



Introduction

How much does it cost you to be a SCUBA Instructor? Most likely the answer is “too much”. Does it have to be this way? It depends on your training agency. Are you really getting your monies worth? It depends on your training agency.

Press release

Let's start by stating that this discussion does not touch Liability Insurance. The main reason for that is that many Instructors are not required to carry it because it is simply not

available to purchase in the country or state they reside in. So, we're going to concentrate on the training agencies. I know most of the costs but you as the instructor know how much you are paying and there is an alphabet soup of agencies to quote all of them here, so I won't even try.

The first cost is your annual dues and what you get for them. If you are paying more than \$225.00 per year, you are paying too much. For that amount you get the privilege of being able to purchase their wares and certify your students based upon the Standards that the agency sets forth, which are a minimum of what the RSTC/WRSTC and the ISO have put forth. I am not disparaging the agencies from charging this fee, after all they have expenses as well. We'll discuss some additional costs, for instance the cost of materials, e-learning and certification fees later.

Next, let's talk about the cost of being a dive center or an independent instructor. If you are paying any amount for that, it's too much. What do you get for the money that you pay out every year? You get your name posted on the website along with hundreds or even thousands of other dive centers/instructors. If you pay a higher fee, you might get your name highlighted. If you are a large customer, you might even get a banner advertisement for a lower fee that is still ridiculously expensive. You also get a bunch of free stuff to hang up in your shop or classroom to **advertise the agency, not your shop**. You also might get a few rack cards to pass out to potential customers, but you must purchase any additional and pay the shipping for them. I have heard repeatedly that you get a lot of promotion from the agency. Since when have you ever seen your name on anything they created for promotion? Some agencies charge an additional fee to get a star. How ridiculous is that? Shops and Independents that have been teaching for over 10 years have worked hard to

build a reputation and customer base that had absolutely nothing to do with a star or training agency. It was your hard work. Scuba Educators International does not charge a fee to be a Dive Center or Professional Educator and we offer you everything that any agency offers their members. We even charge everyone exactly the same extremely low prices on our e-learning and materials. Most of all, we don't have any silly stars. Promotional materials such as rack cards and posters are all free downloads for any member and there is a place for you to place your name on each one.

Scuba Educators International offers every member all materials such as standards and instructor guides as a free download to all active members. You will never have to pay for any updated instructor guides and standards. Just download the latest version.

If you are paying more than \$10.00 for an e-learning code, you are paying too much. Scuba Educators International charges the lowest fee in the SCUBA Industry. There is obviously a cost to managing the e-learning and this extremely small fee will cover that. Full disclosure, Scuba Educators International charges a **one-time license fee (lifetime)** of \$100.00 per Instructor or Dive Center. This covers the usage fee for the platform that we utilize. We do not make any money from this. Scuba Educators International has no other License Fees to discuss. Our E-learning is the textbook word for word. The student may either read the text or choose to have the computer read it to them. They choose how to receive the information. You may choose to purchase the textbook, but there is really no need for that.

If you are paying more than \$60.00 to the agency to get a student certified including the cost of materials, you are paying too much. Scuba Educators International charges, as stated above, \$10.00 for an e-code and we charge \$50.00 for the certification card. If you are paying more than this, you are paying too much.

Stop by booth 833 at the DEMA show and let's talk. You will discover that we understand the SCUBA business from top to bottom and we love to talk SCUBA. You will discover that we have the "real world experience" that is so lacking in the agencies. We are even offering a special discount for crossing over.



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