

## **Agent Registration**

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Thank you for your interest in working as an Avalon agent. This document contains information to help you decide whether Avalon will be suitable for your agency as well as forms for you to fill in and return to us if you decide to apply for registration. There are 5 parts:

- A. Agent and Student Profile
- B. Registering as an Agent
- C. Agent Contract
- D. Your Agency Profile
- E. Your Agency Policy

### **A. Agent and Student Profile**

Agents currently representing Avalon range from one-man businesses to large multinational organisations: the quality of service and accuracy of information the agent provides is more important to Avalon than the size of the agency.

Avalon teaches adults (16 +), on medium to long-term speaking courses. Our courses are extremely popular with students who have learnt a little English at school but don't know how to use it in everyday situations. They are often seeking professional careers and need to be able to speak, understand and negotiate in English.

As well as our speaking courses we offer:

- short intensive courses
- examination preparation for the Cambridge exams (including IELTS)
- examination preparation for LCCI Business English.
- Writing and Grammar
- pre IELTS
- pronunciation

These courses can be also be studied together with our speaking courses.

Avalon also offers a homestay accommodation service, an internet café and a study centre.

For detailed information on all our service please visit our website at: <http://www.avalonschool.co.uk>

### **B. Registering as an Agent**

Agents wishing to register with Avalon will have to demonstrate professional practice. As a guideline, we will need to be able to confirm that the agent does all of the things listed below.

The agent accurately represents the services they sell.

The agent actively markets the services they sell.

The agent clearly displays the prices they charge the student for arranging a course and the terms and conditions of payment. This information is provided to the prospective student in writing and explained verbally before the student is asked to pay.

The agent clearly displays the terms and conditions of the schools they represent and the prices the schools charge. This information is provided in writing and explained verbally before the student is asked to pay.

If you do all of these things and would like to register with Avalon please complete and return the forms Agency Profile, Agency Policy, Avalon Terms and Conditions for Agents and send samples of your publicity material and/or website details.

2. We will register your services as soon as we have received the information and are satisfied that you have met the registration criteria.

#### **4. Please note:**

**We regret that we cannot send brochures and contracts or pay commission to agents before registration has been processed and your application accepted.**

**All our publicity material is available on our website at [www.avalonschool.co.uk](http://www.avalonschool.co.uk)**

## **C. Agent Contract**

Please complete and return

### **1.1 Contract between:**

Avalon School of English Limited, 8 Denmark Street London WC2H. 8LS.

and the agent:

### **1.2 Length of contract:**

Beginning from the date of the receipt by Avalon School of English of this completed document and accompanying literature.

Terminating when notice of termination of the contract is provided in writing by either party.

## **2. Contract Terms**

### **2.1 The agent will:**

1. Recommend the courses and services of Avalon School of English.
2. Provide the student with accurate information on the school and its services. This will include information on enrolment terms and conditions, dates of courses and prices charged by Avalon, as well as the appropriateness of any course for the particular needs of the student.<sup>1</sup>
3. Provide students with a written copy of Avalon's *Terms and Conditions of Study* in the student's language and will ensure to the best of his ability that the student fully

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<sup>1</sup> For student *Terms and Conditions* please refer to *Terms and Conditions of Study* printed on the reverse of the *Tuition Fees* document or online at [www.avalonschool.co.uk/terms.htm](http://www.avalonschool.co.uk/terms.htm)

understands these terms and conditions. Agents who are operating in countries for which we have not translated the *Student Terms and Conditions of Study* (please see the website) will translate these documents themselves.

4. Receive from the student a signed and dated declaration that he or she has read and accepts the *Terms and Conditions of Study* and will forward this declaration to Avalon School of English.

5. Provide, prior to payment, full, clear, written details of any arrangement fees the agency charges in addition to commission charged to the school. Agents are not required to declare commission rates charged to the school.

6. Provide, prior to payment, full, clear, written details of bank transfer fees or card payment fees incurred when sending payment to the UK.

