DRIVING SCHOOL FRANCHISE

JOIN US!

Work either full or part time, set your own hours and let us fill your diary.
Your franchise fee will never go up, in fact we'll give you a 10% discount* for each year you stay with us.

* applies to full time only. Up to a maximum of 4 years.

HOW 2 DRIVE™

HELLO THERE!

Hi, my name is Howard Floyd, founder of How 2 Drive. I set up my driving school back in 2009 when I first qualified as an ADI.

I believe in doing things right, and we've managed to build our school on strong foundations, thanks to the hard work and dedication of our team of driving instructors.

We'd like you to become part of our success story!

Our driving school franchise offering

CONTENTS

1. About us 4

2. Why join us 5

3. How it works? 6
   - How much can I earn?
   - Our fees & loyalty discount

4. The benefits 9

5. What our instructors say 10

6. F.A.Q. 11

ABOUT US

We're a small local driving school, helping people of all abilities to become better safer drivers for life!

HOW 2 DRIVE™

WHY JOIN US

Be your own boss!
Work Full or Part time!
No tie-in AND the longer you stay, the less you pay!*

***for full time ADI's**

HOW IT WORKS

Have it your way

1 FULL or PART TIME

Let us fill your diary.

You choose your own working hours working either full or part time.
As a part time instructor you can choose either our 20 or 30 hour franchise.
Our full time instructor can work as many hours as they wish, so the earning potential is unlimited
Sit back and relax whilst we find new pupils in your local area.

2 TUITION CAR

Next you'd find a suitable tuition vehicle.
All we ask is that it's reasonably new and is either WHITE, BLACK, RED or any shade of Silver.
We'll add the eye-catching graphics.
We 've teamed up with a car leasing company that specialises in dual control vehicles, so getting a car is easy and affordable.

3 TEACH

We'll fill your diary so you can get on and teach!
You'll have all the tools to do your job such as your own instructor app to help you manage your pupils and finances!
You'll look the part too with our branded workwear that will be given to you during your welcome induction.

Tuition vehicle is not included in the franchise fee. Typical cost of leasing a tuition car from our car leasing company is £500 per month, around £125 per week.

HOW MUCH CAN I EARN?

With a premium driving school behind you
you can charge a good hourly rate, currently £45 p/h

FULL TIME		
AVERAGE RATE		£45
HOURS WORKED		40
	PER WEEK	PER YEAR (48 WEEKS)
GROSS INCOME	£1,800	£86,400
LESS COSTS:		
FRANCHISE	£137.50	£6,600
LEASE VEHICLE	£125	£6,000
FUEL	£100	£4,800
INSURANCE		£800
GROSS PROFIT	£1,438	£73,000

PART TIME		
AVERAGE RATE		£45
HOURS WORKED		20
	PER WEEK	PER YEAR (48 WEEKS)
GROSS INCOME	£900	£43,200
LESS COSTS:		
FRANCHISE	£82.50	£3,960
LEASE VEHICLE	£125	£6,000
FUEL	£50	£2,400
INSURANCE		£800
GROSS PROFIT	£642	£30,040

Earn a good living as one of our instructors

The figures above are typical at the time of writing this in 2026. Our standard lesson price is currently £45 per hour for both manual and automatic. We've calculated the figures based on working 48 weeks per year and full timers working an average of 40 hours per week.
You will of course be subject to pay income tax and National Insurance from your Gross Profits.

OUR FEES & LOYALTY DISCOUNT

The longer you stay with us, the less you pay!

Our full time ADI's will get a 10% discount off their franchise fee for each year they stay with us, for a maximum of 4 years.
So that means after the 4th year of continuous service the franchise fee would be just 60% with a 40% discount off the current full time franchise fee.

