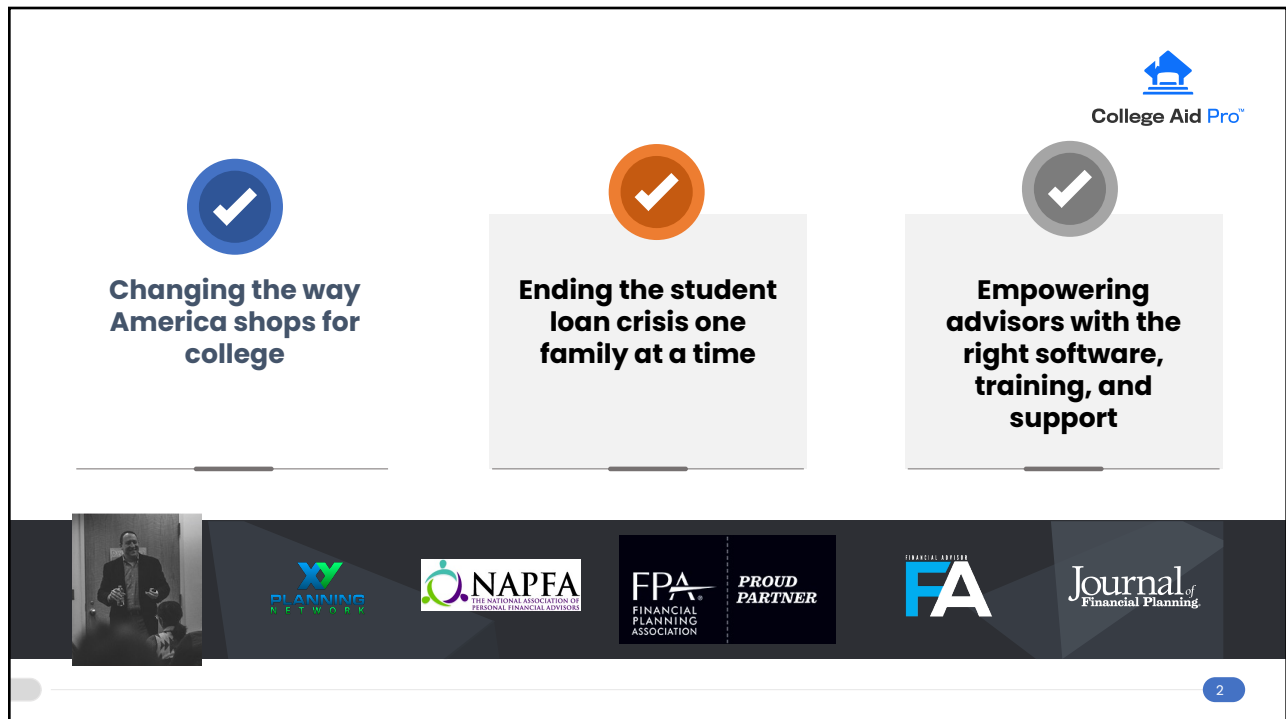




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# The right tools

College Aid Pro is a technology partner for financial advisors and institutions that demystifies financial aid and empowers consumers to make informed college buying decisions.

Students graduate with manageable debt without robbing mom and dad's retirement.

Expert advice with confidence and ease  
Attract, acquire, and serve new clients  
Promote financial literacy  
Promote diversity, inclusion, & equity

7



3

## Presenters



Joe Messinger, CFP®

Co-Founder  
Dir. of Advisor Solutions



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## How To Analyze and Appeal with Colleges

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5

### Colleges Increasingly Act Like Businesses

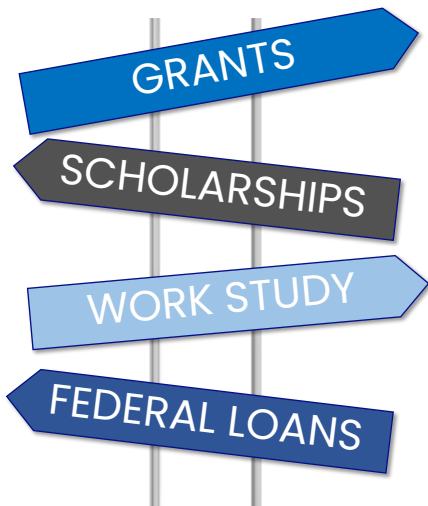


The days of the "Ivory Tower" are long gone

Colleges today are ever mindful of the bottom line

6

## Understanding Your Offer



1. **Grants:**
  - Tend to be need-based: Expected Family Contribution matters
  - Institutional Awards
  - Pell Awards: Federal program for lower-income candidates
2. **Scholarships:**
  - Mostly merit-based on certain qualities, like academics or athletics
  - Many scholarships have rules and obligations (ex: maintain GPA)
3. **Work Study:**
  - Opportunity to work at university
4. **Student / Parent Loans:**
  - Backed by the government
  - Direct Federal Loan (Stafford Loan) – 2 forms
  - Parent Plus Loan

