



There are two very different prices for college — **one for the informed “buyer” and one for the uninformed “buyer.”**

Which price will you pay?

X

<Name/Company>



Top PARENT CONCERNS in order of importance

1. Fear parent death before children are grown
2. Saving for retirement
3. Job security
4. Saving and paying for college



College Costs Keep Going UP!!

Current (2009) Four Year Average Costs:

1. Public University - \$16,000
2. Private College - \$32,000
3. Elite-Private College - \$48,000



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The College Funding / Retirement Savings Dilemma

Two VERY EMOTIONAL NEEDS competing for the same limited resources

Will parents be able to accomplish BOTH?





The retirement problem – every dollar going toward college can't go toward retirement

How much does paying for college effect retirement savings?

Years till retirement	Four-year public university \$55,000	Four-year private college \$138,000	Four-year elite private college \$207,000
15	\$175,000*	\$438,000*	\$657,000*
20	Too depressing!		

Assumes:

5% annual college inflation

*8% return on investments on lump sum amount

For one child!





THE GOOD NEWS:

- College planning is **NOT** just saving **FOR** college
- College planning includes saving **ON** the cost of college.

When it comes to college planning
there is no one size fits all solution.



*It's all about knowing the ins and outs
of a very complex topic and how to
apply the secrets of college planning
and funding to **your circumstances**
so that you don't pay one dollar more
for college than absolutely necessary.*



