

FRANCHISE GUIDE

These are the guidelines to establish a factual training facility that falls within our competence and specifications.

Below is what we can do and how we can support;

To render course and issue corresponding certificate:

1. **You would need to establish a franchising** *(Franchise generally means a right or privilege. It may refer to a business method that involves licensing of trademarks and methods of doing business)*
2. **You would need to acquire accreditation** *(Accreditation is a process in which certification of competency, authority, or credibility is presented. The accreditation process ensures that their certification practices are acceptable, typically meaning that they are competent to test and certify third parties, behave ethically, and employ suitable quality assurance)*

We provide both:

Together with the above, you will receive course syllabi, training materials, original certificates, and licenses to issue on your behalf under our accreditation *(certificate has both: our and your authorization)*:

You will be able to use logos, trademarks, database forms, etc. including teaching/learning materials at your discretion. Plus, you could tailor your pricing policies as an independent accredited body.

To put it in a nutshell, you will be provided with all that you need to start up your own independent business and have your graduates verified through our database. Our certificates are also known in embassies and some of your graduates may wish to build up their career by teaching and working abroad.

To make it work you will need to:

Fill in the application form (follow the instructions on the form)

Sign the Agreement (follow the instructions on the form) Submit payment of:

1. \$ 699.00 For a Professional Teacher Trainer License (must have our TESOL certificate) and Accreditation for individuals under the authority of the local or Premium franchisee. The option includes only the TT Course and certificates that are issued by the franchisee or head office upon request.
2. \$ 2.699.00 for a pre-printed 40-certificate Standard pack with all the materials and documents. Every extra pack will be \$699.00 and limited to 80 annually (depending on the location). The payment is initial and you will not need to pay anything for 2 years, except for extra purchases you would make. This is ONE COUNTRY LICENSE.
3. \$ 7,199.00 for a 5-year Premium franchising plan with a 250-certificate pack (unlimited annual quota) and franchisee seal (no need for pre-printed certificates as the franchisee has the publishing sample). The payment is initial and you will not need to pay anything for 5 years, except for extra purchases you would make. (see attached chart PFvsIE.pdf). UP TO FIVE COUNTRIES AND BRANCHES LICENSE.

Acceptable payment forms are Credit Card, PayPal, International draft, and bank-to-bank transfer (wire). We do not accept Western Union as incompatible with our taxation system.

You can find more information at our websites: <https://teachercertificate.com> or <https://intertesol.us>

Once we have received your payment and application form, copy of the bank remittance (if it is bank wire) and Agreement signed your pack will be dispatched immediately enclosing all required instructions and supporting branded to your company materials. However, you may wish to allow 7 to 14 days for the Premium package to be rebranded, licensed to you, and to have a seal ordered.

HOW YOU COULD BENEFIT AND RUN THE PROGRAM IN YOUR SCHOOLS?

- You will be able to qualify your active staff (Premium) into TESOL teacher trainers and the program allows this option. Thus, you will have the certified teacher trainers and their data will be visible throughout our database of internationally certified teachers (on every page of our websites). Once these steps have been taken, you can start training your candidates to have the TESOL certificate with your and our name and logo on it.
- You will be authorized to use the course materials including licensed video materials at your discretion
- You will be able to have 30 or 250 (depending on which package you choose) trainees at any time in online or offline classes. We will share our online or distance learning systems with you with full member access (Secure Member Section) See at:
<https://intertesol.us/courseware/course-options/>)
- You will be able to modify your pricing policy considering your market as we do not interfere or ask you to pay us anything except for franchising fees once in 2 years or 5 years (depending on the package)
- Besides the Teacher Training, you will be able to train in TOEFL, BEC, Master in Literature and Arts, and ESP programs (*Premium option*) issuing YOUR certificates to your trainees either online or in-class (option with the Premium franchising).
- You will have your testing system on our server with your logos and credentials to conduct final tests with your students (either qualifying or final).
- Your trainer staff will have the authority to access all the resources you might need for teaching or training in a special software “Teacher

Support Toolkit".

