

YOUR COLLEGE CONCIERGE PRESENTS



**FINANCIAL AID
CASE STUDIES**

A quick look at what's possible

WWW.YOURCOLLEGECONCIERGE.COM



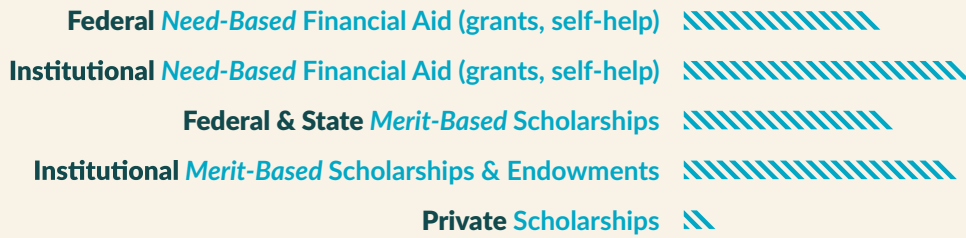
*“ It doesn’t
matter where
you come from,
you make your
own success.”*

UNKNOWN

HOW FINANCIAL AID WORKS

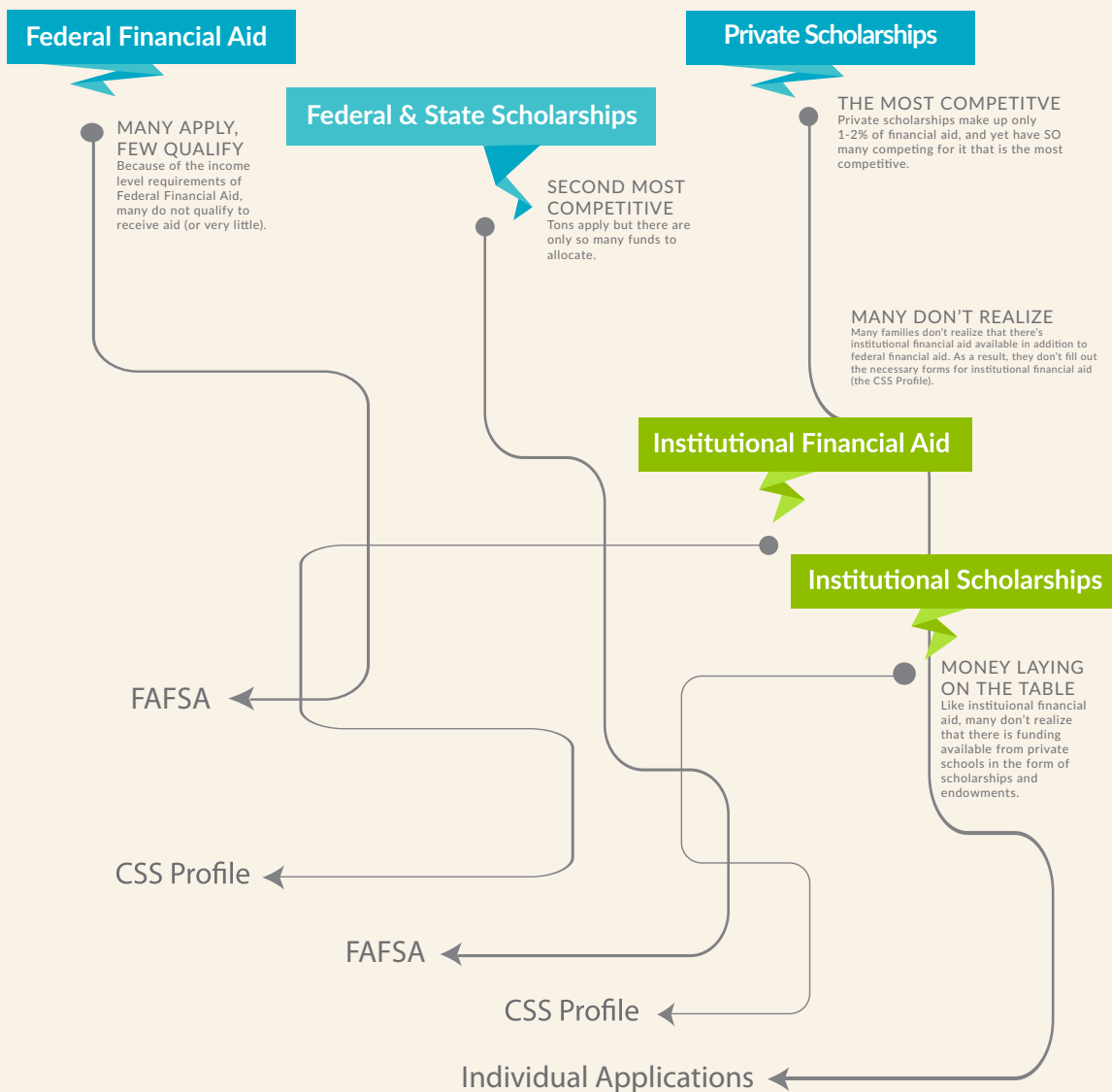
THE SOURCES

Where does the money for financial aid come from?



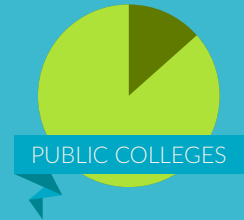
THE COMPETITION

How many are competing for the financial aid from those sources?



OPPORTUNITIES

How much financial aid is available and how generous is the school you want to attend?



LIMITED MONEY AVAILABLE

What many families don't realize is that they likely could qualify for much more financial aid from a private institution.

Public schools like state colleges and universities can offer a limited amount of federal financial aid -- and that's if you qualify. Scholarships and grants are available...but compared to private colleges, the award amount is much lower. In-state public schools have a lower "sticker price" and many students pay it or take on student loans thinking it's their only option.



MORE MONEY AVAILABLE

Private colleges often have much more financial aid available for need-based and merit-based scholarships and grants. Popular opinion is that these schools are out of budget and more competitive.

You may qualify for financial aid from a private institution even if you don't qualify for federal aid, as these schools will offer five-figure discounts to families who demonstrate financial need.

THE NEXT STEP

You don't have to navigate college planning and funding on your own. Get free resources and find expert guidance at www.YourCollegeConcierge.com.

COMMON MISCONCEPTIONS

