

# Revenue Opportunities

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In addition to offering a great deal of administrative flexibility and the ability to create captivating professional development courses, LectLearn also provides your association with great revenue generating potential.

## Pricing Options

LectLearn offers two different licenses which provide pricing options to fit small and large organizations and budgets.

**The revenue share license** - gives smaller associations the opportunity to have their own online delivery system and use the system as a revenue tool. As few as 50 to 60 course sales each year will make LectLearn a good investment with this option.

**The full license** - was designed with larger associations in mind. As few as 200 course sales will allow you to get a full return on your investment. Another scenario is to use the optional revenue share license for a short time to take advantage of the liberal terms of that program, and then convert to a full license at a later date.

## Ethics Course Included with License Feature

As an added bonus, our high quality ethics course that meets NAR's Quadrennial Code of Ethics Training is included with the purchase of each license. This course showcases all of the cutting-edge technology that LectLearn offers to create an engaging, effective course for your members.

## Revenue Generating Examples

Please see the back for examples that illustrate your potential revenue with LectLearn compared to other providers.

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the sky is  
the limit



LectLearn

*Example 1*

Let's assume you have 300 members in your association and approximately 50 members take an online course each year. If you charge \$45 per course, the full student tuition for the year would be \$2,250. See how your revenue potential with LectLearn stacks up compared to other providers.

Provider	Provider X	LectLearn with Revenue Share License	LectLearn with Full License
Revenue Formula	\$2,250 x 15%	\$2,250 x 66%	\$2,250 x 100%
<b>YOUR SHARE</b>	\$337. <sup>50</sup>	\$1,485	\$2,250

*Example 2*

Now let's assume you have a 1,000 member association and approximately 250 members take an online course each year. If you charge \$45 per course, the full student tuition for the year would be \$11,250. As you can see, once you start promoting courses you'll quickly reap the financial benefits LectLearn offers.

Provider	Provider X	LectLearn with Revenue Share License	LectLearn with Full License
Revenue Formula	\$11,250 x 15%	\$11,250 x 66%	\$11,250 x 100%
<b>YOUR SHARE</b>	\$1,687. <sup>50</sup>	\$7,425	\$11,250

**For More Information**

For more information on the revenue share license and full license, or to discuss additional pricing alternatives, please contact a LectLearn representative at 1-866-459-5982.

