

Free Franchise Information Report

BachtoRock.com/Franchise



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What is Bach to Rock?

Our Music School Franchises Are Reinventing Music Education on a National Scale

Bach to Rock is a franchised music education school for students of all ages, from early childhood through high school and beyond, with a unique twist. We don't just provide individual music lessons; we turn music into a team sport by creating student bands that learn to play sets, record music in a studio and perform in public. We offer kids exposure to all forms of music – Top 40, classical, hip-hop, blues, country, gospel, jazz, a cappella, bluegrass, electronica and more.

Since opening our first corporate school in Bethesda, MD, in 2007, we have embraced the philosophy that **learning music should be fun**. Students learn best when they play music they love. And they love learning when they get to play that music with other kids. Our schools provide weekly ensemble instruction, as well as private lessons. Our student bands play public community concerts, compete in a Battle of the Bands and participate in recording sessions in Bach to Rock's professional recording studios.

The upshot is that Bach to Rock is reinventing music on a national scale. CIG, our parent company, has already invested more than \$20 million into the Bach to Rock concept to perfect the business model and create a scalable business that translates into a reputable nationwide franchise system.

We already have the look, feel and return on investment of a large national brand. Our vision is to build hundreds of schools across the country, become the “it” brand music school and to make our performance-based, team-sport approach to music instruction commonplace.



Why Music Education Matters

Talk to our music instructors, and they will tell you story after story about students who are blossoming at Bach to Rock.

“This is a place where many types of kids are able to shine, and that’s one of the great things about us,” says the Site Director for Bach to Rock in McLean, VA. “We have straight-A students, athletes, shy kids, kids who haven’t discovered what they’re really good at yet and kids who are already enrolled in a lot of extracurricular activities. They all come to Bach to Rock because they want the joy and camaraderie that playing music with peers can bring.”

We recently talked to a parent of a talented 11-year-old who’s transforming into a more confident kid because of Bach to Rock. “His talents play higher than his age,” the school

director says. “He’s 11, but he plays with 14- and 15-year-olds. That has done a lot for his confidence, and his dad says he’ll do anything to keep him in this situation.”

“Anything” means this parent will do whatever it takes to keep paying Bach to Rock to help his child stay confident and shine.

Parents don’t relate to Bach to Rock as just another music school. By performing regularly in public, our kids learn stage presence and how to be confident in their own skin at all times. When you were a teenager, were you and your friends comfortable in your own skin? What would have been possible if you were? At Bach to Rock, we have countless success stories like this one.



Music School Business Plan: Every Kid Can Be a Star

Bach to Rock’s core principles originated with our founder, who was a middle-school music teacher and a Juilliard-trained musician. “He believed music is best taught when you get to play the music you like,” says Bach to Rock President Brian Gross. “The learning is the same, but the enjoyment factor is much higher.”

Our unique learning approach encompasses these five core beliefs:

1. Play what you like. Whether it’s rock, classical, hip-hop or Top 40, children are

more engaged when they’re allowed to play the music they’re passionate about. You won’t hear “Twinkle, Twinkle Little Star.”

- 2. Play in a band.** Our students tend to practice more when they know their bandmates are counting on them to perform. They learn how to function well in a group and play well with others — crucial life skills as they grow and mature.
- 3. Perform in public.** Applause is a powerful motivator. Our student bands get to perform at community concerts and participate in our popular Battle of the Bands competition. Many surveys show that public speaking is one of people’s top fears. Our kids don’t suffer that problem. They learn how to shine in public and grab the attention of a room.
- 4. Recording as an educational tool.** Bach to Rock schools are equipped with state-of-the-art recording studios that give students the opportunity to compose, write and record their own music. Imagine the thrill of a 15-year-old girl being able to record original songs, or a punk-inspired band hunkering down in the studio diligently learning all aspects of musicianship.
- 5. Early success.** Using our proprietary curriculum, we can teach a student to play a song within her first hour of instruction. We start kids on simplified versions of songs and gradually increase the complexity as they gain experience.

Helping children find a voice through music is a worthy endeavor, and with a scalable business model suited for both single- and multi-unit investors, it also can be a profitable one.

The Bach to Rock Story

About Bach to Rock

In 2002, a former middle-school music teacher and Juilliard-trained musician felt something was missing from classroom music education. So he started a unique summer camp. His idea was to let kids play the music they loved, let them play with their peers and let them perform. The Bethesda, MD, summer camps grew in popularity, and he eventually opened a school.

An executive with Cambridge Information Group (CIG), our parent company, discovered Bach to Rock when his own son attended the school and had a rewarding experience. He saw an opportunity to provide the same transformational music education experience on a much broader scale. In 2007, Bach to Rock was born. We opened a second school in Gaithersburg, MD, the same year. We soon opened Bach to Rock schools in McLean, Leesburg, Chantilly and Herndon — all in Virginia.

We sold the first Bach to Rock franchise in 2012 and have been growing ever since.

Changing the Path of Music Education

CIG already has invested more than \$20 million into the Bach to Rock concept to help us create a game-changing and scalable business model and to build the systems to create

a nationwide chain of music schools. CIG's support of Bach to Rock is helping our company gain momentum for our leadership role in the fragmented music instruction industry. With 12 corporate schools and 50+ franchised schools from coast to coast, Bach to Rock and CIG are committed to building a system that is 500 strong.

Our school's music instructors, all of them professional musicians, are turning kids into rock stars. That's a dream almost anyone can relate to, and our franchisees are discovering that it's a dream parents are willing to pay for. Especially when they see the results Bach to Rock gets. At Bach to Rock we know that when kids learn to play the music they love alongside their peers, they're learning more than notes and melodies. They're picking up key life and career skills — and a love of music — that will last a lifetime.

The financial commitment to our innovative approach to music education shows in our earnings. We're seeking investors who are passionate about music, about business and about educating children.



A Timeline of the Bach to Rock Story:

2013 – 2024

- Warminster, PA opens February 2024.

- Minnetonka, MN opens August, 2023.
- Scarsdale, NY opens August 2023.
- River Edge, NJ opens October 2023.