Timeline

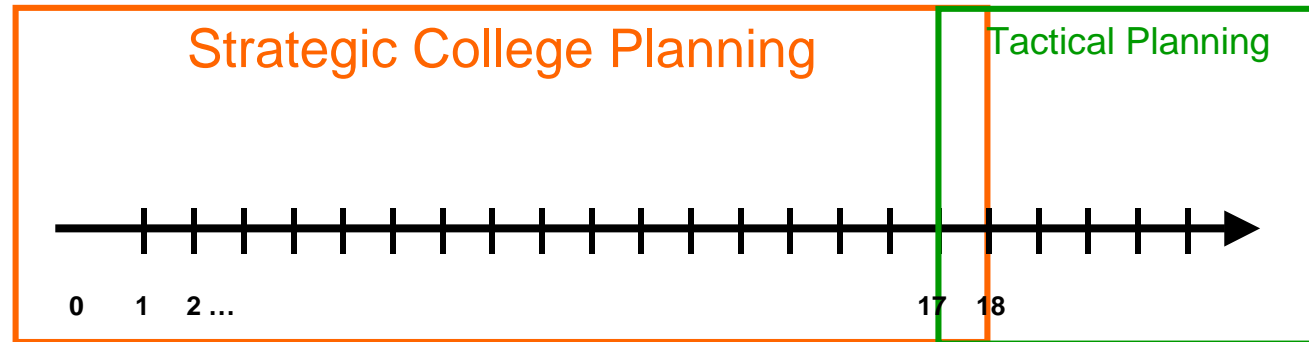
Age of child

College financial planning

Begins at birth and continues through senior year in high school

College admissions and financial aid process

Begins junior year in high school and extends throughout college years



Birth >>>

Middle School >>>

High School >>>

College

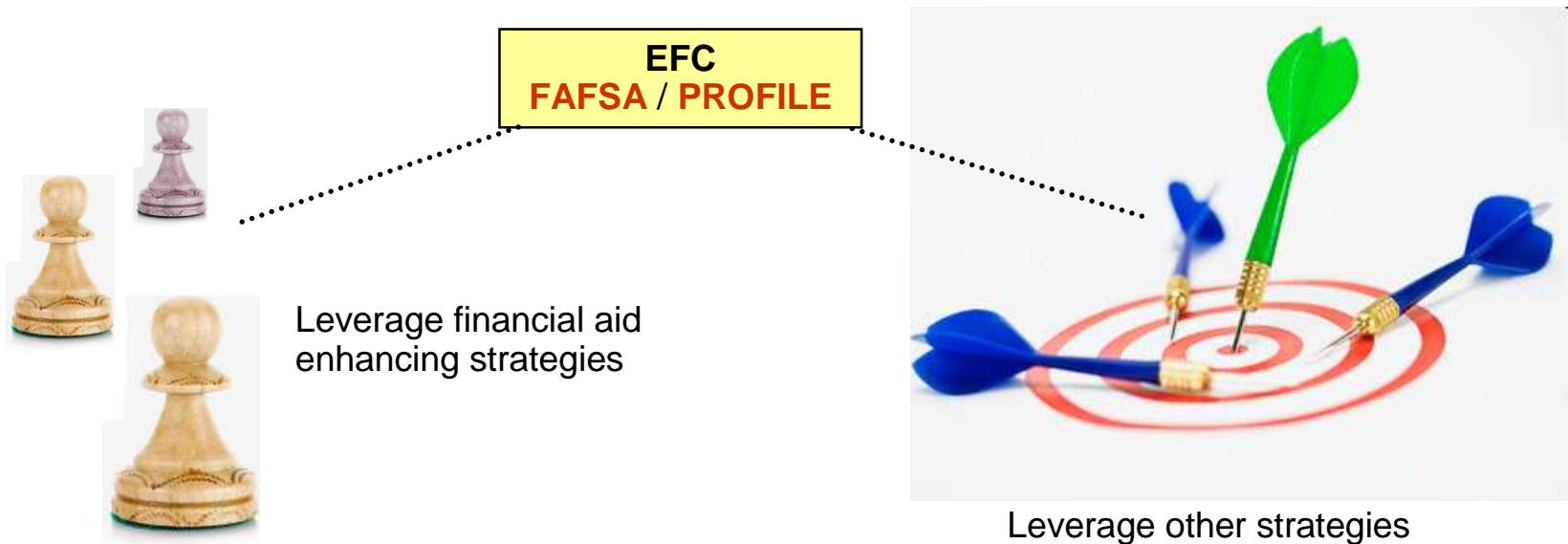
There are two prices for college, one for the informed buyer and one for the uninformed. The uninformed generally pays more than the informed. We help you become informed at each step along the way.



Expected Family Contribution (EFC) – The portion of your income and assets that you will be expected to contribute toward college costs.

How is EFC determined? – **FAFSA (most public) / Profile (many private)**. Based on time period from January of the student's junior year in high school to December of their senior year. This is known as the **Base Year**.

Financial Need = Cost of Attendance – **Expected Family Contribution**





Effective planning for financial aid occurs before filing FAFSA/Profile – NOT AFTER!
Don't enter into the process BLINDLY!

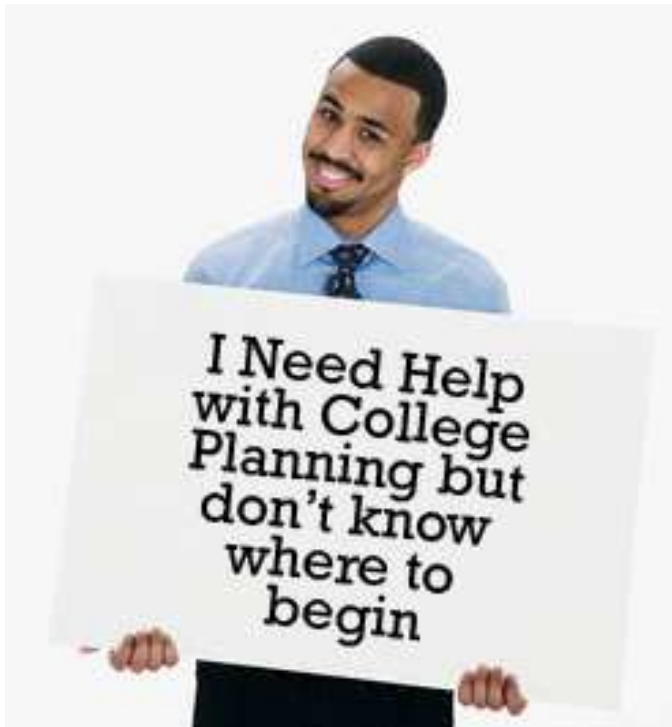
Analogy – **Effective** tax planning occurs before tax forms are filed, not after.