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7

7

## Example Award Letter

**LEHIGH UNIVERSITY**

Office of Financial Aid  
Alumni Memorial Building  
27 Memorial Drive West, Bethlehem, PA 18015-3094  
Office: (610) 758-3181 | Fax: (610) 758-6211  
Web: www.lehigh.edu/financialaid

**YOUR LEHIGH FINANCIAL AID OFFER**

December 9, 2021

Below you will find your offer of financial assistance for the 2022-2023 academic year. Please refer to the "Understanding Your Financial Aid Offer" section of this letter for help with the terminology, and be sure to review all important messages on the reverse side of this document. Please note that your total annual award amounts are indicated below split evenly between the fall and spring terms.

	2022 Fall Semester	2023 Spring Semester
<b>Gift-Aid</b>		
Lehigh University Grant	1,665.00	1,665.00
<b>Self-Help</b>		
Direct Subsidized Loan	1,750.00	1,750.00
Direct Unsubsidized Loan	1,000.00	1,000.00
Federal Work Study	1,250.00	1,250.00
Frank Williams Loan	1,000.00	1,000.00
<b>Total Financial Aid</b>	<b>\$6,665.00</b>	<b>\$6,665.00</b>

### LEHIGH UNIVERSITY

Main Menu Personal Information Student Services **Financial Aid**

Search

Go

#### AWARD HISTORY

This is your financial aid award history arranged by aid year.

#### History for the Academic Year 2022-2023

Fund	Offered	Accepted	Declined	Cancelled	Total	Paid to Date
Direct Unsubsidized Loan	\$5,500.00				\$5,500.00	\$0.00
Lehigh University Grant	\$22,980.00	\$22,980.00			\$22,980.00	\$0.00
<b>Total</b>	<b>\$28,480.00</b>	<b>\$22,980.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$28,480.00</b>	<b>\$0.00</b>

No outside resource information is available for you at this time, please contact the [OFFICE OF FINANCIAL AID](#) if you have

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8

8

## Example Award Letter **University of Chicago**

Congratulations and welcome to the University of Chicago, Class of 2026! We are pleased to provide you with the following financial aid notification.

### Your Estimated Financial Aid for 2022-2023 academic year:

	Scholarships & Grants			
	Autumn	Winter	Spring	Total
University Scholar Award	\$5,000	\$5,000	\$5,000	\$15,000
University of Chicago Grant	\$4,194	\$4,193	\$4,193	\$12,580
University of Chicago Grant II	\$3,918	\$3,917	\$3,917	\$11,752
CB Nat Recognition Scholarship	\$1,334	\$1,333	\$1,333	\$4,000
<b>Total</b>	<b>\$14,446</b>	<b>\$14,443</b>	<b>\$14,443</b>	<b>\$43,332</b>

Here is specific information about your scholarships and grants:

<b>University of Chicago Grant</b>	Provided by UChicago, a monetary grant awarded to students that does not need to be repaid.
<b>University Scholar Award</b>	A University Scholar Award is a scholarship recognizing your achievements and leadership.
<b>CB Nat Recognition Scholarship</b>	The CB Nat Recognition Scholarship is a scholarship funded by UChicago in recognition of your achievements and selection through one of College Board's National Recognition Programs.

### Estimated Direct Costs 2022-2023

Costs payable to the University of Chicago (based on 2021-22)

Direct Costs	Amount
Tuition	\$59,256
Room and Board	\$17,685
Student Services Fee	\$1,389
College Class Fee	\$1,278
UPASS	\$318
<b>Estimated Direct Costs after scholarships &amp; grants</b>	<b>\$36,594</b>

Your estimated direct costs indicate what the university may bill you. If this amount is negative, you may use these excess funds to assist with indirect costs. Please note that actual 2022-2023 costs will be reflected in your financial aid package to be sent in the spring.

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9

9

## Example Award Letter **New Jersey Institute of Technology**

### 2-2023 Financial Aid College Financing Plan Offer

Direct Costs (what you will be billed)

	Fall	Spring	Total
Tuition and Fees	\$9,008	\$9,008	\$18,016/yr
Room & Board	\$7,100	\$7,100	\$14,200/yr

\*This is not your bill. Bills will be viewable to all new students after Orientation & Registration.

