

# Beyond the Books

Niceville Tutoring LLC turns education into opportunity

story by LAURIE EINSTEIN KOSZUTA

Tutoring is a lucrative profession and is often used to supplement a teacher's salary. Beginners can charge as low as \$15 per hour, while those with more experience can receive as much as \$80 per hour for high-demand subjects such as math, science, and preparation for ACT/SAT and other standardized tests.

However, it takes more than an understanding of a subject to succeed and grow a tutoring business. There can be stiff competition in metropolitan areas, and most tutors get started via word of mouth. Success requires more than expertise in a subject.



Rebecca Beard's passion for teaching was evident long before she founded Niceville Tutoring LLC. The 32-year-old educator began her career teaching science at a middle school before moving to a high school, where she became known for her ability to simplify complex concepts and connect with her students. Recognizing the need to support struggling learners, she started tutoring on the side.

Beard left that position and moved to North Carolina with her husband, where she says, "I collaborated with schools to support the educational needs of in-patient high school students in a psychiatric hospital. I also continued tutoring and realized I loved it more than traditional classroom teaching."

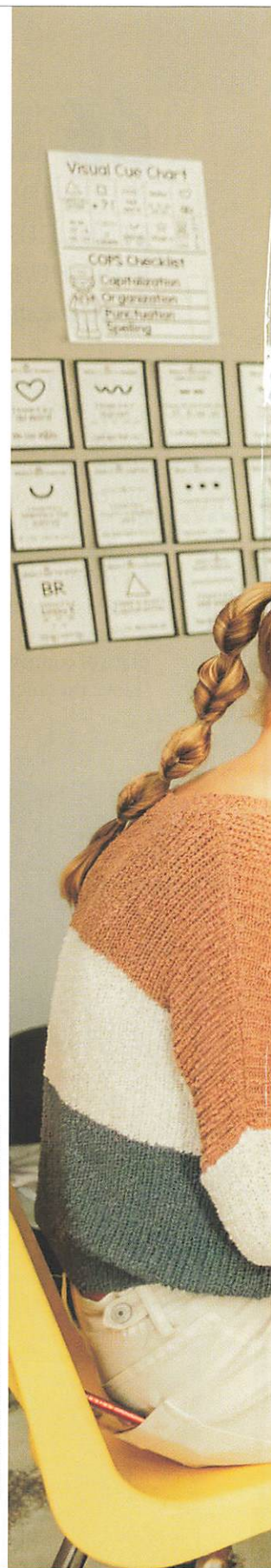
After five years, she returned to Niceville to be closer to family, and Beard was determined to turn her side hustle into a full-time business. Beard started small by advertising her services on local Facebook groups and relying on her positive reputation.

"My growth was fast," Beard notes. "Parents, high schoolers, and college students contacted me for help, particularly in math and for test prep. So many of my students struggle with learning difficulties like ADHD and need support to catch up academically."

Initially, Beard met students in public spaces such as coffee shops and libraries. "Before long," she recalls, "my schedule was fully booked, and I had a waiting list."

← Founder of Niceville Tutoring, Rebecca Beard began tutoring as a side hustle. → Her business has expanded to include over 20 tutors, mentoring students on all academic subjects, as well as preparing pupils for college entrance exams.

PHOTOS BY REBEKAH LANGSTON COURTESY OF NICEVILLE TUTORING LLC





“It’s really important to me that what we sell in store is Florida made and of the highest quality. The importance of quality products and a quality staff is something I learned at RedEye and keep with me today.”

—**JASON MCARTHUR, OWNER OF ARGONAUT COFFEE IN TALLAHASSEE**

Northwest Florida trails, particularly St. Marks Nature Preserve.


When asked about the future, McArthur smiles with the contentment of being happy with the now. Business is steady, the product is at its best, and the staff is his point of pride.

“What I want for Argonaut more than anything is to keep being a place of connection,” says McArthur. “I love the smell, the ambience, the

feeling of a coffee shop, but what really makes that all the better are the people in the shop enjoying that together. It’s always been about the people for me.”

