



CHANGING PEOPLE'S LIVES

BRITISH BUTLER[®]
INSTITUTE • US
— *Franchise* —

Are you interested in
being selected to join our
family and become a
British Butler Institute
franchise owner?

www.britishbutlerinstitute.us

email: info@britishbutlerinstitute.com

tel: +44 7403445222



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UNIQUE SELLING POINT

Ask yourself a very important question:

“How many luxury hospitality training companies are there in the USA and is there a need for outstanding service professionals?”

Working with existing clients in the US like *Royal Caribbean* and many more we know the answer to this and many other important questions.

Simply put...

There has never been a better time to open the world's leading luxury training company brand in the US.

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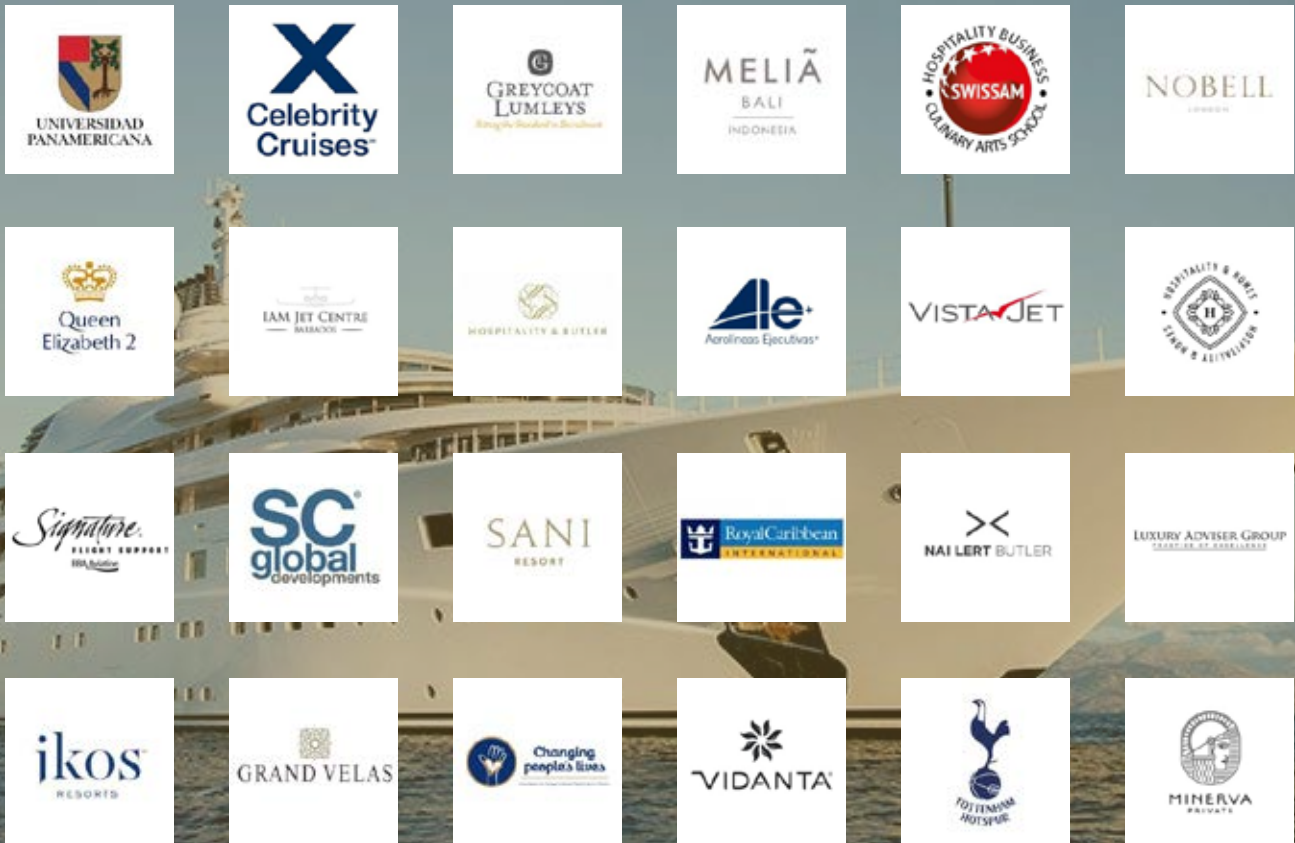
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OUR ESTEEMED GLOBAL PARTNERS

To name but a few...



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ABOUT US

Franchise Initiative: Established in 1997 *The British Butler Institute* has been recognised as the leader in butler and hospitality training services worldwide.

With increased international demand for our wide range of hospitality and front of house training courses there has never been a better time join our expanding global franchise operation.

When you represent an exclusive luxury brand you not only sell a service – you also sell an experience. We have a passion for delivering training courses that raise service levels to standards rarely seen and which match and exceed the expectations of our discerning principals, clients and their teams worldwide.

**The British Butler Institute creates
the standards for delivering
experience excellence.**

These standards not only benefit our global client base – but also change people's lives by enabling individuals to realise their goals and dreams.

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UNIQUE
FAMILY

WHY JOIN THE BRITISH BUTLER INSTITUTE FAMILY?

