



The Middletown **FLIER**

NOVEMBER 2010

Tutor Doctor now making 'house calls' in area

There could be fewer "math meltdowns" and other homework headaches in Middletown now that Jonathan Peters has introduced a Tutor Doctor franchise.

Tutor Doctor, a rapidly expanding one-on-one tutoring service designed to help students from ages six to 106, announced the opening of a new franchise location in Middletown offering the community and students a private, easy way to catch-up or get ahead in school. The new Middletown location, which serves all of Central Delaware, opened in June, has 10 tutors and already serves more than a classroom full of students.

Franchise owner, Jonathan

Peters spent fifteen years in the banking and finance field. For the next seven years, Peters worked for a non-profit, which required him to travel 50 percent of his time. Then, in March 2008, his wife was killed by a drunk driver. Now faced with single parenthood, he realized he needed a position that would allow him to be close to home for his four year-old daughter. For two years, he earned his masters degree in education, thinking he would become a teacher. When he found Tutor Doctor, a home-based business, he decided it was a perfect fit. Now he uses his teaching background to oversee his tutors and to perform assessments and do consulta-

tions. Peters' Tutor Doctor is the only Tutor Doctor franchise in all of Delaware.

The rise of tutoring is becoming so pervasive that it is changing the face of education. Due to heightened competition in the classroom and governmental programs requiring schools identified as failing to provide tutoring to students, this \$4 billion dollar per year industry, once an upper-class phenomenon, has extended to the middle class and beyond and continues to grow at a rapid pace. In fact, in each of the past three years, consumer spending on tutoring has increased 7 percent to 10 percent.

Tutor Doctor uses a variety



Jonathan Peters now has 10 tutors on the staff of Tutor Doctor.

of well-known books and educational materials to supplement customized programs, but the franchise primarily leverages the curriculum and text the student is currently working with to ensure the most relevant tutoring is provided. Tutor Doctor also works with the students' current teacher to ensure that they are meeting both the student's and teacher's expectations.

"Middletown students stand to gain significant value from Tutor Doctor," said Peters. "We look forward to assisting students in achieving their educational goals with programs that are specifically designed to fit the needs of each individual. One-on-one tutoring ensures that each stu-

dent is being given the utmost attention and tools for success. It also gives our tutors the satisfaction of seeing their students' progress. We can't wait to start helping students reach their full potential."

In addition to providing school-age students with tutoring in various subjects, many families also hire Tutor Doctor to help students get ahead and prepare for larger challenges, such as advanced classes that could help them get into a preferred college or university. Tutor Doctor has also proven valuable for the rapidly growing home-schooled population, as well as for seniors wanting to learn technology skills.