

The Value of an AARS Membership



At the AARS, it's all about service - for you and for your customers. When you register with the American Association of Riding Schools®, your riding students will have access to a **national ribbon and certificate reward system**. Such systems are usually reserved for members of breed association youth groups and are limited in their scope. The AARS is the only program in the nation to *specifically* develop tangible rewards for non-horse-owners.

Your customers will receive a 10% discount at the ucanride online store; and you will receive a **10% commission on products purchased by your customers**. These commissions can easily amount to more than your monthly AARS service fee, program booklets, ribbons, and certificates.

Your entire introductory lesson program will be supported by a **200+ page Learning Library** (operating manual) that is the backbone of the American Association of Riding Schools system. Topics included in the learning library are listed at the end of this document. We strongly encourage you to integrate the programs and processes in the operating manual in your business.

You will gain access to a **free download library** of well-organized business management documents and materials. These documents are specific to riding schools and do not include extra baggage that is unnecessary or confusing.

You will have access to a **Riding Instructors' General Store** where you will find affordable teaching, marketing, and customer service products.

You will have access to (and have the ability to contribute to) a **best practices guide** for offering novice level lessons and operating a small stable business.

Finally, you will have access to **personal counseling via e-mail** to assist in finding resolutions to your small business problems. All this, for a one-time registration fee of \$100 and, possibly, a \$5 per month service fee. With regard to the most important AARS materials, the cost of the two program booklets for senior riders is \$6 each (\$5/ea in packs of 5); and the cost of the one program booklet for junior riders is \$6 (also \$5/ea in packs of 5). The cost of a ribbon or a certificate for a senior rider is \$6; and the cost of a ribbon/certificate combination for a junior rider is \$7. There are six Junior Rider ribbon/certificate combinations, seven Senior Rider ribbons, and 12 Senior Rider certificates. An amazingly small fee for an amazingly comprehensive customer service program.

The following is what you will **not** receive from the AARS. You will not receive horse handling competence. You need to bring that experience to the table. You will not receive the desire to work with people. Good customer service has to come from your heart. And, you will not receive personal ambition. That has to be intrinsic to your person. But, if you bring these traits with you, and if your personal habits are conducive to success, then the American Association of Riding Schools can offer you the tangible tools to help make your novice level riding lesson program profitable and rewarding.

We want you to know us before you decide whether a partnership with us would be good for you. Read the links on this page and study the website. Offer your comments and ask your questions. If it looks like a good match, complete and submit the registration form. We'll go to work with you immediately.

Learning Library Topics

- What makes an AARS stable different and special
- Developing operating standards for your business
- Marketing your novice-level riding lesson business
 - Communicating with potential customers
- Delivering the AARS Junior and Senior Rider programs
- Garnering additional income from current customers
 - Offering an outstanding pony ride program
- Offering part-day, one-day, and multi-day programs
 - Working with the Girl and Boy Scouts
 - Gifts, parties, and one-time riders
- Classroom and business record keeping
- Managing income, expenses, cash flow, and taxes
- Hiring, training, rewarding, reprimanding and releasing employees
- Caring for yourself and your family