- Coon Rapids, MN opens June, 2022.
- Leawood, KS opens June 2022.
- Wyckoff, NJ opens July 2022.
- Santa Monica, CA opens July 2022.
- Powell, OH opens December 2022.

- Cypress, TX opens February 2021.
- Fishers, IN opens March 2021.
- Mt. Juliet, TN opens July 2021.
- Nashville West, TN opens July 2021.
- Zionsville, IN opens July 2021.

- Arlington Heights, IL opens February 2020.
- San Diego, CA (Rancho Penasquitos) opens February 2020.
- Marietta, GA opens June 2020.
- Cedar Park, TX opens September 2020.
- McKinney, TX opens October 2020.
- Fairfax, VA opens November 2020.

- Lake Mary, FL opens February 2019.
- Wayne, NJ opens May 2019.

- Fulton, MD opens February 2018.
- Johns Creek, GA opens March 2018.
- Denville, NJ opens March 2018.
- Tanasbourne, OR opens May 2018.
- Virginia Beach, VA opens June 2018.

- Carmel, IN opens August 2018.
- Naperville, IL opens August 2018.
- Redmond, WA opens August 2018.
- Plymouth, MN opens September 2018.
- Lutz, FL opens November 2018.

- Flower Mound, TX opens January 2017.
- Nanuet, NY opens March 2017.
- Encinitas, CA opens June 2017.
- Mount Pleasant, SC opens September 2017.
- Huntersville, NC opens December 2017.
- Northbrook, IL opens October 2017.
- Penfield, NY opens December 2017.



- Wellesley, MA opens January 2016.
- Memorial, TX opens April 2016.
- Jacksonville Beach, FL opens May 2016.
- Midlothian, VA opens May 2016.
- Rocklin, CA opens May 2016.
- Ridgefield, CT opens September 2016.
- Alpharetta, GA opens October 2016.

- Apex, NC opens November 2016.
- North Scottsdale, AZ opens December 2016.

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- Bristow, VA opens October 2015.

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- Folsom, CA opens June, 2014.
 - Mamaroneck, NY opens August 2014.
 - 2nd franchise location opens in Wayne, PA.

2011 – 2012

- 1st franchise location opens in Port Washington, NY.
- Bach to Rock began offering franchises.

2007 – 2010

- Music Makers Holdings, LLC acquires East Coast Music Production Camp, LLC and rebrands the school Bach to Rock.
- A second location in Gaithersburg, MD opens.
- Three additional schools open in McLean, Leesburg, and Chantilly, VA.
- A school in Herndon, VA opens.



Award Winning Franchise

Don't take our word for it. Here's how we rank in the franchise industry. Among our awards:

- **Entrepreneur Magazine.** Bach to Rock ranks on the Top 500 franchise list for the eighth time, out of over 1,000 franchised businesses.
- **Top Franchises for Veterans.** Entrepreneur ranks Bach to Rock #37 as one of the top 150 franchises offering incentives and other programs to help veterans become franchisees.
- **Ten Franchises to Watch, "Entrepreneur" magazine.** Entrepreneur gazes into the future and picks Bach to Rock to make a big splash.
- **Next 300 Franchise Systems, "Franchise Times".** Franchise Times names Bach to Rock as one of the next 300 Franchise Systems to take off.
- **Franchise Gator Top 100 Franchise.** Bach to Rock scores #15 on the list, and is also named a Top Emerging AND Fastest Growing Franchise.
- **Best Website Best Practices, Franchise Media Update.** Recognized for transparency and robust Item 19 disclosure, Bach to Rock wins best website.

What is the Bach to Rock Teaching Method?

With Our Unique Curriculum, Kids Stay in Music Lessons Longer

Traditional music lessons just aren't that fun. The process that takes a learner from unskilled to competent truly lets kids down. Take a child who's already distracted and maybe not that into it in the first place, put him into a stodgy learning environment, and you've got a giant fail.

At Bach to Rock, we've come up with a unique approach to teaching music that engages kids from the very first moment and keeps them interested long after they would have given up on traditional lessons. On average, our kids take lessons for more than 70 weeks, which can cost several thousand dollars. This outpaces what we believe is the typical 20-24 weeks a child sticks with traditional lessons.

Some students stay with us for years, and parents typically spend \$4,000 per year per student. This creates more revenue opportunities for our franchisees, and it also lets them do something they won't necessarily get to do with a typical fast-food franchise: **They can make a real difference in children's lives.**

The innovative Bach to Rock approach is based on the belief that everyone learns faster if they get to play the music they love with their peers. It doesn't matter whether it's ZZ Top or Tchaikovsky or Jay-Z; it only matters that the child is really into it. Our teachers use age- and skill-appropriate musical arrangements drawn from our large library of songs so students can begin playing almost right away. We put our students into bands in their favorite genres and get them performing together in public venues. That makes them feel like stars. It makes learning fun.



A Music School Franchise For All Ages

At Bach to Rock, we don't believe anyone is too young — or too old — to learn to play music. Our Rock n Roll early childhood program uses structured musical games and activities to expose children as young as 1 year to the fundamentals. Kids ages 3-5 learn about instruments, musical symbols and rhythms in our Rock City program. Our group piano class, Kids n Keys, is perfect for ages 5-7 to learn

music fundamentals. By about age 7, kids are ready to pick out the instrument they want to learn and start taking individual and group lessons.



We offer birthday parties and corporate events that cater to people of all ages, and our senior citizen programs help retirees play instruments they've always wanted to learn. We also have adult bands, often formed by parents who've seen their children succeed at Bach to Rock.

Our core enrollment, of course, is school-aged children. Children can learn everything they need to know to become professional musicians, although many simply gain a lifetime of enjoyment through a fulfilling hobby. We combine individual lessons with ensemble instruction and hold weekly jam sessions that lead to Battles of the Bands and recording in our in-house professional studios. We regularly schedule public concerts that instill confidence in our students and help them polish their performing skills. These activities foster teamwork, build self-esteem, and motivate students.