THE SOLUTION

THE KEY TO ECONOMIZING FOR COLLEGE IS TO KNOW WHERE TO LOOK IN THE FIRST PLACE.

1 POSITION YOUR STUDENT

Position your student for merit aid by researching schools that award money in areas where your kid has strengths, unique attributes, geographic or gender leverage. A good resource is www.Cappex.com.

2 POSITION YOUR FINANCES

Position your finances so that you can maximize need-based financial aid. A good resource to find out what your Student Aid Index (SAI) might be is www.collegeboard.org. To learn how to manage that and lower the amount you would be expected to pay, seek counsel from college planning/funding advisors. (To start, check out YourCollegeConcierge.com.)

3 POSITION YOUR SCHOOLS

Position your student to go to a school that tends to graduate in 4, not 6, years. With college, you may think you're saving money by sending your child to the less expensive school. But if it takes 5+ years to graduate then it could end up costing more than a more expensive, private school. (A great resource for graduation rates and other statistics is www.collegeresults.org.)

What you DON'T KNOW will unfortunately COST YOU

THE FAFSA

The FAFSA (Federal Application For Student Aid) may be the most misunderstood part of college funding: the College Board says that 90% of FAFSA forms submitted have mistakes in them.

ASK QUESTIONS

START EARLY

GET ADVICE

ORGANIZING FINANCES

There may be (legal and ethical) ways to position your finances to qualify for more need-based financial aid than you may realize.

CHOOSING SCHOOLS

Some schools are WAY more generous with need- and merit-based financial aid (i.e. gifting grants and scholarships, not loans) than others. It literally pays to do your research.