FULL TIME
£137.50 per week
then reduces 10% each year

PART TIME
20 hr - £82.50 per week
30 hr - £110 per week

LOYALTY DISCOUNT		
YEAR	DISCOUNT	PER WEEK
0	0%	£137.50
1	10%	£123.75
2	20%	£110.00
3	30%	£96.25
4	MAX. 40%	£82.50
SAVE 10% EACH YEAR FOR 4 YEARS		

THE BENEFITS

01

FLEXIBLE

Choose from either FULL or PART time. As your circumstances change, so too can how much you want to work. We make switching easy!

02

LOYALTY DISCOUNT

For each year you stay with us, we'll knock **10% OFF** your franchise fee! We'll do this for a maximum of 4 years, so after your 4th year with us you'll only pay 60% of the franchise fee. Applies to full time ADI's only.

03

FULL DIARY

This comes as standard! As one of our instructors you can expect a full diary. We have a list of pupils waiting to take lessons with us. You tell us when you want to work and we'll do the rest!

04

FREE STANDARDS CHECK TRAINING

Tell us when you've got your first standards check and we'll give you a complimentory training session. Let's see if we can help you get a Grade A!

05

SUPPORT

Running your own business can have its challenges, that's why we pride ourselves in continually supporting our instructors. We have the knowledge and experience to help your small business grow and succeed.

06

GET PAID FOR LESSONS UPFRONT

Our pupils will pay you 2 days before their lesson so you'll never get let down by a no show or late cancellation.

07

NO TIE-IN

Join us as an ADI and we will not tie you in, we'd just ask for 1 months notice if you want to leave.
We do ask our Trainee Instructors to stay with us at least 12 months after they pass the Part 3 exam.

08

FREEDOM

Work when you want You'll be your own boss. Work a couple of extra lessons this week and see the instant financial rewards. Fancy a week or two off? You don't need to clear it with anyone, just let your pupils know when you're back.

WHAT OUR INSTRUCTORS SAY

Come and join our family of like minded, professional instructors.

Here are just a few of our amazing team.

WAYNE BENNETT

ADI

"I trained with Howard at How 2 Drive and with his expert tuition I managed to pass all my exams on the first attempt. I've now joined the school full time and have a full diary "

KERRY OVERTON

ADI

"I decided to join How 2 Drive after training with them. They filled my diary with fab pupils. Best decsion I ever made - 5 stars!"

KARLTON RAMOUTAR

ADI

"After training with Howard I qualified to become an ADI in record time. I now love being part of the team, feels like a small family. Highly recommended"

Will I have to travel far between pupils?

No, we allocate pupils that live near you. We try to keep them within a 12 mile radius, so around a 20 minute drive at the most.

How long are your lessons?

We offer 2 hour lessons to our pupils so that our instructors can minimise the amount of wasted time in their day, meaning they can get paid more.

Do you hold onto my money?

No. All your pupils pay the instructor directly. The only exception is for our intensive courses, where the pupil pays the office upfront and we pay the instructor on the same day the course is delivered.

Will my pupils get an app?

Yes, they will get 2 apps! One to manage their progress, bookings and payments etc. The other is the Theory Test Pro app. You'll get an instructor app too to link you with your pupils.

F.A.Q.

F.A.Q.

Is there a limit to how many pupils you'll give me?

No. You can have an unlimited supply of pupils. We **won't** tell you you've hit a maximum limit and try to charge you more!

Is there a set up fee?

Yes, we ask for a £350 setup fee when you join us. This payment covers the vehicle graphics, branded workwear and diary app setup.

Is it true that you don't tie me in?

TRUE! We don't tie in our ADI's, so you'd be free to leave when you like. All we ask is for 4 weeks notice. We believe our instructors want to stay because we do a good job doing what we promise.

Will you really fill my diary?

Yes. Our school is in the fortunate enough to have a waiting list of pupils wanting to start learning with us. We have a good reputation that we are very proud of.

GET IN TOUCH WITH US

Phone : 01603 957 097 | Website : www.how-2-drive.com | Mail : howard@how-2-drive.com
Address : The Union Building, 51-59 Rose Lane, Norwich. Norfolk. NR1 1BY

HOW 2 DRIVE™