**Estimated Direct Costs \$32,216/yr**

### Grants and Scholarships to Pay for College

Grants	Fall	Spring	Total
Need-Based Grant Aid			
Federal Pell Grants	\$3,248	\$3,247	\$6,495/yr
State Grants	\$5,828	\$5,828	\$11,656/yr
Other forms of grant aid	\$500	\$500	\$1,000/yr

**Total Grants \$10,151/yr**

**Total Grants and Scholarships (aid that does not need to be paid back) \$10,151/yr**

**\$32,216 Total Direct Costs \$10,151 Total Grants and Scholarships**

**\$13,065 = Direct Net Costs**

### Indirect Expenses (you will not be billed)

	Fall	Spring	Total
Books and Supplies	\$1,500	\$1,500	\$3,000/yr
Transportation	\$550	\$550	\$1,100/yr
Other Educational Costs	\$1,542	\$1,542	\$3,084/yr
<b>Total Indirect Expenses</b>			<b>\$7,184/yr</b>

**\$32,216 Total Direct Costs \$7,184 Total Indirect Expenses**

**\$39,400 = Total Estimated Cost of Attendance**

**\$39,400 Total Cost of Attendance \$19,151 Total Grants & Scholarships**

**\$20,249 = Total Net Cost**

### Options to Pay Net Costs

Work Options	Fall	Spring	Total
Work Study (Federal, State, or Institutional)	\$750	\$750	\$1,500/yr

Expected Family Contribution (EFC) \$0/yr

Federal calculation of student and family financial resources used to define need for financial aid. Click here for more details.

Play What is the difference between direct and indirect cost?

Play I lost my job can I get more financial aid?

Additional information within this section can be found at: <https://collegeconcard.edu/>

Graduation/Percentage of full-time students who graduate within 150% of normal time to degree  
This institution: 74%

Median Borrowing Students who borrow at this institution typically take out \$24,615 in Federal loans for their undergraduate study. The Federal loan payment over 10 years for this amount is approximately \$181-285 per month. Your borrowing may be different.

Student/Percentage of

Total Work Options \$1,500/yr

### Federal Student Loan Options

	Fall	Spring	Total
Federal Direct Subsidized Loan For current interest rates click <a href="#">here</a>	\$1,750	\$1,750	\$3,500/yr
Federal Direct Unsubsidized Loan For current interest rates click <a href="#">here</a>	\$1,000	\$1,000	\$2,000/yr

**Total Federal Student Loan Options (must be repaid with interest) \$5,500/yr**

### Other Loan Options

**Total Other Loan Options (must be repaid with interest) \$0/yr**

Loan Default Rate borrowers entering repayment and defaulting on Federal loans.

National Average - 7.3%  
This institution - 4.0%

### Repaying your loans

To learn about loan repayment choices and work out your Federal Loan monthly payment, go to: As calculated by the institution using information reported on the FAFSA or to your institution: <https://studentaid.gov/repay-loans/understand/aid>

### NJ Grants and Scholarships

Visit <https://www.hesaa.org/Pages/NJGrants.aspx> and log into your NJFAMS account or call our customer care line at 609-584-4480

### Additional Resources to Help Pay Your Net Cost

Payment Plan	Parent PLUS Loans	Apply for Scholarships	Non-Federal Loans	Federal Work Study	Im Info
Split your remaining	Parents can learn more	Apply for external scholarships	Some families utilize non-federal loans	Learn about it	Learn about it

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10

10

## How Do We Know If We Received A Fair Award?

**CAP Cost Projections**

**COA = Cost of Attendance**  
"Sticker Price"

**EFC = Expected Family Contribution**  
*What colleges think you can pay annually*

**Need = Amount of Financial Aid the Family is *Potentially* Eligible For**

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11

11

## Should We Always Appeal? Is It Ever a Waste of Time?



### Good Candidates for Appeal

- Private College
- COVID Impact
- Retirement Distribution
- Divorce/Separated/Remarried
  - Watch Out For IM/FM Colleges!
- Business Owners
- Better offer from competing college(s)



### Bad Candidates for Appeal

- State/Public Colleges & Universities with no changes and no one-time distributions

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12

## Assessing Your Chances

- Know where you fit in their admit profile
  - Your quartile position impacts your negotiating potential
- Understand that public colleges and elite colleges are less likely to negotiate
- Many colleges accommodate requests that they would have never considered 10 years ago
- Go to [College Aid Pro](#) to see how much non-need aid the school provides
- Compare your offer to their discount rate
  - If you are expected to pay less than their average family, your chances for success increase
- Must take action well [before May 1](#)

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13

13

## Guideposts For Your Success

- ✓ Understand the implications and limitations of Early Decision
- ✓ Demonstrate your interest throughout
- ✓ Stay respectful no matter how frustrated you might become
- ✓ Nurture personal relationships with college professionals
- ✓ Complete every step the college recommends promptly
- ✓ Compare your offers, especially between "like" institutions
- ✓ Be prepared to show competing offers (hang onto ALL offers you receive)
- ✓ Compare 4-year and 6-year graduation rates to evaluate likelihood of 5<sup>th</sup> year
- ✓ Appeal to correct department: Admissions or Financial Aid?

