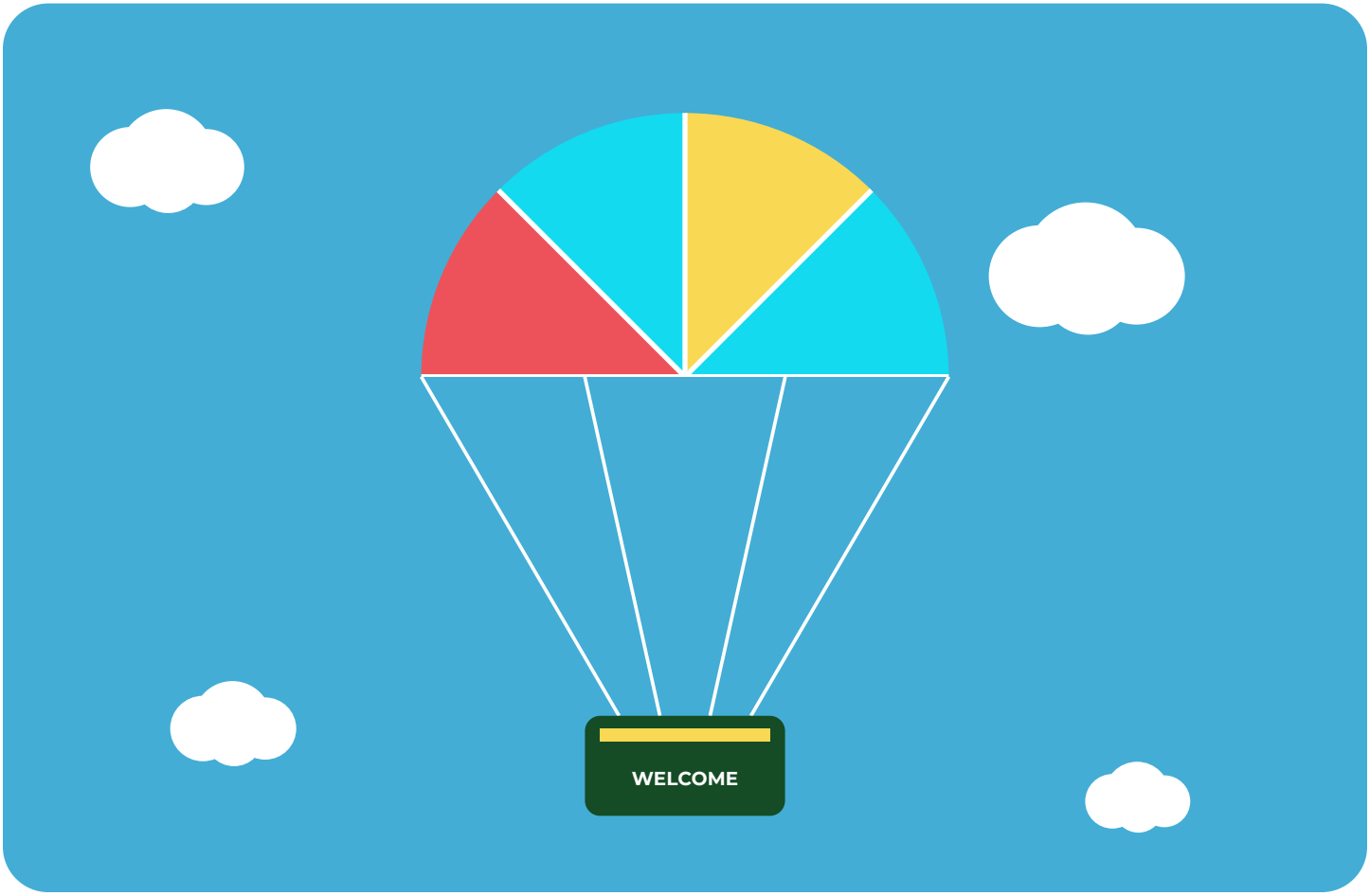
NORTHSIDE TUTORING



WELCOME, NEW FAMILIES

Welcome to Northside Tutoring

Your family's guide to getting started with Northside, The Learning Company and Pathways

LAND AT YOUR TARGET SCHOOL

By Robert Feagin, Founder, Northside Tutoring and The Learning Company

info@northsidetutoring.com · info@thelearningco.io · (470) 779-8999 · 3652 Rembrandt Road NW, Atlanta, GA 30327

Welcome to the Northside family

Dear families,

We are simply thrilled to be part of your child's education.

