



Empower the Lives of Students While Transforming Your Own

Explore the Class 101 College
Planning Franchise Opportunity



Make A Difference While Making A Living



Class 101 is a college prep business that provides students and their families with the advice, tools and resources they need to achieve their higher education dreams. As a Class 101 owner, you'll play a key role in guiding and inspiring students as they plan for their futures.

The best part? You're changing lives while building something of your own. With our simple yet effective business model, you'll use a one-on-one approach to help students find and apply to colleges that fit their needs and budgets. You and your team will guide them to improve test scores, unlock scholarships and become competitive applicants—making the process easier and less stressful.

If you're self-motivated, enjoy working with young people and want to combine purpose with profit, Class 101 is your chance to do just that. Whether it's your first time franchising or you're looking for a new opportunity, you'll build the future you've always dreamed of and make a real impact at the same time.

Take the first step toward transforming lives, starting with your own.

**Lower-Level
Investment,
Higher-Impact
Potential**



An Opportunity That Benefits All



What Students Love About Class 101

Students love the straightforward, supportive environment provided by Class 101. One-on-one sessions prepare them to take the ACT and SAT, improve their overall GPA and create school lists. Over time, they also gain valuable skills in resume and essay writing, navigating college visits, meeting application deadlines and securing scholarships and financial aid.

What Parents Love About Class 101

Parents love the potential and possibilities that Class 101 creates. Not only can our franchise owners and their teams increase college acceptance rates for their child's preferred choices, but they can also save them tens of thousands of dollars in annual tuition costs. The average Class 101 student applies to 7 schools and earns \$160,000 in scholarships and financial aid.

What You'll Love About Class 101

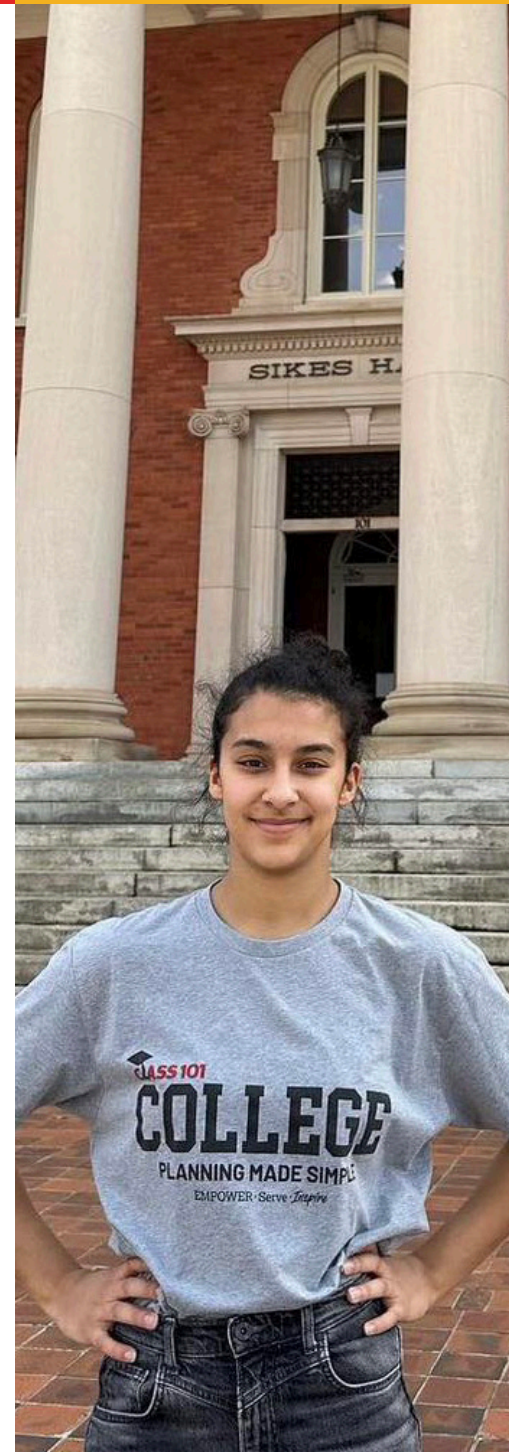
You'll love the chance to build a successful business with a proven track record. With the help of franchise owners and their teams, the average Class 101 student earns more scholarships and financial aid and improves their standardized test scores.



Unlock Success: The Class 101 Services You'll Provide

As a Class 101 franchise owner, you'll step into a proven, turnkey business model designed to help students successfully navigate their higher education journey. You'll provide more than a roadmap for academic success – you'll offer a seamless, stress-free experience with a comprehensive suite of services, including:

- Developing a list of college and university targets
- Arranging college visits and tours
- Improvement of grades and overall GPA
- ACT/SAT/PSAT test prep
- Upgrading of student resumes
- Crafting college essays
- Management of application deadlines
- Exploration of financial scholarship and grant opportunities
- Comprehensive pursuit of financial aid
- Advice on how to make the transition to college life



My husband and I are engineers and before franchising, we were both committed to climbing the corporate ladder until I started to become sick of the daily grind and 60-hour work weeks. I finally quit my job to pursue something new. I really thought franchising would be a great opportunity for me to work smarter, not harder.

As a Snapology and Class 101 owner, I like how being your own boss means you're not limited in what you can earn for yourself. The harder you work, the more revenue you can generate. Franchise ownership has really been great for our family. We get to set our own schedules. Sometimes, it feels like the freedom we have is like we're living in a dream.

Kayla Opperman, Snapology & Class 101 Franchise Owner

What Makes Class 101 Stand Out



An Attractive (and Recurring) Target Market

Because college planning is a multi-year process, you'll work with all students from 8th to 12th grades, an attractive-sized target market where you can develop a predictable, recurring revenue model.