MERIT-BASED AID FROM SCHOOL B

MERIT-BASED AID FROM SCHOOL A

\$\$\$

\$\$\$

LOOKING IN THE WRONG PLACES

Many people search for scholarships with tools like FastWeb.com or apps like MyScholly. Unfortunately, these only search private scholarships...which make up ONLY 2% of the funding available (with the highest competition).

WAITING

82% of students who plan ahead and start the college planning process early (10th grade) will pay less than the sticker price of the college they attend.



ASSUMING

If you are a middle class or upper-middle-class family, you may assume you won't qualify for financial aid and skip filling out the FAFSA and CSS Profile...leaving money on the table.

THE CSS PROFILE

This is the financial aid form for many private schools. You may not realize this must be submitted to access funds from private colleges and some state schools.

NOT ASKING

Ask your guidance office and college planning advisors to help you in the college planning process to avoid overlooking something major.



Case Study 1: LISA'S STORY

Background Facts:

- ~ Split household: Lisa lived with her mom
- ~ Annual household income: \$90,000
- ~ Lisa's grades were high; she was a top student in her high school
- ~ Lisa ideally wanted to go to a private, out-of-state university (Fordham University) but also applied to University of Florida, a state school and in-state for Lisa



It's easy to assume a private, out-of-state college would be **much more expensive** than a local state college. However, this isn't always the case, as Lisa and her mom discovered.

The Results:

- ~ A number of schools offered financial aid to Lisa, in varying amounts
- ~ Initially, Lisa's dream school, Fordham University, offered her \$15,000 in scholarships and approx \$3,000 in loans.
- ~ Lisa's "safe" school, the in-state choice, University of Florida, offered \$8,500 including a \$5000 loan.
- ~ We felt Lisa had both the merit and the financial need to appeal her Fordham award, so we helped her do so. Fordham granted her additional aid, totaling \$49,500 for her financial aid package.
- ~ With the financial aid package being much greater from the private institution, Fordham, Lisa was able to attend her dream school and pay only slightly more than she would have paid to go to an in-state college (University of Florida).



Fordham University

Budget Category	Amount	Resources	Amount
Tuition & Fees	\$45,567.00	Student Contribution	\$200.00
Loan Fees	\$60.00	Parental Contribution	\$10,510.00
Room & Board	\$16,685.00		
Books & Supplies	\$999.00		
Travel	\$952.00		
Miscellaneous	\$1,781.00		
Total Budget	\$65,994.00	Total Resources	\$10,810.00
		Remaining Need	\$10,684.00

On behalf of Fordham University, we are pleased to offer you the following estimated awards for the 2014-2015 academic year. Once we have received your deposit and your package has been confirmed an "Accept Awards" tab will display. Please select this tab to accept your awards.

	Fund	Amount	Message
Fall Undergrad	Fordham Dean's Scholarship	\$17,000.00	--Dean's Scholarship - Is rep...
	Federal Perkins Loan	\$2,500.00	
	Federal Direct Subsidized Loan	\$1,750.00	
	Federal Direct Unsub Loan	\$1,000.00	
	Subtotal	\$22,250.00	
Spring Undergrad	Fordham Dean's Scholarship	\$17,000.00	--Dean's Scholarship - Is rep...
	Federal Perkins Loan	\$2,500.00	
	Federal Direct Subsidized Loan	\$1,750.00	
	Federal Direct Unsub Loan	\$1,000.00	
	Subtotal	\$22,250.00	

Lisa also received an additional \$5,000 in aid from Fordham after her first semester showing her performance, totaling \$49,500 in aid for her freshman year of college.

"I just wanted to say thank you, thank you, thank you again! The help and advice you gave to my mother and myself not only calmed out nerves through our first college applications, but allowed us to make smart decisions that we wouldn't otherwise have thought of under any circumstances...."