I have been tutoring students for more than 25 years. What began as one tutor and a few students has grown into a team of exceptional educators and a learning platform that brings our approach to students wherever they are. What hasn't changed is the heart of our work: understanding exactly where your child is, why they're stuck, and what will move them forward, with care for the whole person behind every grade and score.

This packet has everything you need to get started on your own schedule: who we are, what we offer, how to sign in to the Northside Portal, make a payment, meet your tutor, schedule sessions and reach us whenever you need us. If you'd ever like to talk something through, we're always glad to hear from you.

Welcome aboard. Let's strap on our parachutes and aim high together.

Warmly,

Robert Feagin, Founder, Northside Tutoring and The Learning Company

About Northside Tutoring

Our story. Robert Feagin's educational journey began at The Westminster Schools in Atlanta, where he was a National Merit Finalist and graduated third in his class. He went on to Stanford and Oxford, earning a degree in history, and it was at Oxford that he discovered the transformative power of one-on-one tutoring. Robert has tutored since 2000, founded Northside Tutoring in 2014, and began building the Northside team in 2021. Today, more than 1,000 students later, Northside is a boutique team of elite tutors serving Buckhead, Greater Atlanta and families nationwide online.

The Northside Approach. Most tutoring treats every student the same way: cover the material and see what sticks. We start by understanding why a student is struggling right now. Some need a concept explained differently; some need a foundational gap closed; some need a confidence reset; some need space. Matching our teaching to where a student truly is, academically and emotionally, is why the learning lasts.

How we work with your family

1. **Assessment:** we learn where your child is, academically, emotionally and strategically, before the first lesson.
2. **Perfect-match tutor:** your child is paired with the right tutor for their goals, temperament and learning style.
3. **Personal plan:** a roadmap built around how your child gets stuck, and what it takes to get unstuck.
4. **Adaptive coaching:** every session adjusts to what your child needs that day.

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The Parachute Method. For test preparation, students move through six stages (Diagnose, Target, Build, Rehearse, Land and Reflect) and learn a few powerful thinking tools: the Three Questions for math and the ABCs (Accuracy, Brevity and Currency) for reading and writing. It's a teaching method, not a promise of a particular score or admission.

Our Best Fit Guarantee. Every student is matched by subject expertise, personality, grade level and learning style. If the fit isn't right, we'll match your child with a new tutor at no charge.

Where our students go. Recent Northside students now attend schools including Duke, Stanford, Vanderbilt, UVA, UNC, Rice, USC, UCLA, the University of Miami and the University of Florida, as well as Atlanta's leading independent schools.

Part of the community. Robert grew up in Buckhead's Tuxedo Park and remains deeply connected to Atlanta. At Northside, we're more than tutors; we're partners in your child's education.

What we offer

Three ways to learn with us: live tutoring with Northside's expert tutors, The Learning Company's AI-powered platform, and Northside Pathways for long-term school and college planning. Prices are current as of this packet; see northsidetutoring.com/pricing-information for the latest.

1. Northside live tutoring

One-on-one and small-group tutoring in person in Atlanta or online, in every core subject through AP level and for the SAT, ACT, SSAT, HSPT, GRE, GMAT, LSAT and MCAT. We also offer executive functioning coaching, Orton-Gillingham dyslexia tutoring, college essay coaching and independent educational consulting.