Unlike other music school franchises, Bach to Rock has an extensive curriculum and our students learn the intricacies of music — from theory to how to read music to performing with other band members.

Why Customers Love Bach to Rock

Exceptional Learning Experiences

Bach to Rock has established itself as a premier institution for music education, catering to the needs and aspirations of young musicians. Parents who enroll their children in Bach to Rock programs often report seeing remarkable progress in a relatively short period. The learning environment at Bach to Rock is designed to be engaging and enjoyable, which facilitates quick learning and fosters a **genuine love for music.**



Children who start with little to no musical knowledge quickly find themselves immersed in a world of melody and rhythm, progressing from simple tunes to complex performances. This transformation is not just about acquiring musical skills; it's about developing a holistic sense of achievement and self-worth.

Melinda Mansfield, a parent from Northern Virginia, shared her experience with Bach to Rock, saying, “My kids are both doing just great. Recently my son was in a Battle of the Bands. It was exciting. He played on an enormous stage flooded with lights. To see his growth from his last performance is just amazing.”



From Customers to Franchise Owners

The compelling success stories and positive experiences at Bach to Rock not only build loyalty among customers but also inspire them to become part of the brand’s expanding network. Some customers are so impressed by the transformation they see in their children and the quality of the educational offerings that they decide to **invest in the franchise** and open their own music school.

Sameer Patel, a Montessori school administrator, became a franchise owner after witnessing the positive impact of Bach to Rock on his children.

Despite his initial disinterest in traditional music lessons, the **unique approach of Bach to Rock** reignited his passion for music and led him to embrace the franchise opportunity. He said, “It really is magical, especially for someone whose normal disposition doesn’t come off as super-confident. Bach to Rock is really helping my son in many aspects of life.”

How Large is the Music Education Industry?

Bridging the Gap in Music Education

In an age where music is integrated into every aspect of our lives, from endless streaming on digital platforms like TikTok to the viral performances on YouTube, the paradox of declining music education in schools stands in stark contrast. Despite the ubiquity of music, with millions tuning into performances by icons like Bruno Mars, Beyoncé, and Taylor Swift, school music programs across the United States—from New York to California, from Florida to the Midwest—are facing severe cutbacks. Programs that once enriched students’ lives, including marching bands, glee clubs, and orchestras, are being drastically reduced or eliminated.

This reduction in school-based music education leaves a noticeable void, yet it simultaneously presents an unprecedented opportunity for music education franchises like Bach to Rock to fill this gap and thrive.

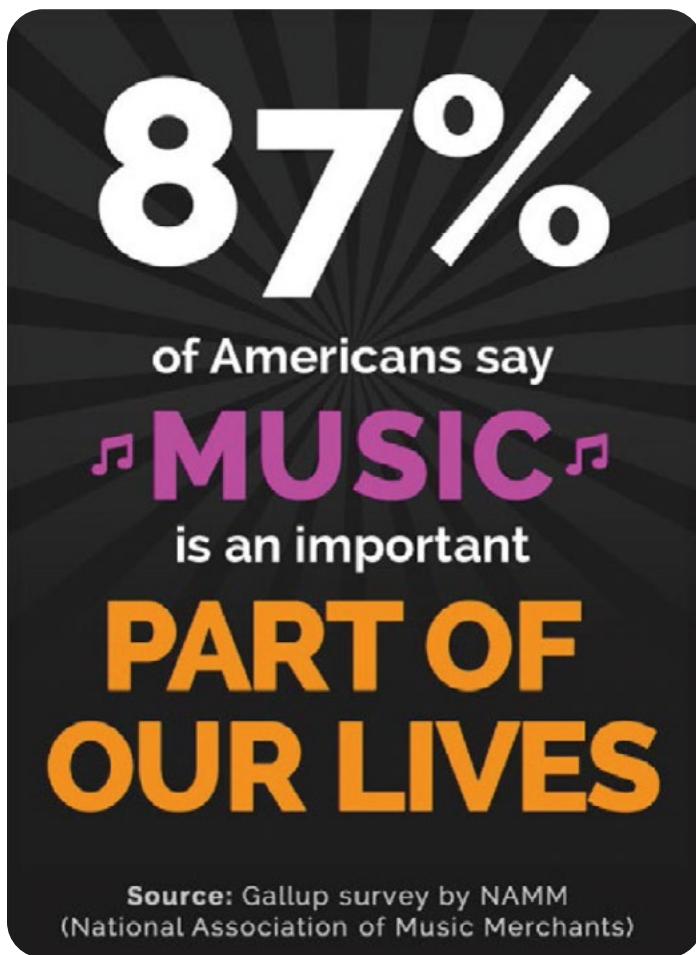
The Cultural Power of Music

Our culture’s appetite for music is insatiable. Shows like “American Idol” or “The Voice” demonstrate the pervasive dream of musical

stardom, drawing thousands of hopefuls to auditions in cities nationwide. This cultural phenomenon underscores a significant demand for music education outside the traditional school system, a demand that Bach to Rock is uniquely positioned to meet.

Engaging the Next Generation

Parents are actively seeking new and engaging ways for their children to learn music, driven by a recognition of music's integral role in a well-rounded education. Bach to Rock meets this need by offering an innovative approach to music education that resonates with both children and adults alike.



87%
of Americans say
MUSIC
is an important
**PART OF
OUR LIVES**

Source: Gallup survey by NAMM
(National Association of Music Merchants)

The Statistics

Despite the cuts to music education, Americans' passion for music remains strong. A Gallup Poll survey titled "Public Attitudes toward Music" reveals deep-seated affection for music and music education:

- **87% of respondents consider music a vital part of their lives.**
- **70% express a desire to learn an instrument.**
- **85% regret not learning to play an instrument.**
- **96% advocate for music as a staple of school curricula**, with 80% supporting state-mandated music education.

The Economic Indicator: Rising Instrument Sales

The demand for music education is further evidenced by the increasing sales of musical instruments and related equipment. The National Association for Music Merchants (NAMM) reports a 10% increase in instrument sales over the past decade, with specific segments like custom acoustic instruments and DJ equipment experiencing even more significant growth. These trends not only reflect



a growing demand for music education but also herald a renaissance in the industry.