- Worldwide brand recognition
- Easy step by step model
- Simplified business model with the potential to operate remotely
- Simple easy to use training materials
- Exclusive, patent.
- Operate with only 1-3 Employees
- No brick-and-mortar buildout requirements
- Business considered an essential for the hospitality industry

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INCOME POTENTIAL

The training of service staff worldwide is extremely diverse and with our proprietary knowledge and professional training experience we have developed a range of bespoke hospitality and lifestyle training courses that cover the following fields:



Butler and front of house professional for the hotel industry.



Housekeeping and concierge for the hotel industry.



Concierge excellence for the luxury residential industry and hotel industry.



Front of house and housekeeping for the residential market.



Aviation courses for private and commercial jet crews.



Steward and stewardess courses for the super yacht industry.



Butler and front of house training for the cruise ship industry.



Steward and stewardess courses for the luxury rail industry.



Front of house training courses for the luxury retail industry.



Front of house training for the luxury motor industry.



Spa front of house courses.



Front of house training for luxury gyms.



Front of house training for luxury airport (FBO) lounges.



Front of house training for the luxury golf club lounges.



Front of house/Concierge training for VIP areas within stadiums.



Training within schools and universities.



Embassy & Ambassadors Residential School



Restaurant Front of House



Hair Salon Front of House



Healthcare & Hospital



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COMMITMENT TO SUCCESS

The British Butler Institute has been recognised as the most prestigious butler and hospitality training brand in the world.

- ✓ Representation on *The British Butler Institute* Website
- ✓ Teaching expertise, course material / tutorial notes, teaching presentational material (e.g. PowerPoint presentations), intellectual property / know-how).
- ✓ Train the trainer guidance.
- ✓ Training support for your clients.
- ✓ Ongoing support.
- ✓ Commercial and privileged information such as course costs, target markets, course co-hosting strategies, marketing, sales expertise.
- ✓ Program writing support and know-how.
- ✓ Tried and tested step-by-step approach for success.
- ✓ Video presentation material.
- ✓ Potential for free media explained.

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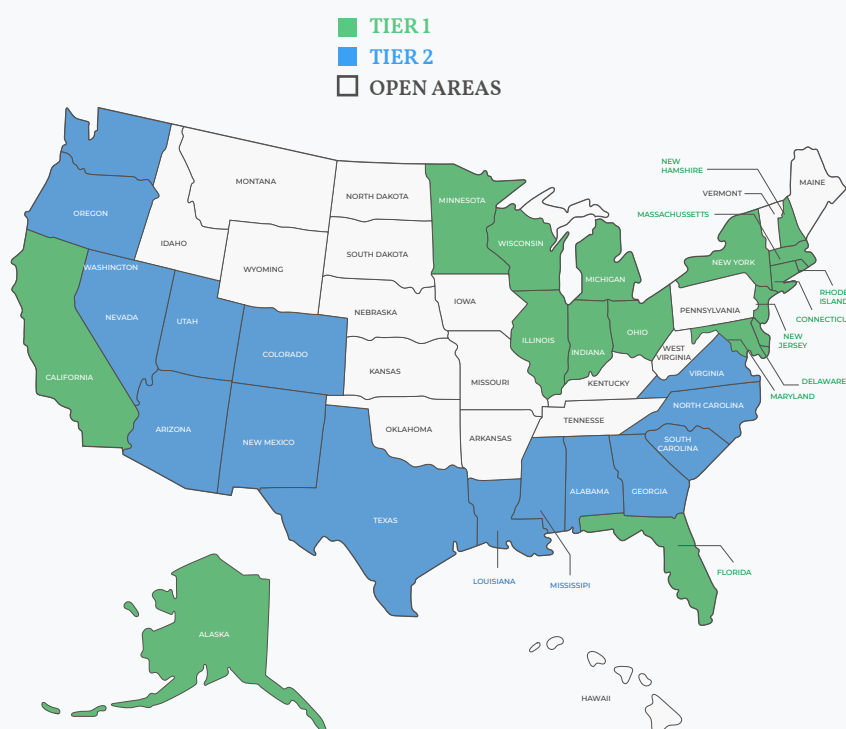
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TIERS



TIER 1

- Florida
- California
- Chesapeake Bay area (Virginia, Maryland, Washington D.C., Delaware)
- East Coast area (New Jersey, New York, Connecticut)
- New England area (Rhode Island, Massachusetts, New Hampshire)
- Midwest Tier of maybe (Illinois, Indiana, Michigan, Wisconsin, Minnesota, Ohio)
- Hawaii

TIER 2

- Georgia & Carolinas (Georgia, South Carolina, North Carolina)
- Gulf area (Texas, Louisiana, Mississippi, Alabama)
- Pacific NW (Washington, Oregon)
- Mountain & Southwest (Nevada, Arizona, Utah, Colorado, New Mexico)

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NEXT STEPS

- 1. Visit *www.britishbutlerinstitute.us* and complete the information request form**
- 2. Schedule a time to talk with our principal**
- 3. Receive and fill out franchise documents**
- 4. Schedule visitation by our expert lead trainer to conduct 3 day starter program**

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