



## Today, a family can easily exceed **\$250,000** in college costs – for one child!\*

There are two different prices for a college education –one for the **informed buyer** and one for the **uninformed**. **WHICH PRICE WILL YOUR CLIENTS PAY?** Well-informed short- and long-term college planning, admissions and funding decisions at each of the many **decision points** along the way is how your clients will plan for the overall best outcome and potentially save ON, not just for the cost of college!

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**Uninformed decisions, mistakes and missteps will increase your clients' college costs. With CFS' EZ College Planning license you can answer these vitally important questions:**

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- Will we have to pay the school's sticker price?
- Which schools want my child to attend and would attract them with financial inducements?
- Are we candidates for financial aid?
- How much financial aid could we expect?
- How much in scholarships/grants?
- Can we increase our financial aid eligibility?
- What merit-based scholarships, at selected schools, is our child eligible for and what are the requirements to obtain them?
- Are 529 Plans an appropriate choice?
- Which other savings options may be better, in light of our circumstances?
- Will we qualify for tax credits? Which ones?
- Would test prep benefit our child?
- Which schools should we apply to maximize financial aid or tuition discounts?
- Should we set up a UGMA?

**AND MANY MORE!**

Your clients with college-bound children should expect more than simplistic, one-size-fits-all savings strategies from you. **WITH COLLEGIAT FUNDING SOLUTIONS, YOU CAN DELIVER MORE!**

\* Source: College Board 2021 data analyzed by Collegiate Funding Solutions, Inc. Includes tuition, fees, room and board



To learn more and get started visit us at [collegiatefundingsolutions.com](https://collegiatefundingsolutions.com)

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