

Setting your hourly rate

A guide for tutors

Learnmate.

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1. Introduction

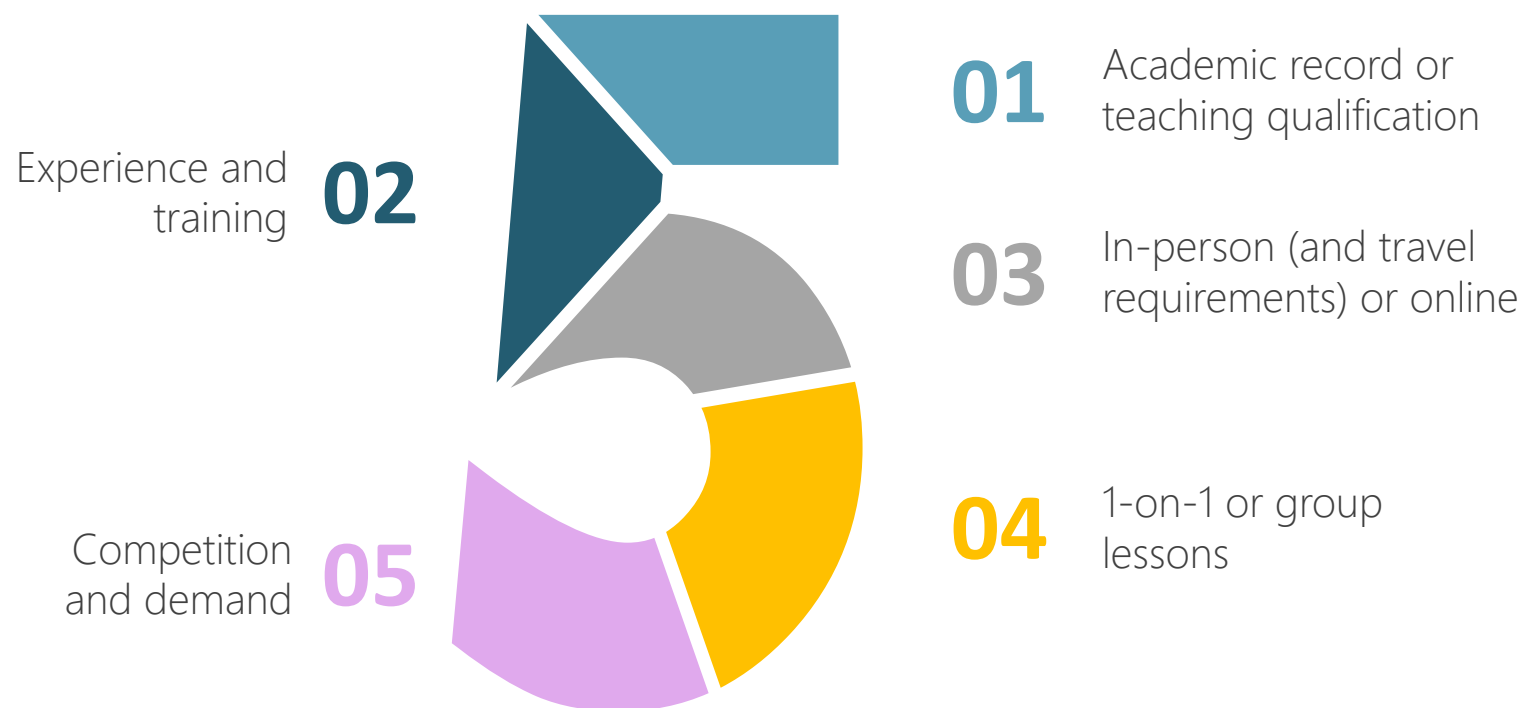
Learnmate is a marketplace for students to find tutors to help them realise their full potential

- This guide attempts to set out some of the most important factors to consider in setting your hourly rates but is by no means an exhaustive guide
- With over 1,000 tutors, Learnmate is a competitive marketplace and price positioning is critical
- On Learnmate, you determine and set the fee you want to charge your students per hour of tutoring¹
- Many factors will influence your market value and what customers are willing to pay you per hour
- In determining your hourly rates, you should consider the factors in this guide to determine where you sit relative to 'the market' (i.e. other tutors) in order to justify your hourly rate
- We want to ensure that you determine your market value so that you (a) receive demand for tutoring and meaningful work; (b) realise your full income earning potential; and (c) customers are satisfied
- You should trust the market to determine over time if you have set the right hourly rate, through demand for your services



2. What impacts the rate I can charge?

Your hourly rate should reflect a variety of factors to ensure you do not undervalue yourself²



2. What impacts the rate I can charge?

Your hourly rate should reflect a variety of factors, including...

01 Academic record or teaching qualification

Where do you sit among the crowd? Were your results (a combination of ATAR and subject scores) average, above average or at the top end? Are you a qualified teacher with a track record of helping students succeed?

02 Experience and training

If you're new to tutoring, consider starting at the lower end before you get some runs on the board. Tutors typically increase their rate with experience or as they prove themselves with student results, testimonials and feedback. Tutors and teachers who have undertaken professional training as a tutor typically also charge \$5-15 more per hour than those who haven't.

The market values tutors who "know what they're doing" and can deliver results.



2. What impacts the rate I can charge?

Your hourly rate should reflect a variety of factors, including...

03 In-person or online

Do you need to travel far for an in-person lesson or are your lessons online? You can set different rates for lessons depending on whether they are in-person (and based on how far you need to travel) or online. In-person tutoring is typically charged at a higher rate than online lessons to account for travel time and expenses.