"I'm so so so grateful and don't know if I'd be where I am right now without your help. I'm still in shock, but incredibly happy. Thank you so much."


Case Study 2: BEN'S STORY

Background Facts:

- ~ Ben was an average student, in the lower half of his class, ranked 610 out of 1100 students
- ~ Working together with Ben, we helped him choose a list of colleges known for giving both merit-based and need-based aid
- ~ Ben put his efforts into demonstrating his interest to the schools on his list, because he knew his grades alone wouldn't help him stand out

The Results:

- ~ Ben received multiple five-figure merit-based awards from different schools on his list (\$16,000 from one school, \$24,000 from another, \$22,000 from a third) in combination with need-based awards
- ~ Ben was able to get these awards and the freedom to choose his school due to demonstrating interest in the schools when he applied
- ~ The following school year, Ben's family's household income increased, so he no longer qualified for the need-based awards. But he was still able to get the merit-based awards for each year.

 ITHACA COLLEGE Office of Student Financial Services March 30, 2015		
COST OF ATTENDANCE.....		\$58,865
Tuition/Fees	\$40,658	
Room/Board	14,674	
Books	1,537	
Personal Expenses	1,929	
Average Direct Loan Fee	67	
TOTAL ITHACA COLLEGE AND OTHER AID.....		\$39,875
Grants, Scholarships and Resources		
Flora Brown Award	10,000	
Ithaca Access Grant	15,000	
Federal Pell Grant	5,775	
Work Options		
Federal Work Study	2,400	
Loan Options		
Federal Perkins Loan	1,200	
Federal Direct Sub. Loan	3,500	
Federal Direct Unsub. Loan	2,000	
ESTIMATED FAMILY COST TO ATTEND ITHACA.....		\$18,990
Please feel free to contact a staff member if you have any questions regarding your aid.		

Because Ben received both merit-based and need-based aid, he continued to save money each year even though his family's income increased



A student might think that because they didn't score high on the ACT or SAT or aren't top in their class, they won't receive scholarships based on their merit. However, that's not always the case! Showing interest in your chosen school can go a long way towards earning financial aid, as Ben discovered.

Case Study 3: AARON'S STORY

Background Facts:

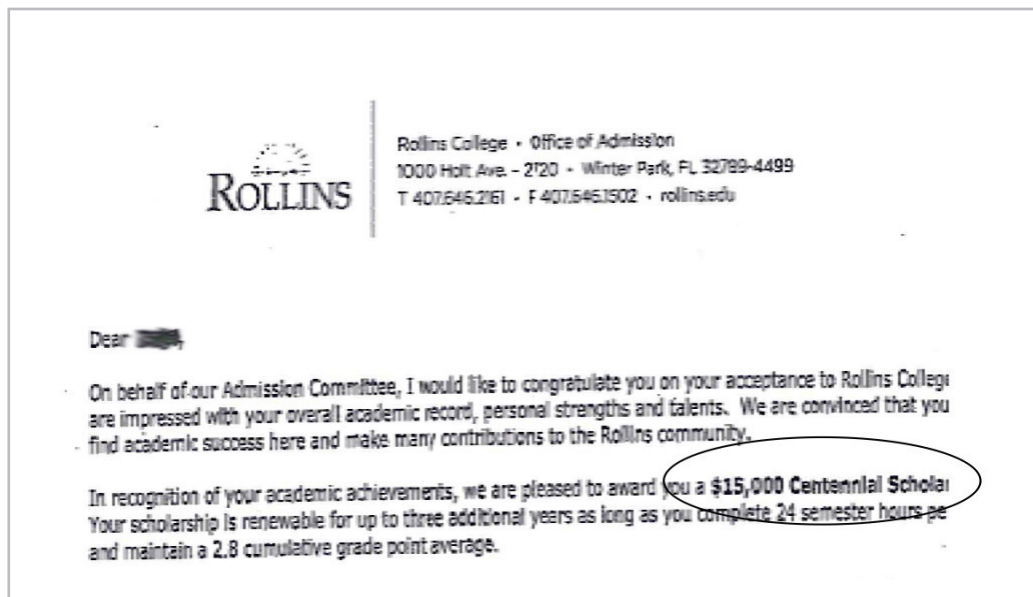
- ~ Aaron was an average student, in the upper-middle ranking of his class
- ~ Aaron came from a high income household, with his family making over \$300,000
- ~ His parents initially weren't going to bother filling out the FAFSA or CSS Profile forms for financial aid, assuming they made too much to qualify
- ~ We encouraged them to submit both applications, and helped them position their assets for the greatest likelihood of financial aid
- ~ We worked with Aaron to create a list of the most generous schools to apply to

