



About Our Pricing

1) Where our true value lies and what that means to you

Knowing that "**time is money**", look closely at our offering: a 6-hour training class comprised of a 3-hour intensive review class, a short break, and then the State mandated Managers examination (pencil & paper exam). Most candidates are walking out of the classroom after 4 ½ hours +/- . We don't tell you about ourselves, we don't orate on our past successes and we don't mandate an hour long break for dinner after an already 8 hour boring, self-centered lecture, and we don't mandate expensive books that you don't need (our Pre-Course Review Materials are included in our bundled all-inclusive rate). We established the all-inclusive pricing structure in Florida at \$159 per person, and when you measure what you get in lei of \$159, it is the absolute best value in the market.

2) What we don't charge for

The Pre-Course Review Materials - they are included in our all-inclusive bundled rate. We neither mandate nor recommend the ServSafe undergraduate level text book (we do make it available for \$79, but we don't recommend it). We go above and beyond for our customers by offering only what is needed when it is needed. But we do provide a few little extra things at no charge, for example, every Manager candidate receives a Personal Hygiene manual, the FDA A-Z Food Safety Reference Guide, a food thermometer, a pen and notepad, 4 other Food Safety Reference Sheets from the FDA, just to name a few. This is good stuff, and you'll find it possess meaningful value.

3) Our price points may be marginally higher, but you always get more

What you get: our concise, focused and intensive 3-hour review class with minimal breaks followed by the state approved examination. What an efficient use of time!

What you don't get: instructor centered introductions bragging about their background as a washed up F & B manager, group introductions, silly role-playing, ice-breaker games, 1 hour dinner breaks, candy treats, milk and cookie snacks and door prizes. How pedestrian!

And remember that you get what you pay for, in your business, and in our business. And we understand the definition of **value** (what you receive less the cost to acquire it). Do tenured, experienced professionals always buy the lowest priced product/service? And if so, is it ever worth it? We're not talking commodities like drinking straws. This is **time**... a very precious non-renewable resource. Remember - when another minute ticks off the clock, you can't recapture it; our training model encapsulates that philosophy.

4) But we have lower price points

We can offer any candidate the examination only offering for \$79.00, but we don't necessarily recommend it (unless you know what a shell tag is, how long they are kept, and where they are to be kept). We also have a self- study option for \$129.00. But we always recommend to *get it done right the first time* by participating in the full review class. Remember that shell tags and air gaps thing? That's what we thought.

5) We're simply built better than the competition

Do you see the value in a car like a BMW? Why not just buy a KIA? The fact is a car like a BMW not only has more features than a KIA, but also is better built. How are we built better? Look no further than our 6-hour all-inclusive intensified training class, our Pre-Course Review Materials you receive ahead of time to help assure your success, the materials you get the day of the class, our easy-to-navigate website, our multiple enrollment and payment options, our rather insightful blog, our on-line video's and testimonials page that gives you comfort in your decision, and our State of Florida Certified credentials like our Articles of Incorporation as a Registered Florida Entity, our CPA and legal counsel that give us professional guidance thus should give you comfort in our expertise, our business liability insurance policy that protects you and us alike, and our copyrighted and trademarked training materials used in class designed to help foster your success.