



Michael Bateman, President and CEO, Grade Learning

Grade Learning

Canadian owned and operated with locations throughout Ontario, Grade Learning provides training and education to people of all ages.

“Our centres can be registered as Private Schools by the Ministry of Education and as Career Colleges by the Ministry of Training, Colleges and Universities. As a registered school or college, we are able to grant credits or diplomas,” says Michael Bateman, President and CEO.

The proprietary InteGRADE Learning System incorporates best practices and is built on methods and learning models that have been perfected by the system over time. “Education is always in fashion,” says Bateman. “There is always a need. We have been investing in this business for 19 years and bring a lot of knowledge and learning.”

Prior to opening, franchisees attend an initial eight-day program where hands-on training guides them on how to recruit, run a campus, and motivate and manage teachers and employees.

From site selection to marketing, franchisees are provided with all the tools they need to create a thriving campus. They are supported through quarterly meetings, conference calls, webinars, conventions and manager meetings, where they have the opportunity to learn new skills, stay up-to-date with news, provide input, assistance and support in building, launching and refining programs.

With a number of areas in Ontario available and expansion plans to double in size in the next five years, Grade Learning’s set the bar high as a top performer.

On what makes a good franchisee, Bateman says owners with strong follow-up skills are key. “You need to do what you say you are going to do, when you say you will do it.”

GRADE LEARNING STATS

Franchise Units in Canada: 20

Corporate Units in Canada: 4

Franchise Fee: \$30K

Investment Required: \$90K

(includes franchise fee)

Available Territories: All of Canada