Option	Format	Price
Subject tutoring	One-on-one	$150 per hour
Subject tutoring	Small group (cohort)	$95 per hour
Test prep, all tests	One-on-one	$165 per hour
Test prep, all tests	20-hour small-group cohort	$2,780 (about $139 per hour); payable in full or in 4 monthly installments
Score Boost Sprint: Express	4 hours with one tutor; test about 2 weeks away	$900
Score Boost Sprint: Intensive	10 hours, several sessions a week; test about 3–4 weeks away	$2,250
Grade Rescue Sprint: Express	4 hours with one tutor; deadline about 2 weeks away	$900

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Option	Format	Price
Grade Rescue Sprint: Intensive	10 hours, several sessions a week; deadline about 3–4 weeks away	$2,250

Sprints are scheduled on an expedited basis and typically start within a few days. Planning further ahead? A 20-hour cohort booked one to four months before the test costs less per hour.

2. The Learning Company platform

The Learning Company (TLC) is our AI-powered K-12 learning platform. It brings the Parachute Method to students anytime, with personalized lessons, practice, study plans and progress tracking, and it works alongside live tutoring or on its own.

Plan	Price	What's included
Intro	$29 per month	AI tutor for one subject or test, a personalized study plan, practice questions and progress tracking
Pro	$79 per month	Everything in Intro across all subjects and tests, plus full-length practice tests with a diagnostic error profile and parent progress reports
Plus	$299 per month	Everything in Pro, plus 4 hours a month of live sessions with a Learning Engineer and a monthly plan review
Elite	$549 per month	Everything in Pro, plus 8 hours a month of live sessions with a Learning Engineer, priority scheduling and admissions guidance

Plans have a four-month minimum, and the platform is included with Pathways membership.

3. Northside Pathways

An annual admissions consulting membership that guides students from 3rd grade through college applications. In the early years, Pathways focuses on private school admissions, including SSAT and ISEE preparation; from 9th grade, it focuses on college admissions. Robert builds a personal roadmap with your family, meets with you at planned intervals, and guides your student toward real-world placements through our growing partner network.

Grade band	Core per year	Premium per year	Premium tutoring credit
Grades 3–4	$2,000	$4,000	$2,250 (about 15 hours of subject tutoring or 13 hours of SSAT prep)
Grades 5–8	$2,500	$5,000	$2,750 (about 18 hours of subject tutoring)
Grades 9–10	$3,500	$7,000	$3,850 (about 25 hours of subject tutoring or 23 hours of test prep)
Grade 11	$6,000	$12,000	$6,600 (about 40 hours of one-on-one test prep)
Grade 12	$7,500	$15,000	$3,300 (about 20 hours of test prep), plus unlimited essay coaching

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- **Core:** strategy meetings with Robert, a roadmap and annual report, partner placement guidance, application support and Northside Insights. Tutoring is available at standard rates.
- **Premium:** everything in Core, plus a yearly tutoring credit, 10% off additional tutoring, priority placement, direct text access to Robert, and unlimited essay coaching in grade 12.
- Memberships are payable in 10 or 12 monthly payments. Families outside Atlanta can join virtually at the same prices.
- **Savings:** founding members (the first 10 families) receive 20% off, locked in for two years; families who commit to three years of Pathways by the end of grade 10 receive 10% off. These discounts can't be combined.
- **Other fees:** a one-time $1,500 onboarding fee for students joining after grade 8. Without a membership, admissions consulting is $300 per hour, and the senior application package is $9,500.
- No automatic renewal, a 7-day cooling-off period after signing, and cancellation with 30 days' notice.

Pathways does not guarantee admission to any school, college or program; full terms are in the Family Membership Agreement.

Included for every Northside student

> **At no extra cost:** a baseline assessment at the start; a Growth Record of milestones, final grades, scores and admissions results; a monthly progress report from your tutor, with early alerts if your student seems to be struggling; a consent center where you choose how, or whether, your student is recognized; and access to all of your student's records at any time.

Northside Insights

Northside Insights turns your student's record into a planning tool. It connects grades, scores and achievements to the measures admissions offices actually use, so time and effort go where they count.

- **Live dashboard and Growth Record:** progress visible week to week, not just at report-card time.
- **Skill-level score analytics:** breaks SAT, ACT, SSAT and ISEE results into individual skills and ranks which will move the score most.
- **Grade and course tracker:** weighted and unweighted GPA, with an alert to your tutor at the first sign of a slip.
- **Admissions readiness view:** compares your student's scores and GPA with the published middle-50% ranges at target schools.
- **Course-rigor planner, verified achievement portfolio, AI-assisted learning profile** (always reviewed by the tutor), optional test-week check-ins and **alumni mentorship**.

