

<b>Cost Analysis-ISR vs. Traditional Swim Programs</b>		
	<b>Traditional Swim Program</b>	<b>ISR</b>
*Based on the same number of lessons, an average of 30 (6 weeks) for a skilled ISR child.		
Registration Fee	\$35	\$105
Price Per Lesson	*\$24.75 (Group) \$58.38 (Private) Based off of median cost for local market area	\$17.00
Group Lesson (30)	*\$742.50 *Lessons are 1x weekly	N/A - All lessons are private 1 on 1 allowing lessons to be catered to each individuals success
Private Lesson(30)	\$1,751.40	\$510 *Lessons are 5 days/week
<b>Total Cost</b>	<b>\$777.50 (Group) \$1786.40 (Private)</b>	<b>\$615</b> <b>*Self-Rescue skills are guaranteed</b>
<b>What are you getting for your money with ISR?</b>		
ISR Registration Fee	Includes review of medical history by doctors and nurses on staff to ensure the safest lesson possible for your child specifically. Continual evaluation of medical needs through missed lesson updates, should your child's medical needs change during lessons.	
Skills Attained *Average of 6 weeks	All children 6 months and older are taught a stable, independent roll back to float (self-rescue survival skills). Children who are developmentally ready learn to swim independently underwater for 3-4 seconds before rolling back into a sustainable float. Lessons are 1 on 1 for 10 minutes each day M-F for an average of 6 weeks. *If attendance has been consistent, there is no additional cost beyond week 6.	
Instructor Training	ISR Instructors are CPR/1st Aid Certified, schooled in behavioral psychology, sensory motor learning, the aspects of shaping behaviors, physiological conditions as they relate to water, emotional learning, and over 120 hours of in-water supervised training, studying video analyzing the effect of positive (& appropriate) reinforcement and how it needs to be applied at a precise time to be effective.	
<b>What to ask when you are comparing swim programs!</b>		
Traditional Swim Program	What does your registration fee cover?	
	What skill set is guaranteed at the end of lessons? (You MUST consider your objective. Do you want your child safe or do you just want them to have fun?)	
	What qualifications does your instructor have?	
	How much additional will be paid with traditional lessons after 30 lessons if certain skills are not attained?	
*this cost analysis is an average for the local market area served		