NAMM's optimistic outlook on the music education industry, supported by robust attendance at its annual convention, signals a vibrant future for music education. As traditional avenues for music education wane, the rise of music education franchises offers a promising new pathway for nurturing musical talent and ensuring that music remains a cornerstone of cultural and educational development.



Your Role in Transforming Music Education

Bach to Rock is at the forefront of this transformative movement, offering a unique opportunity for entrepreneurs and educators to make a lasting impact on the music education landscape. Join us in shaping the future of music education and enriching the lives of students across the nation.

Who Makes a Great Bach to Rock Franchisee?

The Ideal Franchisee

Our franchises are typically run by leaders with strong backgrounds in management or business, who may also have a passion for music or childhood education. The investor-owner need not be a musician, but he or she does need the ability to build a team of energetic, dependable and committed musicians.

The franchisee will play an important role in promoting the school to the community, which is the most important aspect of marketing a Bach to Rock school. That connection to the community will drive your business.

The day-to-day heavy lifting of the business will be done by a full-time school director, leaving the franchisee the ability to focus on more of the activities that generate sales and profitability. Because each school has a manager, franchisees are not shackled to a single location. The model was built from day one for franchisees who want to start with one school and eventually grow a chain, multiplying their income with each school they open.

The Bach to Rock business model begins with a full-time director who runs the day-to-day operations of your school, including the hiring

What Territories are Available?

of professional musicians as part-time music instructors. As your school's enrollment grows toward our target of 500 students or more, you will add more full-time support staff and hourly instructors. It's important for a franchisee to have the ability to sell and promote, as well as a knack for managing people.

We look for franchisees who are outgoing and want to feel a more meaningful connection to their communities. Our franchisees need not be musicians themselves, but having a passion for music and for educating children will help you better relate to why Bach to Rock employees work as hard as they do.



Music Store Franchises: Getting into the Numbers

The typical investment necessary to open a Bach to Rock franchise is \$255,500 to \$549,500 and our franchise fee is \$45,000.

Franchisees should have a net worth of at least \$500,000 and a minimum liquidity of \$100,000. A college education or business experience of at least five years is a must, and a background in finance or marketing is especially helpful. Of course, we're still looking for that music-lover at heart.

Fast Growing Suburbs

Picture a fast-growing suburb of a large metropolitan area such as New York, Boston, Dallas, Philadelphia or Houston. Or a densely populated city neighborhood or borough that's teeming with successful small businesses, family life, arts and culture.

Bach to Rock finds a natural home in locales where there's a high concentration of families with school-aged children. The majority of moms work full or part time and are super-busy getting their kids to birthday and slumber parties, Little League games, dance, music lessons and the like.

These are towns and cities that have a strong sense of community and a deep commitment to education. Mom and Dad probably went to college and may have graduate degrees. They're places where the public school system has a great reputation, and private schools thrive. Houses of worship are full, and so are parks, swimming pools, pizza places and shopping centers. These are communities where kids still ride their bikes and play outside, places where parents will do just about anything to help their kids — and many of them have the extra income to do so.

In the coming decade, we envision about 500 Bach to Rock franchises up and running in communities throughout the United States.

Very large metropolitan areas such as Boston or New York can support about 20 franchises, and just about any of the country's top Designated Marketing Areas have residential pockets where a Bach to Rock school would fit perfectly — Seattle, Phoenix, Minneapolis, San Francisco, Nashville, Houston, Dallas and Chicago, to name a few.



How Does Bach to Rock Define Territories?

Bach to Rock music schools are always close to neighborhoods and communities with active, growing families.

At least 5,000 of the households in these territories have incomes of more than \$75,000 a year. You might label them “soccer mom” neighborhoods, but they are so much more. They are full of families who value a wide array of choices for their kids — whether it's T-ball, chess club, karate camp or tuba lessons.

Here are some communities where Bach to Rock is already flourishing — or could be in the future. They are near large metro areas where there's a heavy concentration of families who place an extraordinarily high value on education and enrichment of all kinds:

Port Washington, NY. Bach to Rock has been a big hit in this suburb of New York City since opening in early 2013. The upscale hamlet, which has a population of about 16,000, is about 23 miles from the Big Apple.

Bethesda, MD. The first Bach to Rock school opened in 2007 in Bethesda, MD. The northwest suburb of about 61,000 has been named No. 1 on “Forbes” magazine's list of most educated communities in the United States.



What Makes an Ideal Bach to Rock Community?

- Educated — white-collar, educated parents tend to spend more on music education
- Upper middle class and suburban
- Community hub — close to where people shop and dine
- More residential — we need households, not businesses

What Makes a Good Location?

Families are Key to Your Location

A huge part of our marketing strategy at Bach to Rock is marketing to moms and families. Moms make most of the family decisions about extra-curricular activities, and they're most likely the ones looking for soccer teams, dance classes and music lessons. So when we consider the best location to build a Bach to Rock school, we look for a way to appeal to our key demographic.

Good locations for our business model are areas with lots of families. We tend toward suburban communities near large cities, and we look for a certain density of population, with above-average income, within about a 30-minute drive of a proposed site.

Consider some of our current sites:

In Bethesda, MD, our Bach to Rock is in an upscale urban neighborhood next door to a Quizno's, just around the block from a CVS and a stone's throw from a Pilates studio and a holistic veterinary clinic.

The McLean, VA school is in a large shopping center with a grocery store.

Bach to Rock in South Riding, VA, is in a booming shopping center anchored by a Home Depot and an upscale grocery store.

A hip pedestrian mall in Gaithersburg, MD, is the perfect site for our busy school there, which is next to a candy store and across the street from a Starbucks.

The schools have something in common: They're all in Class A retail space. An end cap in a high-end shopping development would be perfect. A franchisee might expect to pay \$60,000 in rent on the low end and perhaps upwards of \$100,000 on the high end. You'll note that the cost of rent is factored into Item 19 of our Franchise Disclosure Document.