- You will receive the franchisee software along with others with all the instructions for a start-up or procedures to follow. The materials are copy-protected and you will acquire licenses per resource. See at: https://youtu.be/pN1hk9b_VC4 <https://youtu.be/pdo7BZnUnuY>
- TOEFL, BEC, Master in Literature & Arts, and ESP software will be licensed to you so that you can publish them and use them to resell or distribute among your students with the design specially for you and with both our and your logo and credentials. See at: <https://youtu.be/5dIFF6k148g> <https://youtu.be/SpXTdlhnm9Y>
- You will have a special page at your members' site as an authorized and verified franchisee to render legitimate, accredited courses in your facility e.g. <https://www.teachercertificate.com/blmem1/#our-team>
- You will be able to do all this plus enrollment with 1 adjacent country or 5 (Premium) adjacent countries depending on the package.
- You will have full independence to decide how to modify courses or adjust to your curricula although everything has already been done and you would need just to follow it (Premium).
- You will be included in our advertising campaigns for unlimited time
- Your graduates will be in the database with info about your school (although all this is included in the certificate, diploma, or transcript. To check how it works you could go to any page and in the verification form type any name of your graduate: (the database works with one or both names). You will be able to upload your graduate data independently.
- You will be assigned email boxes on our teachercertificate.com and intertesol.us servers (could choose to redirect)
- You will be able to include your (US-based) recommendation letters on our and your behalf

- Your entity will be authorized by a US educational entity to advertise yourself as a US franchisee
- You will be able to have access to the database of our graduates recommended for job placements in your country or adjacent country.
- You can opt-in to have your website at .us server (e.g. <https://www.yourcompany.intertesol.us> e.g. <https://mspro.intertesol.us> or <https://teacherpro.intertesol.us/sta/>) and we could help you to set it up from the scratch
- In case, you would need support to place your graduates in foreign universities, you will have full support in guarantees, negotiations, or financial operations.
- We assist in job placement worldwide and once you have franchising you have access to all job resources and graduate files.

Below is the shortlist of inclusions in your package that will allow you to take up immediately:

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- ✓ **Franchising diploma**
 - ✓ **Proof of Accreditation**
 - ✓ **License for a teacher trainer**
 - ✓ **Certificate of Achievements (Certificate of Good Standing)**
 - ✓ **Right to issue 30 TESOL Certificates (provided w/blank name fields)**
 - ✓ **Memorandum of copyrights, royalties and licenses**
 - ✓ **Right to issue 250 TESOL Certificates (templates provided)**
 - ✓ **'Peace Envoy' recommendation (templates provided)**
 - ✓ **Course Transcripts (templates provided)**
 - ✓ **2 full TESOL course (copy-protected and licensed) software, manuals, support**
 - ✓ **1 Franchisee Support Pack software and license**
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- ✓ 2 TOEFL training software (copy-protected and licensed)
 - ✓ 2 BEC training software (copy-protected and licensed)
 - ✓ 2 MLA training software (copy-protected and licensed)
 - ✓ 2 ESP training software (copy-protected and licensed)
 - ✓ Certificate of Good Standing for affiliations
 - ✓ Round-the-clock verification for the accredited institution and its graduates
 - ✓ Professional webpage, email alias (e.g. yourschoolname@intertesol.us) and
 - ✓ Free promotional services.
 - ✓ Unlimited advertising (partner's page)
 - ✓ Royalty free teacher software kit (included in software pack)
 - ✓ Consultant upon request
 - ✓ Rights to use Logo and Stationary
 - ✓ Own the Grand Seal of TESOL franchising
 - ✓ Rights to use digital resources (licenses provided)
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Please see the attached Candidate form to fill out. See also the attached Agreement form.

Once you have decided, please let me know to forward the invoice, go ahead with the instructions, and prepare your package for shipment.