Requires an understanding of:

1. Forms required by the school (FAFSA, Profile) and the information required
2. How the EFC is determined
3. Prudent planning strategies to increase financial aid eligibility

Need to know:

- What **TO DO** – can save you \$\$
- What **NOT TO DO** – can cost you \$\$





Plan includes	Benefit: How this helps you become an informed buyer of a college education and save money in the process
Financial aid projection and analysis	<ul style="list-style-type: none">• Projection of your out-of-pocket costs at school selected after accounting for financial aid:<ol style="list-style-type: none">1. Without implementing financial aid enhancing strategies2. With implementing financial aid enhancing strategies• Don't give up on the school of your student's dreams just because you don't think you can afford it. You may be surprised to learn that you can!

We help the financial aid candidate achieve the BEST outcome





In Summary: Our analysis/plans include

1. EFC: estimate and analysis
2. Financial aid enhancing strategies
3. Financial aid projection and analysis
4. Savings strategies
5. Education tax credit strategies
6. Funding strategies for covering shortfalls

To help you - the financial aid candidate achieve the BEST outcome

What next? [The Client Care Center](#)





College planning for early starters and families that won't qualify for financial aid

There are many strategies for families that are not financial aid candidates that will reduce out-of-pocket college costs.

1. Saving strategies
2. Income planning
3. Asset planning
4. Business ownership strategies
5. Grandparent strategies
6. Funding Strategies



The **cumulative effect** of implementing and coordinating the right strategies can be **thousands of dollars in savings** on out-of-pocket college costs



Consider savings and funding vehicles that meet the following objectives.

1. Funds for college
2. Savings for retirement
3. Minimal impact on monthly cash-flow
4. Appropriate for college AND retirement - flexibility



Goals:

1. Return exceeds college inflation
2. Tax-deferred growth
3. Tax-favored access for college
4. Favorable for financial aid
5. Can be used for college AND retirement
6. Tax-favored access for retirement



College planning for early starters and families that won't qualify for financial aid



Plan includes	Benefit: How this helps you become an informed buyer of a college education and save money in the process
Strategic Use of 529 College Savings Plan	<p>We'll evaluate:</p> <ul style="list-style-type: none">• Strategies for maximizing 529 resources for college and tax savings for the family.• Complementary strategies that will multiply the benefits of using the 529 plan and increase tax savings for the family.• The tax benefit to you – of using your state's 529 plan. This can help you decide if your state's 529 plan is the best option for you.• Coordinating 529 withdrawals with education tax credits (this can be tricky).• Benefit of making the student tax independent of the parents

We help you make smart college planning and funding decisions





College planning for early starters and families that won't qualify for financial aid



In Summary: Our analysis/plans include

1. EFC estimate
2. The EFC formula used by the school
3. Projected four-year college costs
4. Analysis – overall game plan
5. College financial planning strategies
6. Savings strategies
7. Strategic for 529 College Savings Plan
8. Funding strategies for covering shortfalls

So that you'll make smart college planning and funding decisions





The Process and the Challenges

Identify prospective schools and apply

Apply for financial aid

Receive and analyze financial aid awards

Choose school and accept award

Strategies for covering shortfalls



The process is overwhelming for many families

Lack of knowledge or mistakes may cost your family thousands of dollars:

- Choosing the wrong school or curriculum
- Financial aid
- Loan strategies





ABC Company

The Solution – A hands on college admissions and financial aid service

Offers parents with college-bound juniors or seniors:

- Personal coaching
- Hands-on support
- Targeted, strategic and tactical guidance throughout the college admissions and financial aid process

Goals:



Best college fit for student



Save money on college costs



Peace of mind for family





1. Go it alone – To achieve a best outcome requires



Time



Effort



Expertise



Patience

2.



Help and support from qualified experts



How we can help

Diagnose your specific situation

Prescribe appropriate remedies – college planning and funding strategies

The Results: An action plan that helps you to better accomplish your goals:

- 1) Help pay for your child's education
- 2) Reduce the cost of college
- 3) Save more for your retirement
- 4) Peace of mind



Expertise + Experience + Personal Help will yield better outcome for family



“You can pay me now, or pay me later”

Legendary marketing slogan



The **COSTS** of waiting - procrastination:

1. Available *cost reducing* strategies decrease over time
2. Available *savings and funding* strategies decrease over time
3. Cost of borrowing may increase – increased debt and interest rates
4. Reduced parent resources
5. Less available for retirement savings
6. Increased stress and frustration
7. Procrastination and a lack of knowledge will cost you thousands of dollars more on your college costs





**Informed or
Uninformed – Which
buyer of a college
education will you
choose to be?**

X