

TEACHER FAIR-PRICING RUBRIC

★ A simple tool for evaluating teacher value and fair pricing ★

★ Score each category from 0 to 4 points, then use the total score to identify a pricing tier.

CATEGORY	0 POINTS	1 POINT	2 POINTS	3 POINTS	4 POINTS
1. TEACHING EXPERIENCE	No formal teaching experience	Less than 1 year	1–3 years of experience	4–7 years across classes or levels	8+ years across multiple settings
2. QUALIFICATIONS & CREDENTIALS	No degree or credential	Degree or basic training only	Degree plus TEFL/TESOL or similar	Teaching license or strong professional credential	Master's degree or higher
3. STUDENT RESULTS	No evidence of student progress	General positive feedback only	Some visible student progress	Documented progress across multiple students	Strong, consistent, proven outcomes
4. BEHAVIOR & CLASSROOM MANAGEMENT	Struggles to manage behavior	Can manage cooperative learners only	Handles common behavior issues	Manages challenging behavior effectively	Creates a highly positive, productive environment
5. PARENT COMMUNICATION & MULTILINGUAL ABILITY	Limited communication; no other languages	Basic updates; limited support	Regular communication; basic other language	Proactive communication; cross-cultural confidence	Strong multilingual or highly effective parent communication
6. CURRICULUM & LESSON DESIGN	Uses unstructured or basic lessons	Makes small changes to existing materials	Plans structured lessons with clear goals	Designs strong lessons and units	Creates high-quality, aligned, student-centered curriculum
7. PROFESSIONAL PRESENTATION & RELIABILITY	Often late or unprepared	Basic professionalism; inconsistent	Usually dependable and prepared	Polished, organized, and reliable	Highly professional and consistently exceptional

TIER	TOTAL SCORE RANGE	SUGGESTED HOURLY RATE (RMB)
1	0 – 7	¥100 – ¥150
2	8 – 13	¥150 – ¥220
3	14 – 18	¥220 – ¥300
4	19 – 23	¥300 – ¥450
5	24 – 28	¥450 – ¥650+

Rates vary by city, specialization, and delivery format.

PRICING MODIFIERS

★ How to adjust your base teaching rate fairly ★

★ Start with your base hourly rate, then apply the relevant modifiers based on service type, complexity, and delivery format.

MODIFIER	SUGGESTED ADJUSTMENT
Online lesson	No change or 5–10% lower
Teacher travels to the student	Add ¥50–¥150
Specialized Business English	Add ¥50–¥100
High-stakes exam prep (IELTS, TOEFL, etc.)	Add ¥50–¥150
Reports / homework correction	Add ¥50–¥100
Prepaid package (4+ lessons)	Reduce by 5–10%
Two students together	Charge each student 60–75% of the individual rate
Three or four students	Charge each student 40–60% of the individual rate
Same-day cancellation	Charge full lesson rate

IMPORTANT NOTES
- Use these as general guidelines, not fixed rules. - Adjust for city, specialization, and demand. - Premium rates require strong results and professionalism.