TIELC USA Administration

BASIC DIFFERENCES AMONG INDIVIDUAL / STANDARD / PREMIUM FRANCHISING - EXPLAINED

CRITERIA	INDIVIDUAL	STANDARD FRANCHISING	PREMIUM FRANCHISING
Freedom in specifying own enrollment criteria (age, credits, accomplishments, grades, etc.)	Minimum: age 18, second year university/college student. 1 country license. B2 for Tesol, For other certificate courses B1. We do not certify children.	SAME except for enrollment can be made from 4 adjacent countries	SAME except for enrollment from any country where TIELC does not have a franchisee.
Freedom to choose pricing per trainee	Gets up to 40% commission from every enrolled trainee	Specifies own pricing with one-time 30% interest for TIELC.	No franchisee fees required for 3 years from the date of creation. On extension, terms are negotiable
Issuing certificates, limitations and embossed seal	No limits on enrolment and no direct issuance. When Individual completes training, he recommends graduates depending on Final Test results	Receives a pack of 40 pre-printed and sealed certificates per year. Above it each pack goes for a discount price. No franchisee seal, but its name appears under authorized entity	Receives a pack of 280 pre-designed certificates to be printed at its discretion per year. Above it each pack goes for a discount price. Owns its own Franchisee seal. authorized
Final Test Management	Graduates take online Final Test at TIELC server (1 attempt free, 2 paid)	Graduate has 3 free attempts in online Final Test. Franchisee can wave test requirements under TIELC approval.	Final Test results can be waved or ignored at Franchisees recommendation

Ownership of the copyrighted and licensed materials	All materials are licensed and copy-protected. Individual receives 1 personal license per included courses (TESOL, TOEF iBT, MedEnglish, Literature & Arts, Business English). All trainees have to purchase their own licensed copy)	Receives 2 license per each program, and 40 licenses per trainees (Can be on CD, USB, Downloadable, etc.) Information carrier hardware is paid, while downloadable is free).	Receives 5 extra licenses for its trainers. Free 200 program license codes
Submission of TESOL graduates to the database for verification and confirmation	It is an obligation by agreement	Can submit graduate data in 2 categories: VERIFIED and LISTENER. One of it is required. First 40 submission are free.	All graduates are subjects of 200 free submission
Use of logos, identification marks, heraldic, signatures, etc.	Cannot use it own logos except for in combination with TIELC ones and approved by TIELC	Can use its own logo together with TIELC ones at its own discretion. Also, it is pre-printed on certificates with a signature	Can use its own logos and credentials anywhere online or offline not-harming TIELC reputation
Rights to set affiliations, franchisees, centers, branches, etc, on its territory or elsewhere	No. It can only recommend and mediate for which will receive up to 20% commission from the deal	Yes, it can create up to 5 franchisees on behalf of TIELC with a negotiable commission and packages for each one.	Yes, free to set up entities on its behalf. However, remaining accountable to TIELC
Full self-management and accountability	No. Is not legible to receive tuition fees directly from the trainee. Must recommend wire transfer or other payment methods if Individual cannot manage it himself.	Yes. Partially. Can receive funds in cash, or any other forms and just transfer the one-time interest percentage to TIELC	Full independence but accountable to TIELC
Rights to develop, upgrade, alter, change, self-manage course materials.	No. Except for creating his own curricular according to the program. No source code of materials	Yes, but in cooperation with TIELC to create the special source code and receive license per package.	Yes, access to license individually its own program, receives the source code to manage at its own discretion.

Documents, authorities and liabilities received from TIELC	Individual franchisee is a TESOL Teacher Trainer Certificate and license holder	Standard Franchisee diploma, license and package liabilities, etc.	Premium Franchisee diploma, license and package for 280 Certificates (predesigned), own embossed seal, other rights, etc.
Pricing, fees, plans, payments, etc.	\$ 699.00 One-time payment and subject to conditions above	\$ 2,699.00 One-time payment and subject to conditions above. Monthly installment plan can be negotiated.	\$ 7,199.00 One-time payment and subject to conditions above. Monthly installment plan can be negotiated.

Annotation: These statements are basic differences and are subject to other terms and conditions between the interested party and TIELC.