An Education Business That is Part of the Community

One of the biggest puzzle pieces to finding the right location is finding the heart of whatever community you're in. When we look to acquire customers, we rely on three things: marketing, referrals and location. We cannot underestimate how important it is to find a location where you can build a strong sense of community.

Size-wise, we look for a site that's 1,600 to 2,000 square feet depending on the dimensions of the space. The school needs to be big enough to accommodate performance spaces, individual lesson and band rooms. A school can handle about 500 students, which is a target for our successful schools.

Bach to Rock does very well in an upscale, more-affluent market where the disposable income is there for music lessons. We work well in suburban locations where there are lots of families, where people go to raise their kids.

Why Bach to Rock is Great for Investors

What You Get For Your Investment

While we are a creative business, we pay close attention to analytics and unit-level economics and profitability. We've built our company to be a worthy brand that allows investors to give back to their communities, dramatically improve the lives of young people and explore the potential for a high rate of return on reasonable investments.



Consider: Your initial investment for a Bach to Rock school will probably be between \$255,500 to \$549,500, according to our 2024 Franchise Disclosure Document (FDD).

Bach to Rock is a good business to invest in based on our financial merits alone. The potential for you to do well is there, given the track record with our schools. The important thing is that if you love music, if you're passionate about improving the lives of kids and if you believe the arts are an important

part of our culture, this may be the perfect investment for you.

How Big is the Opportunity?

There seems to be more demand for music education now than ever, given that schools are not spending on the arts like they once did. Parents who value cultural education are willing to spend their disposable income on music lessons for their children. Our cost to acquire a customer is around \$100, but the customer typically spends much more. Students enrolled in private lessons or band at Bach to Rock stay with us for an average of 70 weeks of instruction. Plus, there are other promising revenue-producing activities at Bach to Rock. About 20% of revenue at our schools comes from Bach to Rock music camps, birthday parties, DJ lessons and recording studio programs.

“Obviously these numbers will vary widely market by market, but in any five-mile area with the demographic we shoot for, people spend a lot of money on music education,” says Brian Gross, President of Bach to Rock. “In our fractured industry, there are very few brands that go after that.”

Our business model is scalable, profitable and perfect for the experienced entrepreneur who has a passion for music, education and enriching their community.



What Are My Startup Costs?

Typical Investment

The typical investment for a Bach to Rock franchise is \$255,500 to \$549,500. That includes the brick-and-mortar school, marketing for your grand opening and a startup package of musical instruments, as well as everything else you need to furnish your music school.

Our franchise schools tend to start out with one full-time music director, a full-time assistant director and probably four to six part-time music teachers, with the aim

of serving an initial enrollment of 250. As enrollment grows, you'll add more full-time and hourly staff accordingly. With limited full-time staff and a part-time teaching staff added as needed, our franchisees can scale their business at a comfortable pace without overextending themselves financially.

We have already invested a lot of money into our unique curriculum and an ever-expanding library of songs from every genre of music. Our teaching method is like no other in the music education space today, fostering teamwork and enhancing self-esteem and, more importantly, bringing joy to a lot of kids who want to find their own inner stars. We help with marketing and offer support and training to our franchisees for special events such as grand openings. Our staff is always available to coach you on how to effectively market your Bach to Rock school.

Here's a look at the typical startup costs as outlined in Item 7 of our Franchise Disclosure Document:

Type of Expenditure*	Estimated Amount/ (Low - High Range)	Method of Payment	When Due	To Whom Payments Are to Be Made
Initial Franchise Fee	\$45,000	Lump Sum	Upon Signing Franchise Agreement	Us
Harmony Gateway License Fee	\$5,000	Lump Sum	Upon Signing Franchise Agreement	Us
Real Estate; Prepaid Rent and Security Deposit	\$3,000-\$15,000	Lump Sum	Upon Signing Franchise Agreement	Landlord
Leasehold improvements	\$105,000-\$275,000	As Incurred	As Incurred	Contractors
Signage	\$4,000-\$15,000	As Incurred	As Incurred	Suppliers
Furniture and Fixtures	\$2,000-\$14,000	As Incurred	As Incurred	Suppliers

Architectural Plans and Design	\$6,000–\$13,000	As Incurred	As Incurred	Suppliers, Us
Lease Review Fee	\$0–\$2,500	As Incurred	As Incurred	Us
Computer System	\$7,000–\$12,000	As Incurred	As Incurred	Computer Suppliers
Equipment	\$20,000–\$35,000	As Incurred	As Incurred	Equipment Suppliers
Insurance Deposits and Premiums	\$2,000–\$5,000	As Incurred	As Incurred	Insurance Carrier(s)
Travel and Living Expenses During Training	\$500–\$5,000	As Incurred	During Training	Third Parties
Grand Opening Advertising	\$25,000	As Incurred	Within the 60 Days Before and Up to 90 Days After Opening of the School	Advertising Suppliers
Licenses and Permits	\$2,000–\$8,000	As Incurred	As Incurred	Various Municipal Agencies
Professional Fees	\$3,000–\$15,000	As Incurred	As Incurred	Attorneys, Accountants and Other Professionals
Inventory, Curriculum and Course Materials	\$2,000–\$4,000	As Incurred	As Incurred	Suppliers, Us
Pre-Opening Costs	\$4,000–\$16,000	As Incurred	As Incurred	Suppliers, Employees
Additional Funds (3 Months)	\$20,000–\$40,000	As Incurred	As Incurred	Suppliers, Employees and Other Creditors
Total Estimated Initial Investment	\$255,500–\$549,500			

Disclaimer:

* Additional details on these figures are included in the Franchise Disclosure Document (FDD).

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. An offer is made only by Franchise Disclosure Document (FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states or a country whose laws regulate the offer and sale of franchises, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.

How Do I Get Customers?

Moms are Key to Your Success

Think about who purchases music lessons: almost always, it's a mom. It's moms who are coordinating the soccer practices, the birthday parties and the playdates, and it's moms who are overwhelmingly choosing the music lessons.

In the communities where Bach to Rock works best — an upscale suburban market where families have disposable income for music lessons — we make it as easy as possible for moms to come to Bach to Rock.

