

**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

## Steps to building Your College List



**Personal interviews with parent(s) and student** illuminate the expectations of both. There are many factors that go into choosing a particular college or university: academics, social and financial. The student will work directly with a very experienced college admissions consultant to develop their college list, assist them in preparing their admission application, and offer guidance with their college essay.



The student may need to take up to four assessments, which will help point to the best colleges and career paths for them:

**AchieveWorks Personality** - Learn about your child's personality type and discover careers that would be a good fit. AchieveWorks Personality is based on the Myers-Briggs Type Indicator, the gold standard in personality and career assessments.

**AchieveWORKS Learning & Productivity** - More than 40 years of research has proven that, through employing their preferred modes of learning and by engaging all of their senses, students are better able to absorb and retain information.

**AchieveWORKS Intelligences** - Individuals employ many different faculties – termed "multiple intelligences" – when solving problems. Everyone has the ability to further improve all of their intelligences

**AchieveWORKS Skills** - Founded on the premise that individuals equipped with an understanding of their unique skillset and techniques for further skill development are in a better position to succeed at school and in the workplace.



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 an additional list of colleges likely to compete for your student by offering tuition discounts as an inducement.



The combination of the personalized help and "high tech" (*Merit Max*) methodology will yield a list of candidate colleges that can help ensure that the student attends the right college, for the right reasons and at the right price for the family!