The Statistics (and Data) Don't Lie

Consider this: The average Class 101 student applies to seven schools and earns \$160,000 in scholarships and financial aid while the typical non-Class 101 student applies to two or three schools and earns only \$20,000 in scholarships and aid. Furthermore, Class 101 students improve their SAT scores by an average of 170 points and their ACT scores by 3.1 points. Do you know any parents in your community who wouldn't be swayed by these statistics?



A Simple (but Effective) Business Model

You don't need prior teaching or college counseling experience to own and operate a Class 101 franchise. Ideal candidates may have experience running a small business, but that's also not a requirement. All our franchisees need is a passion for education and working with young people.

An In-Demand Marketplace

U.S. students are graduating from high school at a higher rate than ever before, with a high school graduation rate of 87% in 2022-23 (National Center for Education Statistics), and 62% of high school graduates go on to postsecondary study totaling more than 19.2 million students enrolled in 2024 (educationdata.org).

Millions of students head off to colleges and universities across the nation every fall. And each one of these high school students represents a potential Class 101 client.

Yet there are just too few high school guidance counselors to help students chart their own higher education journey. The demand for college planning continues to rise, with an average college tuition and fee bill that's 24% higher than it was a decade ago. If parents hope to make their children's higher education dreams a reality, they need all the help they can get.

Invest In Your Future



To open a Class 101 franchise of your own, below are the financial requirements, cash required, and ongoing franchise fees associated with business ownership (please refer to Item 7 of the Class 101 Franchise Disclosure Document for more details):

Initial Franchise Fee:	\$39,900
Initial Investment Range:	\$75,287-\$130,187
Required Net Worth:	\$75,000-\$125,000
Required Liquid Capital:	\$50,000
Veteran Discount:	5% off Initial Franchise Fee
Royalty fee:	8%
Ad fund:	2%
Term of Agreement:	10 years

Funding Your Business

If you need funding assistance, we can help. Our VP of Franchise Finance will work one-on-one with you to review your financials, answer your questions, and help you understand your funding options in detail.

Support At Every Step

From signing to opening - we have an established structure to support you. And, you don't need a commercial piece of real estate to launch your business which shortens your timeline for opening.

- Each department will communicate with you during the onboarding process to get you up and running
- During the first 90 days of training, we continue to support you each week with weekly check-ins and tasks
- We will guide you in choosing a location
- Weekly and monthly calls for all franchisees for continued support

Onboarding

**90 Day
Training**

**Ongoing
Support**

A Mind for Business and A Heart for Students



The ideal Class 101 owner has a passion for working with young people and a heart for helping families save time and money during the college application process. They have a background in business or education, whether as a small business owner, an educator, a guidance counselor or other similar work experience. Other helpful attributes of a Class 101 franchise owner include:

Communication Skills: As a Class 101 franchisee, you'll be conducting seminars and communicating with students, parents, educators and other business owners. We're looking for candidates with strong speaking skills who can simplify the often-confusing process of college planning.

Business Acumen: A Class 101 franchisee needs to be business-minded. Ideally, we are looking for someone who can manage a business both effectively and successfully.

Impeccable Organization: Keeping track of client schedules, deadlines and other critical data requires someone with excellent organizational skills.

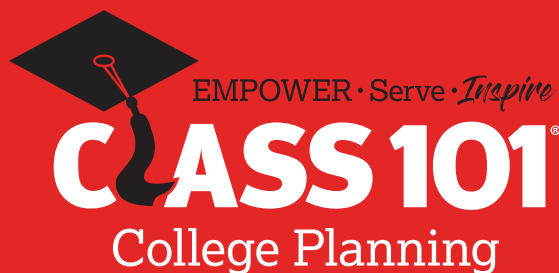
Patience and a Heart for Teens: Having the patience to work with teens to set goals and make positive, incremental changes is a plus. At the core of everything we do is a passion for helping young people find their future.

To date, Class 101 has 50+ locations in the United States. With a Class 101 franchise, you can own a thriving business that makes a difference in the lives of college-bound students.



Simply put, the Class 101 Franchise Opportunity is in a “Class” all by itself.

Ready to dive in?



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About Unleashed Brands

Unleashed Brands was founded to curate and grow a portfolio of the most innovative and profitable brands that help kids learn, play and grow. Over the last 10 years, the team at Unleashed Brands has built a proven platform and know-how for scaling businesses focused on serving families. Its mission is to impact the lives of every kid by providing fun, engaging and inspiring experiences that help them become who they are destined to be.

*THIS INFORMATION IS NOT INTENDED AS AN OFFER TO SELL, OR THE SOLICITATION OF AN OFFER TO BUY A FRANCHISE. IT IS FOR INFORMATION PURPOSES ONLY. CURRENTLY, THE FOLLOWING STATES REGULATE THE OFFER AND SALE OF FRANCHISES: CALIFORNIA, HAWAII, ILLINOIS, INDIANA, MARYLAND, MICHIGAN, MINNESOTA, NEW YORK, NORTH DAKOTA, RHODE ISLAND, SOUTH DAKOTA, VIRGINIA, WASHINGTON AND WISCONSIN. IF YOU ARE A RESIDENT OF ONE OF THESE STATES WE WILL NOT OFFER YOU A FRANCHISE UNLESS AND UNTIL WE HAVE COMPLIED WITH APPLICABLE PRE-SALE REGISTRATION AND DISCLOSURE REQUIREMENTS IN YOUR JURISDICTION.