Pool Scouts, and residential cleaning company, Home Clean Heroes. British Swim School is the third brand to make up Buzz Franchise Brands' family of franchise brands.

Buzz Franchise Brands provides an additional layer of support to franchisees across each brand through leadership expertise and services, such as direct mail and digital marketing, design services, and various layers of analytic and administrative support.



## Industry Conditions, Advantages & Projections

Swim instruction provides an essential life skill to combat drowning, which tragically remains a leading cause of accidental death for children. Furthermore, early childhood water survival and youth stroke development are a relatively untapped segment of the swim instruction market. Most swim instruction occurs at the YMCA or Red Cross facilities. They often have cold pools, too many kids in a class, untrained or little trained staff, and outdated teaching methods. Today, parents are looking for more, and we provide it!

In addition, the \$5 billion swim school industry offers significant staying power since swimming lessons are only provided locally and in person. As a result, British Swim School tends to be more resilient than other franchise concepts in the face of outsourcing, technology, and recession.

All in all, parents recognize that swimming is an important life skill, and they are willing to invest in their children's safety. The time-tested and trustworthy British Swim School brand offers a strong investment opportunity with a steady supply of new customers and a recurring revenue model.



## Brand Differentiators & Competitive Advantages



### Proven Franchise Success

You won't be the first to jump into this business. British Swim School is part of Buzz Franchise Brands, a multi-brand franchising company. Experienced leadership and an established business model help you take steps toward success.



### Low Investment

Thanks to low franchise fees and an innovative business model, entrepreneurs with limited capital or those who don't want an investment risk can launch their swim school with low start-up costs and start generating revenue.



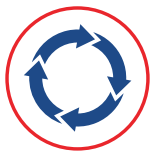
### No Build Out Costs

We help our franchise owners acquire "access to warm water" by partnering with fitness centers, hotels, schools, and other community facilities. By using pool "space" managed by others, there are no ongoing costs associated with maintaining the facility!



### National Partnerships

British Swim School has existing national and local partnerships, which help our franchise owners acquire facilities without the need to negotiate new contracts with every location.



### Easily Scalable & Recurring Revenue Model

Franchise owners can easily scale their business from one pool to multiple while offering a curriculum-based program that encourages long-term relationships and recurring revenue.



### Strong Brand & Marketing

Our marketing approach uses a multi-channel, integrated strategy, with our well-recognized brand at the core. Our goal is to ensure that our franchisees' businesses are well-known and growing each day.



### Excellent Training & Support

Before you dive in, you will complete a comprehensive training program covering aquatics practices, operations, and marketing, followed by ongoing training and support to keep you up to date with emerging technologies and trends.