04 1-on-1 or group lessons

You can set different rates for lessons depending on whether they are solo or group lessons. Group lessons are typically charged at a lower rate per student than solo lessons to account for the reduced ability to focus on individual students and having to split your time between students in the group.



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05 Competition and demand

How many other tutors are tutoring a subject you want to tutor in? Abundance or scarcity of tutors for a subject may justify increasing or decreasing your hourly rate.

Is your subject in demand? Do you receive a lot of enquiries? If so, and if your time is becoming scarce, it's a sign you are in demand and the limited time you do have is more valuable. You may be able to justify a higher hourly rate.

+ Specialised or unique service

If you provide a tutoring service that is specialised and unique, for instance you provide generous out-of-lesson support, create programs and reports for continuous improvement purposes, provide unique notes, practice materials or guides, consider charging a higher rate to reflect the overall value that you're adding to your student's experience and out of lesson time required.



3. Hourly rates on Learnmate

Your Learnmate peers³



90+ ATAR | Aspiring musician and scientist | New to tutoring

\$40+ /hour



95+ ATAR | BLaw & Comm
Completed tutor training course | 1 year exp.

\$50+ /hour



Qualified teacher |
Extensive teaching exp.
History of student success

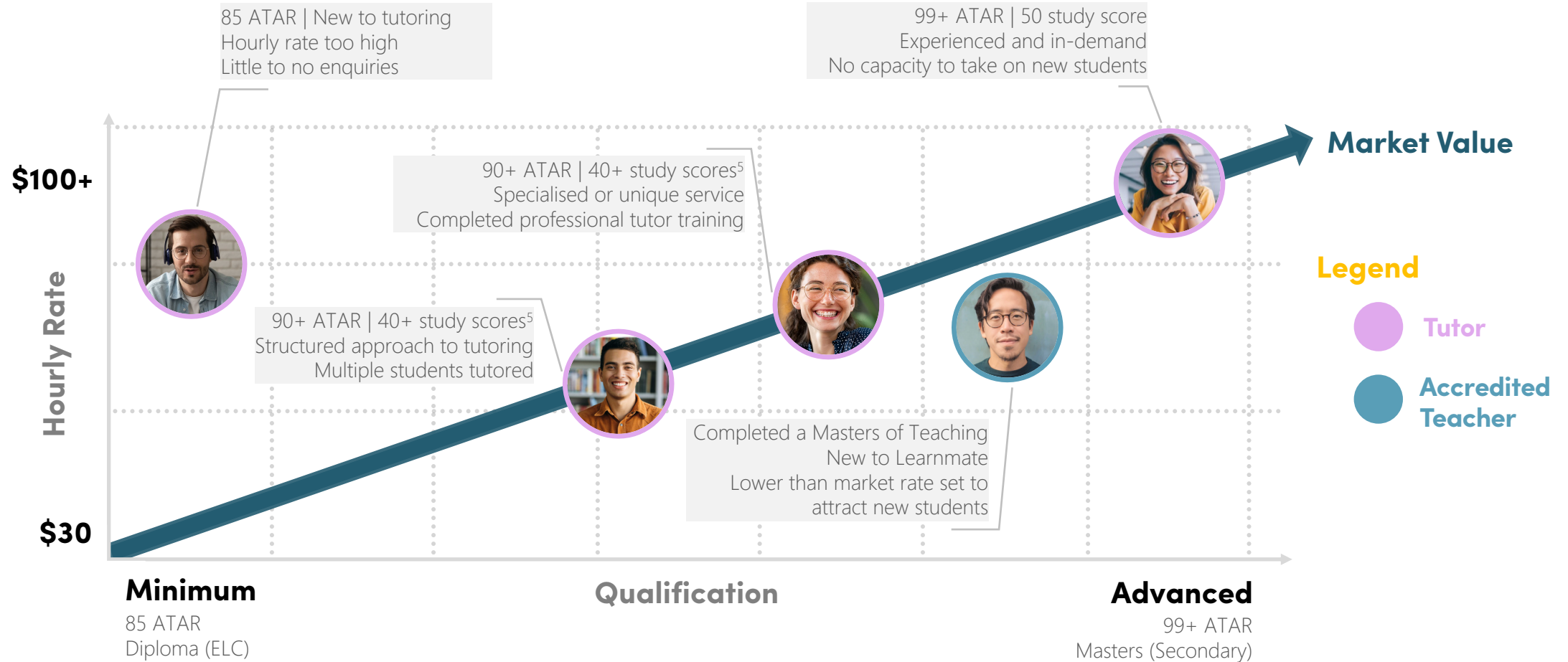
\$70+ /hour



99+ ATAR | Aspiring surgeon
Record of success tutoring
2 years exp. | In-demand

\$100+ /hour

3. Price Matrix Tool⁴



4. What do I pay Learnmate?

Competition and demand

A 30% commission is payable to Learnmate on each hour (or part hour) completed with a student.

The commission is payable in consideration for Learnmate generating customer leads through advertising and marketing and to cover the costs associated with running Learnmate (such as admin, customer support, software costs, payment systems etc.) so you can focus on tutoring and helping students achieve their education goals.

Per hour rate charged ⁶	In-pocket pay after commission
\$40 p/h	\$28.00 p/h
\$50 p/h	\$35.00 p/h
\$60 p/h	\$42.00 p/h
\$75 p/h	\$52.50 p/h
\$90 p/h	\$63.00 p/h
\$100 p/h	\$70.00 p/h
\$150 p/h	\$105.00 p/h

Thanks for tutoring with Learnmate and being part of our community!

Reach out to us at hello@learnmate.com.au if you have any queries