Price: $49 a month or $450 a year per student; each additional sibling $25 a month or $225 a year. Included for Pathways members and students in our need-based access program; early adopters get their first term free. Insights can be cancelled at any time.

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Referral bonus

Refer a family and receive $200 when they enroll in a complete course and pay.

Meet our tutors

Every Northside tutor completes a background check and a thorough application and interview process, and we accept only a small fraction of applicants. Photos and full bios are at northsidetutoring.com/about.

Tutor	School	Subjects	Highlights
Robert Feagin, Founder	Stanford; New College, Oxford	All subjects; SAT, ACT, SSAT; admissions	25+ years tutoring; Westminster National Merit Finalist
Alex Yuan	Georgia Tech	Math, science, foreign language	Stamps President's Scholar; 4.0 GPA; National Merit Finalist
Amy Goetze	Ph.D., University of Michigan	Math, computer science	Ph.D. in mathematics; leadership roles at Kaiser, CHOA and IBM
Andrew Channer	Georgia State	Math, science	Neuroscience graduate; Brains & Behavior Fellow
Angelina Guan	Georgia Tech	Math, science, computer science	1540 SAT, 35 ACT; National Merit Finalist
Balaji Balachandran	Stanford	Computer science, math	1570 SAT; Stanford computer science
Caroline Kent	Duke	Math, science	35 ACT; AP Scholar with Distinction
Jalysa Garner	Computer science degree	Computer science	Software engineer working with AI and modern web technologies
Jerry Chen	Tulane	Math, English, history; ACT, LSAT	36 ACT, 178 LSAT; National Merit Scholar
Joy Johnson	Two master's degrees	Math	Teaching math since 1999; NASA experience
Khushi Sharma	Georgia Tech; Yale researcher	Math, computer science	1570 SAT; 336 GRE
Kristina Schaufele	Duke	English, math, science, foreign language	Westminster salutatorian; 36 ACT
Kyle Laney	M.S., University of South Florida	Math, science	Former K-8 teacher at an independent school
Max Pincus	Stanford	Math, science, economics, foreign language; GRE	1560 SAT
Pankajbarti Naran	Engineering background	Math, science	Data science professional; SAT and international curricula
Saanjali Ganesh	Georgia Tech	English, history, math, science	Four-time Dean's List; AJC Cup honoree

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Tutor	School	Subjects	Highlights
Samson Dessalines	Johns Hopkins	Math, science; SAT, ACT, MCAT	521 MCAT; 250+ students tutored
Siya Kalra	University of Chicago	English, history, math, science, foreign language	Business economics and computer science
Sriya Kantipudi	Emory	English, math, science, foreign language	Westminster alum
Stephanie Wang	M.S., Johns Hopkins	Math, calculus, computer science; SAT, ACT, GRE	1590 SAT, 36 ACT; teaches with psychological safety
Zal Ekinci	Johns Hopkins	Math, science, chemistry; SAT, MCAT	Hodson Merit Scholar
Isaiah Hughes	Special education	Orton-Gillingham, executive functioning	Training for Orton-Gillingham certification; works with students with diverse learning needs

Choosing your tutor. After you make your payment, you can choose your tutor from everyone available in the Northside Portal. If you'd like a recommendation, Robert will suggest the best match for your student within one business day, based on subject expertise, experience, personality, schedule and whether you'd like online or in-person sessions. And if the fit isn't right, our Best Fit Guarantee means we'll find a new tutor at no charge.

Getting started, step by step

You can do everything below on your own, any time, from a phone or computer. Each step takes a few minutes.

