

This is Kaplan.



From a basement in Brooklyn...
...to the top of the world

There's a face behind the name, a legacy behind the pedagogy,
and an absolute commitment behind the success.

It all started in the basement of a man named Stanley H. Kaplan.

Next stop: The universe.

When you invent an industry, not even the sky's the limit.

Kaplan broke out of the basement in 1957 and hasn't looked back since, taking test prep expertise nationwide in the 60's and into the international market in 1977. With centers in Canada, England, France, and Israel, there is no one with more global reach.





The most...

Experience

Research

Passion

Knowledge

Resources

Experts

Great minds. Great methods.

People passionate about test-taking. People who take tests just for the fun of it. People who want to know *why*. And *how*.

We are the innovators, the experts, the people who ask *what if*. No one else in the industry knows the tests better than we do. None of them put more money into research and development. And not a single one of them effects more positive change in people's lives.





We help people get places.

By opening doors, raising standards, and breaking new ground, we give people the key that helps them open the door to their own success.

People come to us with a lock to pick: A standardized test. Opening that lock means opening the door to a better future for themselves and their families. It's an awesome responsibility, a sobering challenge, and an incredible opportunity.

It's not about luck.

Excellence is no accident.

Why are you here? Do you like to take things apart and put them back together? Are you obsessed with perfection?

Are you a test prep junkie?

You're here because you're good at what you do. You're here because you are a test prep expert.



Legacy keepers and trail blazers.

With one foot firmly planted in tradition, we turn our attention to the future.

From Quiz Banks to Smart Reports™, we embrace the ways that technology can keep us on the path to fulfilling our mission: helping individuals achieve their educational and career goals, and building futures one success story at a time.





Regarding the competition.

When you're the big dog, you're going to have a lot of little dogs looking to take you on.

They may nip at our heels, but we'll stand strong because we remember what this business is really about: helping people realize their most essential aspirations. Let them scream and shout and pound sand, if they want to; we will continue to hold them to tough standards, to the standards we created, to the standards that invented this industry.

The secrets to success:

“...a serendipitous combination of seized opportunity, perseverance, and a lifelong devotion to teaching.”

– Stanley H. Kaplan

A commitment to our students. The refusal to accept “good enough.”
A dedication to expertise.



Where we're coming from.

1938: Stanley H. Kaplan starts tutoring students in the basement of his Brooklyn home

1946: He preps students for the very first administration of the SAT.

1957: Kaplan outgrows the basement. The first Kaplan Center opens on King's Highway in Brooklyn

1960: Kaplan open centers throughout New York City

1970: Kaplan goes nationwide

1977: Kaplan goes international

1985: Kaplan joins The Washington Post Company family

1993: Kaplan takes The Princeton Review to task for misleading the public with false score claims



- 1995:** Kaplan determines that the new, computerized GRE makes it easy to cheat, prompting ETS to completely restructure the test
- 2003:** Kaplan institutes ACE—the Absolute Commitment to Excellence—declaring that the highest of standards will be brought to every aspect of the student experience
- 2003:** Kaplan institutes the Higher Score Guarantee nationwide, putting our money where our mouth is
- 2006:** Kaplan becomes the largest provider of English-language travel services in the world
- 2008:** Kaplan schools The Princeton Review—again—on playing by the rules of fair and honest competition
- 2008:** Kaplan continues to revolutionize test prep through pioneering technology, expanding resources, and a commitment to maintain the highest industry standards.



You are Kaplan.

Thanks for being part of the revolution.