Grassroots Marketing Keeps Costs Low

Our marketing methods are slightly different from those of the typical franchise concept, which often relies heavily on paid media marketing. We take advantage of grassroots networks that tend to be in place in our ideal markets. The beauty of that is that an investor's marketing expenses will be lower. We tend to get in front of moms in two ways:

- 1. Events.** Every time a Bach to Rock band plays a public venue, you're putting your teachers and kids where moms are already spending their evenings and weekends. As a franchisee you'll work with your site directors to find those family-friendly local restaurants, festivals and school or church events where their student bands will find a welcome reception. They always play free of charge to gain exposure to

performing, and that means Bach to Rock gets a free way to advertise services.

"Your community wants you at those events," says Angela Sakell, Chief Operating Officer for Bach to Rock. "They will beg you to come. You'll get booths for free. You'll be at every elementary school spring festival, you'll be at every church fair. It's an incredible symbiosis. Your community wants you, the kids you're teaching want to be there, it's part of your curriculum and it costs you nothing. That's one of your biggest ways to market."

- 2. The internet.** We take a three-pronged approach to getting out the word online: We publish strategic content that targets local organic search phrases, we launch visible paid search advertising and we participate in high-profile directory and review websites. When someone Googles "guitar lessons" and the name of any community where we have a school, we make sure Bach to Rock pops up in as many places as possible. Our corporate staff uses part of your national advertising dollars to handle the organic search portion of that, and we teach you how to raise your visibility online. We'll recommend vendors and local grassroots sites targeted for moms in a specific geographic location. You'll be able to list your Bach to Rock events on listservs, email blasts and other online tools that list kid-friendly resources for those moms who are always searching for activities.



How Much Money Can I Make?

Music Education Franchise: Multiple Revenue Streams

The average student at Bach to Rock takes 70 weeks of music instruction, but those aren't necessarily consecutive. Many children take summers off, for instance, to vacation with their families. Bach to Rock has created multiple streams of revenue to maximize earnings potential for our franchisees. Here are some of the ways our schools make money:

Private lessons. Before students get into ensembles, they typically sign up for some one-on-one instruction.

Band lessons. The most appealing part of the Bach to Rock instruction method is also a moneymaker, since many parents are eager to

sign up their kids for an opportunity to perform with a band in public.

Summer camps. This is how it all began for Bach to Rock, and limited-engagement summer sessions are a very popular way to introduce kids to everything our schools have to offer.

Parties and corporate events. Bach to Rock events are popular with all ages — from first-graders to 50-year-olds. They are customized for birthdays, anniversaries, corporate team-building events and more. One of our most requested events, the Karaoke Birthday Party, brings parties of all ages into our recording studio.

Recording studio. Local bands take advantage of our full-scale 16-channel recording studio, where students also record their music. Bands often come in the mornings (before Bach to Rock classes are underway) and after lessons are over in the evenings.

Beat Refinery DJ Lessons. Aspiring DJs & Producers can learn and hone their craft right here at Bach to Rock. Group and private lessons cover mixing, scratching and music production curriculum.

Consider the breakdown below from Item 19 of our Franchise Disclosure Document.

	Affiliate-Owned 2023 System Average Open 12+, 24+, 36+ Months	Franchise-Owned 2023 System Average Open 12+ Months	Franchise-Owned 2023 System Average Open 24+ Months	Franchise-Owned 2023 System Average Open 36+ Months
Total Sales*	\$583,235	\$553,387	\$601,409	\$600,121
Schools Attaining Average	4 of 11	17 of 42	14 of 36	12 of 31
Median	\$487,752	\$494,396	\$548,710	\$551,083
Highest Number in Range	\$1,103,283	\$1,156,791	\$1,156,791	\$1,156,791
Lowest Number in Range	\$374,861	\$120,784	\$133,755	\$133,755

	Affiliate-Owned 2023 System Average Open 12+, 24+, 36+ Months	Franchise-Owned 2023 System Average Open 12+ Months	Franchise-Owned 2023 System Average Open 24+ Months	Franchise-Owned 2023 System Average Open 36+ Months
Private Lessons (Including DJ)	\$402,284	\$409,992	\$449,728	\$452,508
Schools Attaining Average	4 of 11	18 of 42	15 of 36	13 of 31
Median	\$334,368	\$375,786	\$409,313	\$412,919
Highest Number in Range	\$780,621	\$902,134	\$902,134	\$902,134
Lowest Number in Range	\$241,691	\$76,865	\$107,904	\$107,904
Band, Group, Early Childhood	\$109,785	\$98,075	\$104,302	\$102,221
Schools Attaining Average	3 of 11	18 of 42	15 of 36	13 of 31
Median	\$100,890	\$86,221	\$90,570	\$89,111
Highest Number in Range	\$236,161	\$238,070	\$238,070	\$238,070
Lowest Number in Range	\$60,595	\$4,881	\$4,881	\$4,881
Camps (Including DJ)	\$49,034	\$30,071	\$32,023	\$31,410
Schools Attaining Average	4 of 11	19 of 42	18 of 36	14 of 31
Median	\$37,678	\$27,329	\$31,331	\$27,185
Highest Number in Range	\$123,257	\$68,784	\$68,784	\$68,784
Lowest Number in Range	\$18,806	\$8,800	\$8,800	\$8,800
Parties (Including DJ)	\$8,847	\$3,984	\$3,812	\$3,666
Schools Attaining Average	5 of 11	18 of 42	15 of 36	8 of 31
Median	\$5,946	\$3,694	\$3,649	\$2,938
Highest Number in Range	\$20,176	\$11,659	\$11,659	\$11,659
Lowest Number in Range	\$2,353	\$0	\$0	\$0
Other: Retail, Studio, Satellite, Events	\$13,285	\$11,395	\$11,699	\$10,452
Schools Attaining Average	4 of 11	23 of 42	14 of 36	17 of 31
Median	\$10,424	\$9,993	\$9,993	\$9,165
Highest Number in Range	\$26,859	\$27,197	\$27,197	\$26,763
Lowest Number in Range	\$4,880	\$1,853	\$1,853	\$1,853

