

The college list is the most important factor in college affordability. Parents can do all the right things: plan financially, implement strategies to increase aid eligibility and correctly fill out the financial aid forms. Students can get good grades, join clubs, volunteer, take test prep courses and write amazing essays. As important as all these items are, they are secondary to the single most important factor in paying the least amount of money possible and still getting a great education for your child: **STARTING with the RIGHT list of candidate schools!**

The financial costs of starting with the wrong list can total tens of thousands of dollars resulting from:

- ▶ **Taking longer to graduate** which means higher out-of-pocket college costs and maybe even more debt, for the student and the parents
- ▶ **The high cost** associated with transferring to another school with respect to lost aid and credits
- ▶ **Changes of major** which delay graduation and income earning
- ▶ **Attending a school** that won't provide enough, if any, financial aid or scholarships to help offset cost
- ▶ **Needless college visits**, wasting time and money on schools that aren't a good fit for your student or your finances

Start with the right college list and you are far more likely to send your child to the Right College for the Right Reasons and at the Right Price!

Steps to building Your College List



Personal interviews with parents(s) and student illuminate the expectations of both student and parent. There are many factors that go into choosing a particular college or university: academics, social and financial.



The student will take three short assessments, which will help point to the best colleges and career paths for them:

- **Do What You Are (DWYA)** – Learn about your child's personality type and discover careers that would be a good fit. DWYA is based on the Myers-Briggs Type Indicator, the gold standard in personality and career assessments.
- **Multiple Intelligence Advantage Assessment (MI)** – MI Advantage is based on the idea that not all students learn the same way. Discover all your child's intelligences to work with their strengths and around challenges.
- **The Learning Style Inventory (LSI)**– Find out how your child learns best to improve their grades and productivity.



Utilizing your child's GPA, standardized test scores and high school transcript (also known as their "**Academic Capital**"), we will use this information as currency to trade for tuition discounts.



Combined with the above steps, *Merit Max* (a proprietary college search tool) will generate a final list of colleges likely to compete for your student by offering tuition discounts as an inducement.



The combination of the "high touch" and "high tech" (Merit Max) methodology will yield a list of candidate colleges that can provide the starting point for ensuring that the student attends the **Right College**, for the **Right Reasons** and at the **Right Price** for the family!