

Low Investment & High Profit Franchise Opportunity that Saves Lives

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

According 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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