The Results:

- ~ Aaron was awarded several five-figure scholarships due to applying to schools known for their generosity
- ~ Aaron ended up attending Rollins College and saving \$15,000 per year



It would have been tragic if Aaron's parents avoided submitting the FAFSA and CSS Profile forms due to thinking they earned too much to qualify for aid.



Case Study 4: MARTA'S STORY

Background Facts:

- ~ A top student, Marta won awards in her class because of her excellent grades and performance
- ~ Her family's Student Aid Index (the SAI, the amount the government determines you are able to pay for college) was initially \$84,000 per year for college
- ~ Marta's family's annual income was \$74,000...which means her SAI was more than her family's income (not good)

The Results:

- ~ Through reviewing Marta's family's financials, we found opportunities: both of her parents were small business owners. By repositioning their assets, they lowered their SAI by \$60,000 (and received more financial aid)
- ~ Marta was able to attend Georgetown University and be able to afford it

Award Package for 2016-2017 Aid Year

General Information
Award Overview
Resources/Additional Information
Accept Award Offer

Print

Your Messages.

Dear [REDACTED]

We are pleased to inform you that you qualify for financial aid. We are estimating your total expenses to attend Geo 2016-2017 academic year to be \$ 69,520.00. Your total expected family contribution is displayed in the need calcul Please be sure to review the funding sources table below and to follow these steps:

1. Accept/reject/revise the financial aid offered: click the Accept Award Offer tab.
2. Report your outside resources: click the Resources/Additional Information tab.
3. Complete all requirements for your aid to be paid: go to the Student Requirements page.

Family Responsibility

Component	Amount
Cost of Attendance	\$ 69,520.00
Student Responsibility	\$ 2,000.00
Parent Responsibility	\$ 24,120.00
Other Resources (your privately sponsored scholarships, tuition benefits, etc.)	\$ 0.00
Total Expected Family Responsibility	\$ 26,120.00

Enrollment Deposit

To reserve a place in your class you must submit an enrollment deposit to the Office of Undergraduate Admissions. Based upon your family's ability to contribute to your Georgetown education, the amount of your deposit is **\$900.**

Financial Aid Award by Term for the 2016-2017 Aid Year

Fund	Fall 2016		Spring 2017		Total
	Status	Amount	Status	Amount	
GU Scholarship	Offered	\$18,700.00	Offered	\$18,700.00	\$37,400.00
Federal Direct Subsidized Loan	Offered	\$1,500.00	Offered	\$1,500.00	\$3,000.00
Federal Work Study - Undergrad	Offered	\$1,500.00	Offered	\$1,500.00	\$3,000.00
Totals		\$21,700.00		\$21,700.00	\$43,400.00

If you have questions regarding the above information, please contact the Financial Aid office.

Select Another Aid Year



Had we not looked closely at Marta's family's financials and made adjustments, they would have been expected to pay more than their annual income to send Marta to college.

AVOID THESE 8 COLLEGE FUNDING MYTHS



“College is just too expensive for our family.”

Despite what the media projects, a college education is more affordable than most people think. The key is choosing the colleges that are the best fit and knowing where to look for opportunities.



“There’s less financial aid available these days.”

Actually, student financial aid has been rising over the years. Most students that apply DO receive some form of aid.