	Affiliate-Owned 2023 System Average Open 12+, 24+, 36+ Months	Franchise-Owned 2023 System Average Open 12+ Months	Franchise-Owned 2023 System Average Open 24+ Months	Franchise-Owned 2023 System Average Open 36+ Months
Less: Discounts	(\$21,819)	(\$26,669)	(\$28,840)	(\$27,732)
Schools Attaining Average	5 of 11	20 of 42	15 of 36	19 of 31
Median	(\$20,656)	(\$26,613)	(\$28,684)	(\$27,447)
Highest Number in Range	(\$10,165)	(\$66,898)	(\$66,898)	(\$66,898)
Lowest Number in Range	(\$39,946)	(\$1,407)	(\$1,407)	(\$1,407)
Less: Cost of Goods Sold	(\$4,168)	(\$4,885)	(\$4,962)	(\$5,120)
Schools Attaining Average	5 of 11	16 of 42	13 of 36	12 of 31
Median	(\$3,824)	(\$4,252)	(\$4,161)	(\$3,914)
Highest Number in Range	(\$9,270)	(\$21,958)	(\$21,958)	(\$21,958)
Lowest Number in Range	\$1,437	\$374	\$374	\$374
Net Sales	\$557,248	\$521,832	\$567,607	\$567,269
Schools Attaining Average	4 of 11	17 of 42	14 of 36	12 of 31
Median	\$466,856	\$475,152	\$510,762	\$510,837
Highest Number in Range	\$1,056,923	\$1,083,978	\$1,083,978	\$1,083,978
Lowest Number in Range	\$352,192	\$109,039	\$129,275	\$129,275
Direct Instructional Costs	\$156,316	\$144,644	\$157,193	\$154,364
Schools Attaining Average	3 of 11	16 of 42	15 of 36	12 of 31
Median	\$124,751	\$129,899	\$141,870	\$142,017
Highest Number in Range	\$321,338	\$287,058	\$287,058	\$280,684
Lowest Number in Range	\$59,684	\$35,020	\$39,348	\$39,348
Salary/Benefits/Taxes	\$136,532	\$118,839	\$122,004	\$117,690
Schools Attaining Average	7 of 11	17 of 42	15 of 36	11 of 31
Median	\$151,989	\$106,620	\$109,027	\$98,690
Highest Number in Range	\$184,974	\$340,860	\$340,860	\$340,860
Lowest Number in Range	\$47,775	\$29,343	\$29,343	\$29,343

	Affiliate-Owned 2023 System Average Open 12+, 24+, 36+ Months	Franchise-Owned 2023 System Average Open 12+ Months	Franchise-Owned 2023 System Average Open 24+ Months	Franchise-Owned 2023 System Average Open 36+ Months
All Other	\$51,348	\$56,708	\$60,372	\$59,592
Schools Attaining Average	5 of 11	19 of 42	16 of 36	13 of 31
Median	\$43,206	\$48,610	\$58,378	\$48,363
Highest Number in Range	\$95,884	\$115,152	\$115,152	\$115,152
Lowest Number in Range	\$35,693	\$22,457	\$35,187	\$35,187
Total Site G&A**	\$187,880	\$175,547	\$182,376	\$177,283
Schools Attaining Average	8 of 11	18 of 42	15 of 36	12 of 31
Median	\$200,217	\$162,667	\$164,715	\$161,448
Highest Number in Range	\$275,311	\$421,252	\$421,252	\$421,252
Lowest Number in Range	\$85,355	\$70,355	\$70,355	\$70,355
Total Marketing	\$30,533	\$27,981	\$28,407	\$26,980
Schools Attaining Average	6 of 11	18 of 42	19 of 36	14 of 31
Median	\$31,548	\$26,400	\$26,400	\$25,938
Highest Number in Range	\$35,293	\$60,464	\$60,464	\$53,660
Lowest Number in Range	\$22,354	\$10,117	\$10,117	\$10,117

The chart above reflects the Total Sales, Net Sales, and certain revenue, cost and expense data in 2023 for all Schools that have been operating for more than one year as of December 31, 2023, and were in operation during all of 2023.

Disclaimer:

* Additional details on these figures are included in the Franchise Disclosure Document (FDD).

** Total Site G&A is the total of Salary/Benefits/Taxes and All Other.

1. 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. An offer is made only by Franchise Disclosure Document (FDD). Currently, the following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states or a country whose laws regulate the offer and sale of franchises, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.

2. Actual results vary from franchisee to franchisee and we cannot estimate or predict the results that you may experience as a franchisee. Your individual financial results are likely to differ from the results shown in the charts. Your results will be affected by factors such as prevailing economic or market area conditions, demographics, geographic location, interest rates, your capitalization level, the amount and terms of any financing that you may secure, the property values and lease rates, your business and management skills, staff strengths and weaknesses, and the cost and effectiveness of your marketing activities.

Meet the Executive Team

Brian Gross President

Brian Gross is President of Bach to Rock, a position he has held since 2011. Immediately prior to that Brian was Bach to Rock's Vice President of Marketing and Operations. Brian served as president of Rileyroos, a children's footwear company, and he also was the general manager of Barton-Cotton Inc., a direct marketing and print production company. Brian began his career in banking at Bank of America and then moved into brand management for Kraft Foods. He also worked in brand management for Cover Girl at Procter and Gamble, and as director of business concept development for Sylvan Learning Centers. Brian earned a Bachelor of Science in economics from the University of Delaware and an MBA from University of North Carolina's Kenan-Flagler Business School.

Brian is a lifelong fan of classic rock and country. His first concert was AC DC, and he recently rocked out to a live U2 concert. His best karaoke song is "Love Shack" by the B52s, and Guns 'n Roses is his favorite band. Brian is a beginner guitar player and a wanna-be drummer.