7. Take from the prospective student, unless agreed otherwise with Avalon School in writing, full payment for the course, accommodation and bank transfer. Agents will keep 20% of the course fee payment.

8. Send the remainder of the payment, (hereafter referred to as the payment in full,) by bank transfer or by credit card<sup>2</sup> to Avalon School of English no less than five working days prior to the enrolment date.

9. Pay all bank transfer fees or Visa card fees or charge these to the student

10. In the case of incorrect payment procedure the agent will pay a handling fee of £30 plus bank transfer charges to return agency fees, which have not been deducted, from the student by the agent prior to enrolment.

## **2.2 The agent will not:**

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<sup>2</sup> Credit card payments will be subject to a 3% surcharge.

1. Take payment from a beginner without prior agreement of a beginner's course starting date with Avalon School of English Ltd. (A beginner is defined by Avalon School of English as a student who cannot recite the English alphabet, conjugate the present simple of the verbs 'to be' and 'to have', or understand the difference between the present simple and present continuous.)
2. Guarantee students times of day for the courses they will be following.
3. Take payment from a minor (less than sixteen years old).
4. Charge commission on the sale of the homestay service.

**2.3 Avalon School of English will:**

1. Provide the student with an enrolment letter prior to the student's entry to the UK. The enrolment letter will be sent within 2 working days of receipt of payment.
2. Provide the student with tuition on courses for which they have paid the agent and in mixed nationality classes of no more than 12 students and in accordance with the *Terms and Conditions of Study*.
3. Provide the student with homestay accommodation for which they have paid the agent and in accordance with the *Accommodation Terms and Conditions*.
4. Permit the agent to keep 20% of the student's tuition fee.

**2.4 Avalon School of English will not:**

1. Enrol a student or issue an enrolment letter without payment in full.

**3. Agreement**

I agree to accept the terms and conditions of the above contract.

Signed by The Agent

Date:

Signed on behalf of Avalon School of English

Date:

## **D. Your Agency Profile**

### **1. Contact Details:**

Contact name

Postal address

Email address

Telephone:

Fax:

Website:

### **2. Business profile**

Name of company

Name of owner

Other branches (Where applicable

No. of employees

Length of time business has been operating

Services offered. e.g. accommodation, education, flights etc

No. of Students sent overseas last year:

No. of students sent to UK last year:

### **3. Your student profile:**

1. Minimum age:

2. Average age:

3. Average length of courses booked:

4. Type of courses booked:

### **4. How did you hear about Avalon?**

## **5. Referees**

Please provide the names and contact details of 2 referees.

(These referees should be either students or institutions with whom you have previously worked, preferably in the UK.

If your company is new then please provide the details of professionals who know you well.)

## **6. Additional information.**

Please use this space to provide any information which would help us with your company profile but which is not covered in the questionnaire;

## **E. Your Agency Policy**

### **1. Your Knowledge of the School.**

a. Have you visited Avalon? .

- Yes
- No

b. Have you visited Avalon's website?

- Yes
- No

c. Will someone from your organisation be available to visit Avalon within the next year?

- Yes
- No

d. Have you viewed Avalon's teaching material (books and CDs)?

- Yes
- No

## 2. Publicity

a. Please provide the names of institutions, magazines, newspapers, website links, search engines where your publicity material is available:

b. Please provide the names and dates of education fairs you have attended and are expecting to attend:

c. Publicity material

- Please tick to confirm that you have sent us samples of your publicity material.

## 3. Agency Fees

a. Do you charge a fee to recommend a course?

- Yes
- No

If so, is this:

- a. A fixed fee (Amount charged in pounds. £ )
- b. A percentage of the course fee (Percentage charged. % )

b. Avalon asks agents to state their arrangement fees in writing and to provide students with this information before the student pays (see agent contract).

- Please tick to confirm that you have sent a copy of your terms and conditions as evidence of this.