



College Aid Pro™

OUR MISSION

TO END THE STUDENT LOAN CRISIS BY
EMPOWERING FAMILIES TO SHOP SMARTER FOR COLLEGE

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Your Presenters!




Peg Keough
Director of Education

Matt Carpenter
CRO

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WHAT IS FINANCIAL AID?

A Discount To The Sticker Price
(Cost Of Attendance)




NEED BASED GRANTS	MERIT-BASED SCHOLARSHIPS	SELF-HELP
 Free money awarded based on student's financial profile.	 Free money awarded based on student's talent profile.	 Loans, and work-study. NOT free money.

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NEED-BASED FINANCIAL AID

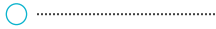
Will We Be Eligible?
(COA - EFC = Need)

Cost Of Attendance	Expected Family Contribution	Need
 "Sticker Price"	 What Colleges/Government Think You Can Pay Annually	 Amount Of Financial Aid Family Is Potentially Eligible

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WHAT IF I DON'T QUALIFY FOR NEED-BASED AID?



MERIT AID AND COMPETITION

1. Identify where the student will be eligible for scholarships
2. Some colleges require FAFSA/CSS in order to qualify for scholarships
3. MYCAP.COLLEGEAIDPRO.COM
4. School-by-school basis; some more generous than others

*Ivy League, NESCAC, etc. do not give merit-awards

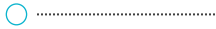
5. Apply to competing college

VALUE SCHOOLS

1. Lower end of tuition range = value
-Ex: James Madison (VA) COA = ~\$40,000
-Public School [Honors Programs](#)



MERIT-BASED AID



Office of Admissions – Not Financial Aid



Enticement For Student To Attend



Usually All 4 Years



Usually Based On Grades / Test Scores



Different Awarding Methodologies



Private Colleges

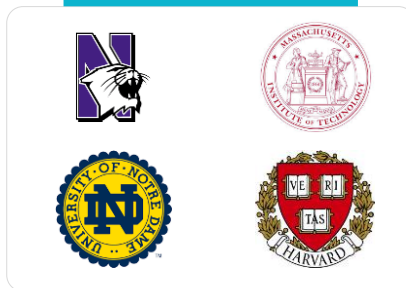
MERIT BASED AID

NEED BASED AID



Merit Based Aid

100% of Need Met



Who, What, When & How to Apply for Private Scholarships



Who Should Own This?

Students = Applications, Essays, Etc.
Parent(s) = Financial Requirements (minimal)



What Can We Realistically Expect?

\$1,000-\$3,000
10 Hours of Work
Most Scholarships are 1-year only



When Do We Apply?

- Most deadlines are between December and March of the student's senior year
- There are scholarships for currently enrolled students



How Do We Apply?

Similar to the admissions process requirements and deadlines vary from one scholarship to the next

Private Scholarship Tip #1: Shop Local!

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Class of 2023 families should check with the school counseling office now for requirements and dates



Most high schools release local scholarships applications December - March



On average only 33% of high school seniors apply for local scholarships. Great odds!



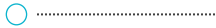
Most local scholarships will be awarded May-June. Ask for a personal check.

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Private Scholarship Tip #2: Use College Aid Pro Software

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mycap.collegeaidpro.com



\$9.1 Billion private scholarship search engine
-Filter search based on your unique criteria to maximize odds of a good fit.



No Spam! Need we say more.



This is a paid version of the software, but it's free if you can't afford it. Just email us!

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Private Scholarship Tip #3: Create a new email

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Avoid Spam



**Make sure it's a professional email address.
People notice.**



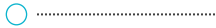
Check email at least once a week

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Private Scholarship Tip #4: Deadlines & Organization

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**Start Early. There are even scholarships for
underclassmen.**



Do not miss deadlines



**Track every scholarship in one place.
Make copies of paper scholarships.**



**Dedicate 2-3 hours per week on private
scholarship searching and prep**

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Private Scholarship Tip #5: Complete Financial Aid Applications

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The FAFSA is the 1st step in applying for financial aid and scholarships. Do it!



Make sure you know which colleges and scholarships require the FAFSA and the CSS Profile.



Most private scholarships require the FAFSA.



Be aware of state specific programs and deadlines.

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Can Private Scholarships Impact Financial Aid Packages?

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Scholarship displacement



Some colleges reduce need-based grants up to the amount of the scholarship.



It very rarely impacts merit-based awards.



Every college handles this differently.

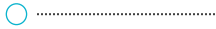


Always appeal this result if/when a college lowers your financial aid award.