Ralph Rillon

Vice President, Franchise Development & Sales

Ralph Rillon is Bach to Rock's Vice President of Franchise Development and Sales. Before joining Bach to Rock in 2011, Ralph served as vice president of franchise development for ZIPS franchising, and he was also the director of franchise development for Sylvan Learning Inc. Prior to Sylvan Learning, Ralph was national director of sales and marketing for Southwest Equity Partners in Houston, TX, where he developed the Artistic Fireplace Surrounds concept. Ralph also served as national director of franchise development for Water to Go Diet & Nutrition centers in Las Vegas, NV. He has also been an independent business broker.

Ralph sang in recitals as a child and participated in elementary school plays. In the 1970s he toured with several bands as a full-time musician. Ralph's favorite genre of music is soul. His favorite album is The Beatles' first album, "Please Please Me."

Angela Sakell

Chief Operating Officer

Angela Sakell is Bach to Rock's Chief Operating Officer, a position she has held since December 2023. Prior, she served as Senior Vice President Marketing and Operations, Vice President of Marketing & Operations and Vice President of Marketing. Angela worked with Bach to Rock for two years as a consultant in her role as president of Sakell Consulting. Prior to founding Sakell Consulting in 2009, Angela was vice president of sales and marketing of BoardSource, a nonprofit dedicated to building exceptional boards in Washington, D.C. She was vice president of marketing, director of national advertising and director of program development and international marketing with

FAQs

Sylvan Learning Center. She started her career at various advertising agencies supporting brands such as Jiffy Lube, Precision Tune, Choice Hotels and Nutri-System. She has an MBA from Loyola College in Baltimore, MD.

Angela played clarinet in her high school marching band. Her favorite musical genre is hip-hop. Her best karaoke song is “Fight For Your Right” by the Beastie Boys.

Aaron Schmidt

Vice President, Education and Technology

Aaron is Bach to Rock’s Vice President of Education and Technology, a position he has held since December 2023. Prior, he served as Associate Vice President of Education from January 2021 to December 2023 and Senior Director of Education from January 2020 to January 2021. Before that, Aaron served in several capacities at Bach to Rock including Director of Education from January 2017 to December 2019, Director of Curriculum and Training from September 2011 through December 2016, and Site Director at two Bach to Rock schools in Virginia from 2009 through 2011.

Aaron started taking piano lessons at the age of 5. Over the years he has been inspired by a variety of artists ranging from Ben Folds and Andrew McMahon to Yuja Wang. Over the years he’s picked up the banjo, ukulele, drum set, bass guitar, and guitar.

Common Questions About Becoming a Franchisee

How much does a franchise cost?

The typical investment for a Bach to Rock franchise is \$255,500 to \$549,500.

How long does it take to open a Bach to Rock?

It can take four to six months after signing a lease to open a Bach to Rock school.

How is Bach to Rock different from other music instruction?

We believe music instruction should be fun. We also encourage students to learn to play the music they love. We rely on performance-based instruction, putting our students in groups and ensembles and scheduling them to play at public concerts in their communities. Our proprietary curriculum engages kids immediately and keeps them interested long after they would have given up on traditional lessons.

What are the financial qualifications to become a franchisee?

We are seeking someone with a minimum net worth of \$500,000 and at least \$100,000 in liquid capital.

Does Bach to Rock have a system in place to support franchise financing?

Bach to Rock understands that easing the way for your franchise financing application begins with our ability to help make it easier for lenders to finance your business. For SBA financing, this starts with proving to lenders

that we are a viable franchise and have passed SBA eligibility requirements. Thus, our SBA eligibility documentation is available to lenders 24/7 on the Franchise Registry. This helps lenders throughout the lifecycle of a loan including access to a dedicated lender specialist. For more information, go to franchiseregistry.com.

Why does music education matter?

Involvement in music positively affects everything from neurological development to social behavior and academic achievement. Numerous studies have shown it deeply enriches many aspects of children’s lives.

How many employees will I need?

Typically, Bach to Rock franchises start out with one full-time music director, a full-time assistant director and probably four to six part-time music teachers for a school with 250 students. With an enrollment of 500 students, you would probably add a second full-time assistant director and have as many as 25 part-time music teachers, each working about 30 hours a week. Employees are scaled according to enrollment.

How much money can I make?

Total sales of our Bach to Rock schools open more than 1 year, according to our 2024 Franchise Disclosure Document, are as follows:

	Affiliate-Owned 2023 System Average Open 12+, 24+, 36+ Months	Franchise-Owned 2023 System Average Open 12+ Months	Franchise-Owned 2023 System Average Open 24+ Months	Franchise-Owned 2023 System Average Open 36+ Months
Total Sales	\$583,235	\$553,387	\$601,409	\$600,121

What’s my marketing support?

We rely heavily on grassroots marketing, making sure we get in front of moms — our target

customer — by scheduling performances at family-friendly events and by conducting paid and organic search campaigns. Our emphasis on local networking means your franchise’s marketing costs will be lower.

How can I get a copy of the Franchise Disclosure Document?

After filling out the form (located in the sidebar of our franchise website) a member of our franchise development staff will be in touch with you quickly for an initial conversation. If you both wish to proceed, you can request a copy of our FDD at that time.

Who are my main customers?

Middle- to upper-income families with school-aged children living in suburbs close to large metropolitan areas.

How do you define territories?

We create geographically exclusive territories for our franchisees, so there’s never a worry about competing with other Bach to Rock franchisees in your area. A typical territory consists of at least 5,000 households with an average family income of \$75,000 or more.

What kind of location is best for Bach to Rock?

We market to moms more than anyone else, so the best locations for our schools are places where moms are going to go anyway. Suburban strip malls anchored by big-box retailers are ideal.

Where does Bach to Rock want to expand?

We have schools on both coasts, and we hope to build 500 of them across the country outside major metropolitan areas like Philadelphia, Chicago, Boston, Dallas, Houston, Atlanta, Phoenix and so on.

Do I need any musical experience?

No. What we're really looking for is someone with a passion for music and the arts, as well as for educating children. You'll be hiring professional musicians to do the teaching, so your business experience is far more important than any experience you might have as a musician.

Can I hire someone to run my franchise?

Absolutely. Although we are open to owner/operators, the majority of our franchisees are investors who have hired someone to run their schools for them.

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