



# ARMOUR COLLEGE

*Armour Technical Institute*

Franchise Information Kit



**Enter to Learn  
Exit to Serve**



Imagine having the ability to make a real difference in your community while building a secure future for your own family. That's the beauty of the

**Armour Schools Franchise Opportunity**



Real life training for real life heroes!

Preparing our first responders, security officers  
and our medical and legal professionals for  
for the growing challenges that they'll face today and tomorrow!

**ARMOUR COLLEGE**

***Armour Technical Institute***

That's Who We Are    That's What We Do





## Why Armour Schools?

Armour offers a unique learning experience for students looking to enter the public safety or private security field or for those looking to begin careers in the growing and exciting medical or legal professions.

It also offers those currently employed in any of these areas the ability to stay current on their continuing education and re-certification requirements.

Created by a team of professionals who have real life experience as first responders, we're dedicated to not only meeting the need of quality education, but exceeding it.

The Armour School Franchise is a solid business opportunity in an important field with high demand. With a relatively modest investment, our Franchisees are seizing a larger share of a billion dollar industry and you can too.

With course offerings in more than twenty growing fields, and more than two hundred regulatory and certification courses, dozens of career diploma programs, and six methods of training delivery, Armour is fast becoming the one stop training facility for public safety career education.

**ONLINE**

**ON-DEMAND**

**ON-CAMPUS**



## The Franchise Advantage

### Tried & True System

Proven, tested, tried and true systems are one of the biggest advantages of franchising versus pursuing a start-up business.

In the case of Armour College and Armour Technical Institute, you'll be benefiting from more than 20 years of successful business operating systems.

**Here are just a few of the things we can show you how to do:**

- How to manage a school
- How to hire new employees
- How to deliver lessons
- Where to locate
- How to advertise
- When to promote

### World Class Training & Support

Whether you have a background in education or not, Armour College development and training programs are designed to bring you quickly up-to-speed. And that training doesn't end once your doors are open; we provide a constant supply of support throughout our franchise relationship with you, day after day.

- Comprehensive initial, tune-up, and regional franchisee training sessions
- Daily community blog, conference calls and radio shows
- Franchisee support help desk
- Meetings-trainings and seminars
- Monthly conference calls-webinars
- Dedicated Regional Managers
- Performance Coaching
- Regional Training Centers

### Business & Marketing Tools



## The Armour Method

The Armour Method, continuously developing and improving, is the life's work of Rick McCann, Founder and Chief Executive Officer. More than a teacher, Mr. McCann has lived, worked and taught in many areas of the public safety and private security front lines for more than 40 years, and he continues serving as an active law enforcement officer and in the emergency medical services and as a fire responder today. It's part of him and he is part of it. Professions that he loves.

The Armour Method employs a unique combination of techniques, styles and delivery methods to achieve the level of education necessary to survive and thrive in the fields that we teach today. These careers take more than just standardized curriculum, dry classes and uncaring instructors to be prepared for the real world, they take hands on-scenario based, real life training taught by men and woman who have been there and done that.

### **The Armour Method Provides:**

- Interactive Learning
- Hands-on Scenario Training
- Audio-Video Courses
- On-Line Courses-Programs
- Environment Specific Classes

- Manipulatives are used to introduce, explain and reinforce concepts and skills
- Intensive Remediation, as needed
- Enrichment at all levels and Advanced Work
- Group Instruction that allows for one instructor to effectively teach multiple students simultaneously, allowing for a flexible schedule and a minimal number of instructors

Combining the latest technology and course specific delivery methods with highly qualified, experienced and dedicated instructors makes our school more than just a building, it makes it part of the student's learning experience in so many different dimensions .

If a student fails, we fail.

We know in the fields of public safety, medical, or private security, there is no do overs.

## The Armour Difference

### Product:

We're a proprietary multifaceted educational based system, time-tested that provides engaging instruction mixed with technology and inter-active, hands-on learning.

We offer the customer a very high value for their dollar and we uphold the highest standard of customer service.

### People:

We're dedicated to the success of our franchisees – We only succeed when you succeed.

We're building a community of people who care deeply about education and together we continue to create a strong brand recognized for quality and results.

### Process:

Our process works because we place all of the right components of the business together with the right teachers, in the right spaces, the right curriculum, the right products and the right amount of heart mixed with experience and leadership.

### Potential:

The market for the type of training and education services that we provide is vast, as is the demand for high quality instruction.

While running a successful Armour College Franchise may be one of your proudest accomplishments, with "student-led" methods, a low overhead and a modest investment, it can also be one of your easiest accomplishments. It's a formula that works.

It's easy to succeed in any business, when you have the right people by your side, and you offer the right high quality services, products and training in a market ready for something different, something better, something that will change their lives.

At Armour College, that's exactly what we offer.

## Cost - Benefit Analysis

We feel every community can benefit from an Armour Public Safety school! Likewise, all our franchisees benefit from owning a truly rewarding business and you can too with a relatively low initial investment.

As with any new business, there are start-up costs that include setting up a campus, an initial marketing campaign, and other one-time expenses. This will vary by geographic area.

We recommend that new franchisees have a working capital of: \$30,000-\$100,000 US. This is an overall estimate for the costs through the first 3 months of your campus being open.

### Armour School Specific Fees

Initial Franchise Fee:	.....	\$ 9500.00
Additional Campus		\$ 7500.00
Monthly Royalty:	.....	9%

For these fees and estimated start-up costs you can become a part of the Armour College Franchise family and benefit from:

- A solid business model with a low investment and simple start-up
- Extensive training
- Access to an experienced management team with a record of success
- A vast library of program content
- An exclusive, protected territory
- Sophisticated marketing materials
- A brand name that stands for quality and excellent customer service
- A supportive franchise community



## Take The Next Steps

The road to an Armour School franchise ownership begins now. As your Armour Franchise Development Directors, we're here to help you every step of the way. This is an outline of what you can expect next:

1. Fill out a Request for Consideration (RFC) form
2. Receive and review Franchise Disclosure Document (FDD)
3. Hold Conference call with Armour Schools
4. Determine your customized territory
5. Attend Franchise Candidate Meeting
6. If accepted, sign Franchise Agreement

When you're ready, let's have a friendly conversation to determine your needs and wants for the future – together, we could be the perfect equation!

**DISCOVER YOUR PASSION FOR PUBLIC SAFETY TRAINING AND  
INCOME**

**+**

**LIFESTYLE**

**+**

**FULFILLMENT**

**1-804-290-4388**

**WWW.ARMOURCOLLEGE.ORG**