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Check out this Private Scholarship!



CAMERON IMPACT SCHOLARSHIP



The Cameron Impact Scholarship is intended to cover the full tuition and 'qualified educational expenses' (as defined by the Internal Revenue Service) at the recipient's chosen collegiate institution. 'Educational expenses' vary amongst higher institutions, but the Scholarship is intended to cover tuition, fees, and books. The Cameron Impact Scholarship does not cover Room and Board.

<http://www.bryancameroneducationfoundation.org/>



Help Us, Help You. [Sign & Share.](#)



Help American Families Afford College By Opposing FAFSA Changes

HOW TO APPEAL FOR THE BEST POSSIBLE PACKAGE



Bring Color/Background To Your Story



Ask For Specific Amount Of Additional Aid



Show Awards Offered By Other Colleges



Challenge Expenses Not Considered On Taxes



Be Persistent! (Demonstrate Interest)



Student Lead The Charge



CAP Is Your Partner for College Funding

Whether you want a better way to help your clients plan for the cost of college, or you just want a trusted partner you can introduce clients to so they don't get in over their heads with debt and rob their retirements, we've got you covered.

1 Be the Expert for Your Clients

Guide your clients with professional tools and support.

What does it cost? \$99/month

- Discounts for member associations like FPA, NAPFA, and XYFN

Who is this for?

- Advisors who want to provide great college planning advice

What do you get?

- Pro Software and Family Portal
- Project need-based aid and merit scholarships at 3,700+ colleges
- Orbitz-style school search
- Every scholarship at every school
- Professional community, training, and world-class support

2 Treat Your Clients to Expert Help

Include MyCAP in the value YOU offer, without lifting a finger.

What does it cost? \$149-\$299/client

- 1-19 clients = 15% discount
- 20 clients = 20% discount
- 30+ clients = 30% discount

Who is this for?

- Advisors who want their clients to get expert financial-aid guidance they can trust, but don't want to be the experts themselves

What do you get?

- MyCAP Software for your clients
- 1-on-1 Guidance for your clients
- Co-Branded web page
- Exclusive access to on-time webinars for your clients

3 Refer Your Clients to Expert Help

Parents and students have financial-aid and scholarship questions. We have answers.

What does it cost? Nothing

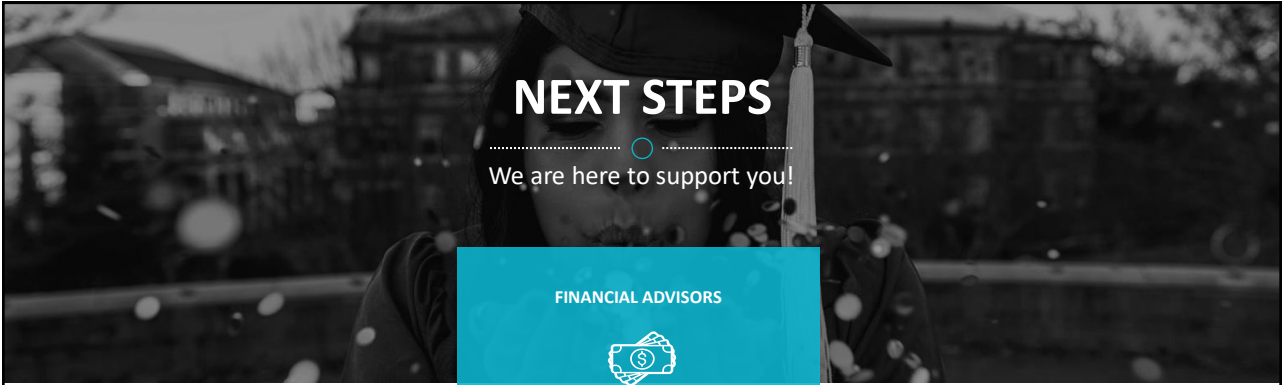
- 15% discount to your clients via unique link and coupon code

Who is this for?

- Advisors who want to connect their clients with the best resources and experts at a discount, but not assume the cost


What do your clients get?

- MyCAP cutting-edge software
- Project need-based aid & merit scholarships at 3,400+ colleges
- Orbitz-style school search
- Every scholarship at every school
- 1-to-1 focused expert guidance



NEXT STEPS
..... ○
We are here to support you!

FINANCIAL ADVISORS



Talk with CAP about how we can
support your practice

Book an Intro Call with Dave Bowman

[HERE](#)

Register for Roundtable!
[HERE](#)

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