If you find yourself in Argonaut, look to the table next to you. You just might find McArthur working on his sci-fi novel. Don’t feel bad interrupting to ask him what to do this weekend in Tallahassee. He’s happy to help. ■





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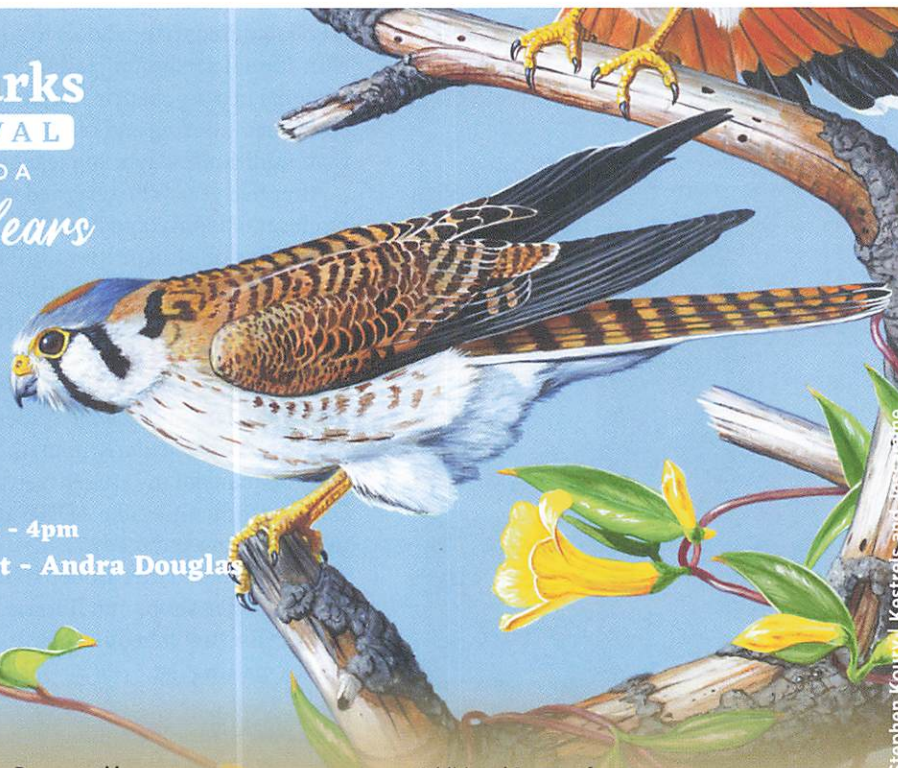
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↔ Primary students typically have 30-to-45-minute sessions, while middle schoolers and college students have up to two hours in a single session.



By February 2024, Beard officially launched Niceville Tutoring LLC. “As demand grew, it became obvious I needed a dedicated space. I’d been eyeing a vacated church office building for over a month, crunching numbers and building the courage to make it happen. The space was ideal, with rooms for individual tutoring, a group area, and personal space I could use.”

Beard vetted independent contract tutors and hired tutors whose teaching styles and experience aligned with her mission for student success.

“We’ve turned down candidates who didn’t meet our standards.” Many of the more than two dozen tutors are current teachers or retired educators specializing in elementary education, while others assist college students with advanced subjects like calculus and science.

The length of each session varies based on age and need. Primary

students typically have 30-to-45-minute sessions, while middle schoolers have hour-long sessions. Older students generally are longer at 90 minutes to two hours. Beard also offers separate pricing for homeschoolers, which requires more extensive lesson planning. Beard and another tutor take on SAT and ACT preparation sessions due to the intensity of preplanning.

Starting the business did come with challenges. “I know the material, the state standards, and how to teach, but the business side was entirely new to me,” she explains. “I did a lot of research to find tools and software to help streamline operations and improve efficiency.”

Beard’s husband, who has a background in computer science, is assisting by developing custom software to further streamline operations.

In just a year, Beard saw her monthly sessions double as she added new tutors. By the end of her first year, the business has already shown a profit.

Today, Niceville Tutoring serves students across Santa Rosa Beach, Niceville, Fort Walton Beach, Crestview, Milton, and Freeport. Scaling the business has involved balancing a growing client base with administrative responsibilities. A customer service associate manages sales calls, matches students with tutors based on location and need, and handles onboarding.

“We also partner with school choice programs to support private and public school students with failing test scores. Those programs help families access funds that pay for tutoring. For me, Niceville Tutoring is more than a business,” Beard emphasizes. “I want to make a lasting impact on student education.” ■

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