# Franchise Footprint

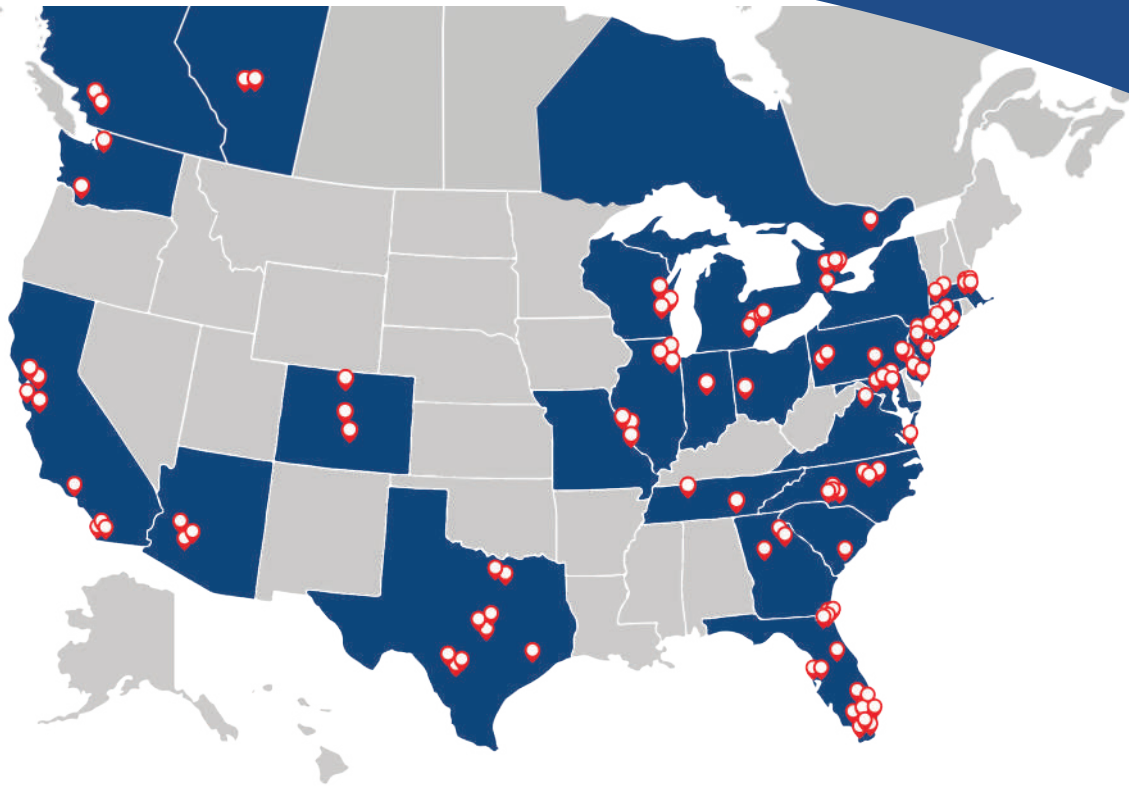
**80+**

FRANCHISEES

OVER

**690,000**

LESSONS TAUGHT IN 2021



**176**

TERRITORIES SOLD

**134**

TERRITORIES OPEN

**29**

STATES  
INCLUDING  
CANADIAN  
PROVINCES





# Recent Accolades

As the premier survival and stroke development swimming lesson provider, British Swim School is highly regarded as a leading brand in the franchise industry.



# The Investment

## Our low investment makes it easy to get started.

British Swim School franchise costs are significantly less than most franchises due to an asset-light business model, low initial staffing needs and the ability to operate as a home-based business. Though actual costs vary, a typical franchise investment for a single territory is structured as follows:

Franchise Fee*	\$39,500
Marketing	\$28,100
Pool Fees & Aquatics Labor	\$12,300
Other Business Expenses	\$13,800
<hr/>	
<b>Typical Total Initial Investment**</b>	<b>\$93,700</b>

\*Before any applicable discounts

\*\*For more detail, see Item 7 in our Franchise Disclosure Document (FDD)

## VetFran Discount

The VetFran program is a voluntary effort of International Franchise Association (IFA) member companies to encourage franchise ownership by offering financial incentives to honorably discharged veterans. Please contact us to discuss your potential fit with this program and how we can assist you in launching a British Swim School franchise.



## Single Territory Performance

The data is drawn straight from our franchise disclosure document, specifically the financial performance representation of our franchise system, otherwise known as the Item 19.

### Earnings Claim:

Annualized Income Statement

	Average Territory	High Territory
Gross Revenue	\$413K	\$1.6M
Gross Profit	\$224K	\$1.07M
Net Operating Income (NOI)	\$113K	\$713K
NOI Margin	27%	44%

\*Data based on the 71 U.S. territories open and operating for at least 6 months in 2021, as reported in the 2022 FDD

*Disclaimer: These results are based on data provided in our Item 19 and as reported by our predecessor, British Swim Centers Franchising, LLC. Your individual results may vary from these metrics and there is no assurance that your results will be the same.*



# Timeline to Launch

Motivated owners can leverage their facility's pool and the British Swim School onboarding process to be operational and generate revenue within 90-120-days!

**DAY 1**



**Franchise Agreement Signed**

**DAY 50**



**Business Training Completed**

**DAY 70**



**Aquatics Training Completed**

**DAY 90**



**Grand Opening!**



# Path to Ownership

Our mutual evaluation process is organized into several steps and is incredibly high-touch, ensuring you receive all the information you need to make an informed decision about the British Swim School franchise opportunity. Most of our steps can be executed online or via phone, giving you the most flexibility to accommodate your schedule and timeline. Here's what you can expect in terms of next steps!



# Path to Ownership

1

## **Intro Call**

Have an initial call with our franchise development team to learn more about the British Swim School franchise opportunity. This conversation will generally focus on your personal and professional background, as well as the market you're interested in purchasing.

2-6

## **Explore the Business**

During this step, you will be exposed to all parts of the business via webinars and by way of other digestible materials. From aquatics to marketing and operations, you will receive strong foundational knowledge for the British Swim School business model.

7-8

## **Review FDD & Unit Economics**

Sit down with a member of our franchise development team to review the franchise disclosure document (FDD), focusing on any questions you may have.

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## **Meet the Team Day**

Attend Meet the Team Day at our office in Virginia Beach, VA! This special day is an invitation to tour the space and meet with key members of the British Swim School support team, helping you to better craft your view of the business and the franchise opportunity.

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## **Franchise Approval**

You did it! Upon mutual approval, territory selections and fees submitted, you will become an official member of the British Swim School family.





With over 40 years of business experience, British Swim School is the unquestioned leader in the swim school industry. Find out if this low investment, recurring revenue franchise is the business opportunity you've been looking for.

**BritishSwimSchoolFranchise.com**

TALK TO A FRANCHISE DEVELOPMENT REPRESENTATIVE

**844-794-6249**

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