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14

14

## How To Appeal For The Best Possible Package

### 5 Point Plan of Attack

1. Bring Color/Background To Your Story

2. Ask For Specific Amount Of Additional Aid

3. Show Awards Offered By Other Colleges

4. Challenge Expenses Not Considered On Taxes

5. Be Persistent! (Demonstrate Interest)

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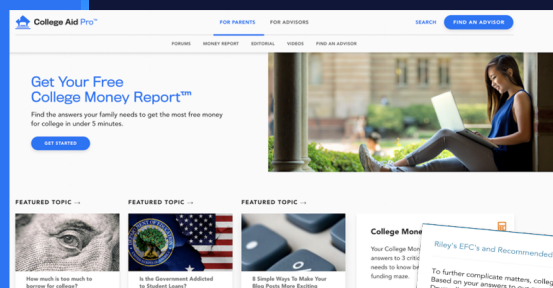
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Attract, acquire, and serve new clients  
Promote financial literacy  
Promote diversity, inclusion, & equity

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16



## Pricing

If you are looking to simply better serve your college bound families or scale a national enterprise, CAP has your back!


Serve Better serve clients	<b>BEST VALUE</b> Grow Lead nurturing and client service	Scale Data analytics and teams
<b>\$99</b> /MO	<b>\$299</b> /MO	Starting at <b>\$499</b> /MO
<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>	<a href="#">GET STARTED</a>
<b>Licenses</b>	<b>Licenses</b>	<b>Licenses</b>
1 CAP Advisor Workstation™ license	1 CAP Advisor Workstation™ license 1 College Money Report® license	2 CAP Advisor Workstation™ licenses 1 College Money Report® license 1 CAP Marketing Hub™ license 1 Administrator license

**Financial Experts Network Discount Code = FINEX15**


17

## THANK YOU!

Contact Information




**Joe Messinger, CFP®**  
Co Founder  
Director of Advisor Solutions



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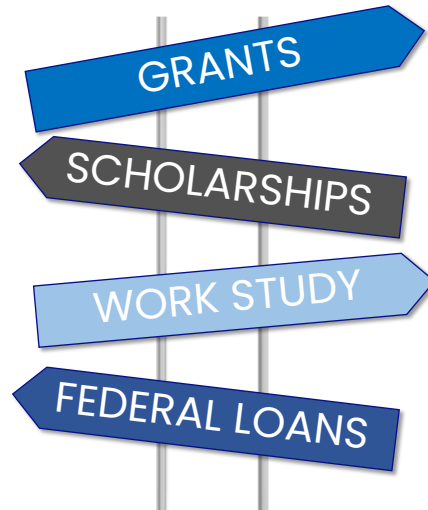
[info@collegeaidpro.com](mailto:info@collegeaidpro.com)

[collegeaidpro.com/for-advisors/](https://collegeaidpro.com/for-advisors/)



18

## Appendix



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19

19

## Use Multiple Communication Channels to Note Your Strong Interest

Dear Susan,

Greetings from Richmond. **Thank you for taking the time to speak with me yesterday. As before, XXXX College is Jonny's first choice!**

Per our discussion, I am writing to elaborate on why my 2020 Taxes and resulting FAFSA make my Expected Family Contribution higher than I can afford.

Please know that Macalester College offered my son a Wallace Distinguished Scholarship for \$22,000 a year, while Denison University offered him \$25,000 in grant aid. Again, we want – more than anything – for Jonathan to be able to attend XXXX College. We ask that you at least increase your offer by \$3,000 to match Macalester so that XXXX is a viable option for our family.

I've tried to provide everything possible to highlight our finances. Please let me know if you have any additional questions or requests. I would be happy to provide anything else to explain our financial position.

Respectfully,

Matt Carpenter

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20

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## Explain Your Extenuating Circumstances Last Year

Dear Susan,

Greetings from Richmond. Thank you for taking the time to speak with me yesterday. As before, XXXX College is Jonny's first choice!

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Respectfully,

Matt Carpenter

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21

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## Provide Example Offers From Similar Colleges

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Matt Carpenter

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## Avoid Being As Well As Seeming Secretive

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