“My family’s income is too high to qualify for any aid.”

College financial aid administrators often take into account many factors when determining who to award money to, including number of kids in college, home mortgages, job circumstances, academic performance, and many other factors.



“We have saved for college since our child was born, so we won’t qualify.”

For federal aid, a family’s share is based largely on income, whereas assets make up a smaller contribution. Private colleges weigh assets more heavily than publics, but income is still a driving factor. Plus, need-based aid is only one type of aid; there’s also merit-based aid.



“My child isn’t a straight-A student, so we won’t get aid.”

Many scholarships do reward merit, but most federal aid is based on financial need instead of grades.



“Financial aid is for people in need. We’re not ‘in need’ so I didn’t apply.”

Assuming that because you make a certain amount of income, you won’t receive any financial aid is an unfortunate misunderstanding. There’s no “one-size-fits-all” strategy. You don’t want to miss out on saving thousands because you didn’t bother to submit a form.



“The school my child wants doesn’t discount.”

All schools discount in some way or another...but not for the same reasons or the same amounts.



“I submitted a FAFSA and that’s all I need to do.”

Besides the FAFSA (Federal Application For Student Aid), there’s the CSS Profile. This is the financial aid application private colleges use. You’ll want to fill out both to maximize your opportunities.

HOW YOU CAN GET SIMILAR RESULTS



The first step is determining your expected costs (your Student Aid Index or “SAI”) and following the steps to fill out the FAFSA and CSS Profile applications.

MAKE IT EASY WITH OUR COLLEGE COST CALCULATOR

It’s better to start as early as possible with planning for college (as in, when your child is in 9th or 10th grade). Regardless of when you start, we have customized tools available to make it easy to determine your costs for college and compare colleges to find the biggest opportunities. To use the tools, [join Your College Concierge as a Charter Member](#) or take advantage of our online course, [How To Get Money For College](#). When you use the tool, you’ll be able to determine your costs down to the nearest dollar. Then, we’ll show you how to lower the amount your family is expected to pay.

MEET YOUR COLLEGE CONCIERGE

MEET THE FOUNDERS OF YOUR COLLEGE CONCIERGE, PETER AND JILL RATZAN. WITH EXPERIENCE AS A HIGH SCHOOL GUIDANCE COUNSELOR (PETER), COLLEGE PLANNING AND FINANCIAL AID CONSULTANTS, PARENTS AND ALSO COLLEGE STUDENTS THEMSELVES AT ONE POINT...THEY CAN GUIDE YOU TO SUCCESSFULLY NAVIGATE THE COLLEGE UNIVERSE.

Meet Peter Ratzan

Peter has been helping students prepare for college for more than two decades, first as a high school social studies teacher then as a guidance counselor to 12th grade students in Miami, Florida, and finally as the CEO & Founder of Your College Concierge in 2007.

He has personally helped more than 1100 families (and counting) successfully navigate the college process (and stay sane in the process).

Meet Jill Ratzan

Jill spent 12 years with Discovery Channel, plucked straight from graduate school in 1995 to help build their college internship program. In 1997, Jill was transferred to Miami to launch and manage the people part of Discovery Latin America/U.S. Hispanic. Throughout her tenure with Discovery, she personally hired &/or trained more than 1,200 new employees on 3 different continents.

She joined Peter full-time in 2011 to head up the development of Your College Concierge, a digital learning platform to complement the private college guidance and funding services they offer.



“It’s not where you go to learn that’s important; it’s what you choose to do with what you learn after you are there.”

PETER & JILL RATZAN

THE OPPORTUNITIES ARE WAITING FOR YOU.

Get started with our free resources

YOURCOLLEGECONCIERGE.COM

For personalized support with the college planning and financial aid process, visit www.YourCollegeConcierge.com to get our free eBook, review our online programs as see our consulting packages.



YOUR COLLEGE CONCIERGE

WE help YOU help YOUR CHILD succeed.

www.YourCollegeConcierge.com

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