1. **Choose what fits your family.** Live tutoring, a TLC platform plan, Pathways membership, or a combination. Not sure? Book a free consultation from our website, though it's entirely optional.
2. **Create your family account and sign in.** The Northside Portal is where you'll pay, schedule, see session notes and message us. At northsidetutoring.com, select the white **Portal Login** button at the top of the page to open the Northside Portal. Select "Create account," enter a parent or guardian's name, email and phone number, then verify your email and set a password.
3. **Add your student.** Enter your student's name, grade, school, the subjects or tests you'd like help with, goals and upcoming test dates, and anything that helps us teach well, such as learning differences or what has and hasn't worked before. Add your tutor preferences: online or in person, schedule and any gender preference.
4. **Purchase and pay.** Choose a session, package, sprint, cohort or membership and pay securely by credit card through Stripe inside the portal. Any processing fee is shown at checkout, and cash or check are also accepted. Pathways families review and accept the Family Enrollment Agreement before payment.

5. **Choose your tutor.** Right after payment, browse every available tutor's profile in the portal and select the one you'd like. Prefer a recommendation? Robert will suggest the best match within one business day.
6. **Schedule your sessions.** Choose times from your tutor's availability in the portal; you'll receive confirmations and reminders. We recommend at least one session a week, since consistency matters. We're open seven days a week, including weekends and holidays.
7. **Stay in touch.** Message your tutor or the Northside team anytime from the portal's messages. You'll also find session notes and progress updates there, and Robert steps in personally whenever an issue arises.
8. **Sign in to the TLC platform (if included in your plan).** Go to thelearningco.io/login to sign in. If you don't yet have your platform login, send us a message in the Northside Portal.

> **Tip:** Save the Northside Portal link to your phone's home screen so scheduling and messages are always one tap away.

What to expect

Your first session. Your tutor gets to know your student and, for test preparation, begins with a diagnostic so we can see exactly where to focus. You'll receive a personal plan soon after.

Along the way. Session notes, your monthly progress report and your student's Growth Record appear in the portal. For test prep, students take regular practice tests so everyone can see progress; for subjects, tutors keep an eye on grades and upcoming assessments.

Our free guides. Ask for *The Parachute Method* guides for the Digital SAT, the ACT, the SSAT and Private School Admissions, written by Robert for Northside families.

Policies

- **Tutor rescheduling:** if a tutor reschedules within 24 hours of a session, we'll arrange a makeup at a time that works for you.
- **Family cancellations:** please give at least 24 hours' notice to cancel or reschedule; sessions cancelled with less notice are charged in full.
- **Late arrivals:** tutors wait 20 minutes; if a student doesn't arrive, the full session is charged.
- **Location changes:** in-person sessions may move online for weather, illness or other reasons.
- **Refunds:** available within 30 days of purchase for the unused portion, prorated.
- **Switching packages:** on request, remaining funds may be moved between subject and test prep packages, at management's discretion.
- **Conduct:** Northside may end services without refund if a student engages in unethical or illegal behavior.
- **Pathways:** no automatic renewal, a 7-day cooling-off period, and cancellation with 30 days' notice.

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By purchasing, you agree to our Privacy Policy and Terms of Service at northsidetutoring.com.

Safety and privacy

- Every tutor is background-checked before working with students.
- We protect your family's information and use it only to serve your student; we never sell student data. We publish a student's name, photo or story only with your permission, and with your student's own agreement if they are 13 or older.
- Communication between tutors and students happens through official Northside channels that parents can see.
- If you ever have a concern about your child's safety or well-being, contact Robert directly and we'll respond right away.

Our promise, honestly stated. We promise expert, caring teaching, the right tutor match, and a method designed to help your child grow. Like every reputable educator, we can't guarantee a particular score or admission, but we'll work hard alongside you every step of the way.

Contact and help

The fastest way to reach us is a message in the Northside Portal. You can also reach us here:

- **Northside Tutoring:** info@northsidetutoring.com
- **The Learning Company:** info@thelearningco.io
- **Phone:** (470) 779-8999
- **Address:** 3652 Rembrandt Road NW, Atlanta, GA 30327
- **Hours:** Monday–Saturday, 10 a.m.–8 p.m.; Sunday, noon–8 p.m.

Follow us on Instagram (@northsidetutoringatl), Facebook, YouTube and LinkedIn for tips, news and student celebrations.

We're so glad you're here. Welcome to Northside.

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3652 Rembrandt Road NW, Atlanta, GA 30327

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