



College Aid ProTM

OUR MISSION

TO [END THE STUDENT LOAN CRISIS](#) BY
EMPOWERING FAMILIES TO [SHOP SMARTER FOR COLLEGE](#)

YOUR PRESENTERS



We are experienced college planning experts
that meet with your clients.



PEG KEOUGH

-Director of Education



MATT CARPENTER

-CRO

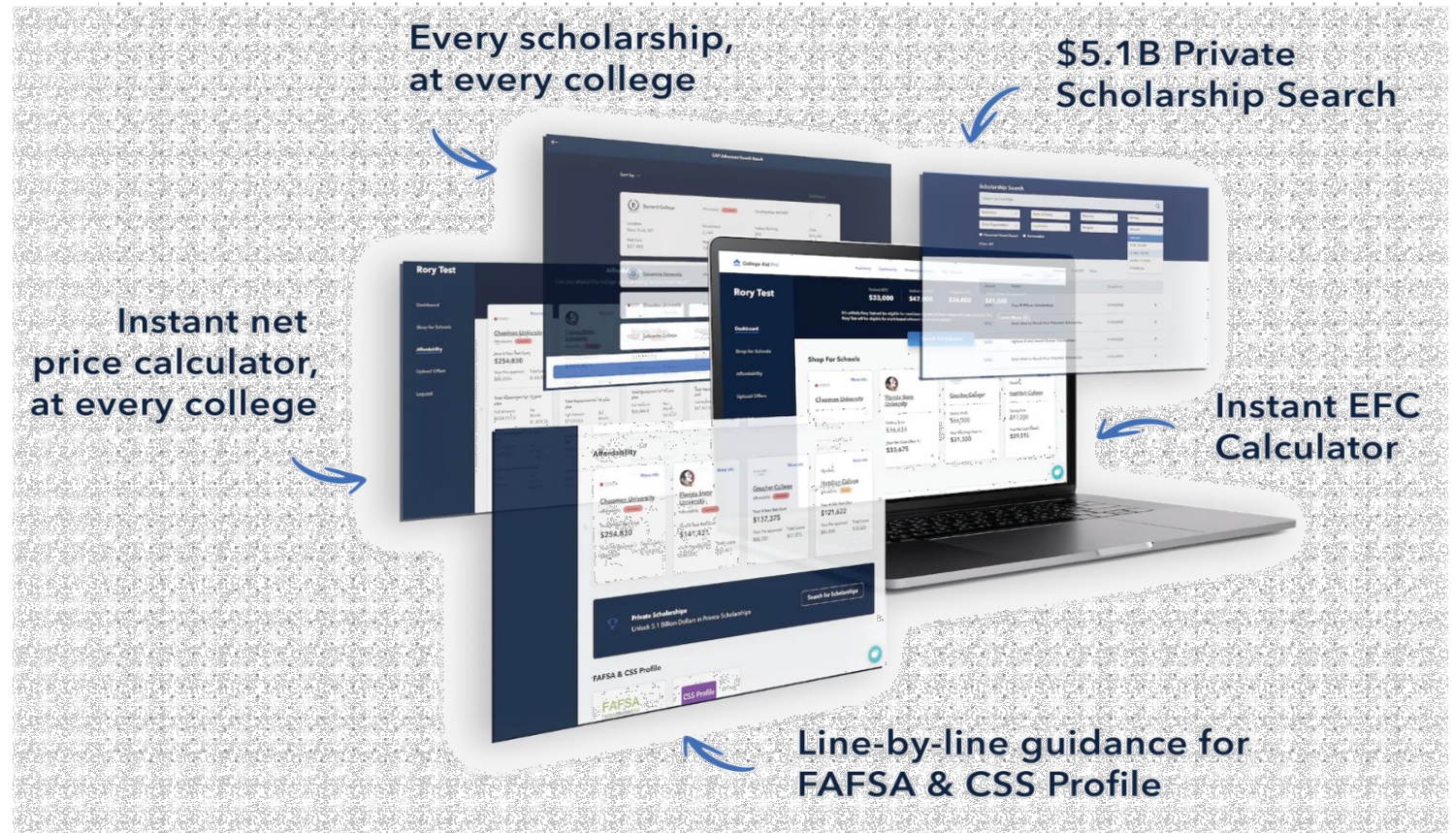


WHERE DO WE START?



Website:

mycap.collegeaidpro.com



WHAT IS FINANCIAL AID?

..... ○
A Discount To The Sticker Price
(Cost Of Attendance)

NEED BASED GRANTS



Free money awarded based on
student's **financial** profile.

MERIT-BASED SCHOLARSHIPS



Free money awarded based on
student's **talent** profile.

SELF-HELP



Loans, and work-study.
NOT free money.

NEED-BASED FINANCIAL AID

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

Cost Of Attendance



"Sticker Price"

Expected Family
Contribution



What Colleges/Government Think
You Can Pay Annually

Need



Amount Of Financial Aid Family Is
Potentially Eligible

WHAT SHOULD WE KNOW ABOUT OUR EFC



WHAT IS CONSIDERED AN ASSET?

.....

Everything But Your Retirement Accounts
(401k, IRA, 403b)



PARENTAL ASSETS VS STUDENT ASSETS

.....

Parent Assets Factored Into EFC At
Lower % (529s)



IS DEBT CONSIDERED?

.....

No, But...



HOW SHOULD BE VALUE OUR HOME?

.....

IRS Quick Sale Value -20%

WHAT INCOME DO COLLEGES CONSIDER?

PAGE 7



Tax Year Used For Base Income Year

“Prior Prior” Tax Year

Class of 2023 = 2021 tax returns

Class of 2024 = 2022 tax returns

Class of 2025 = 2023 tax returns

SKILLS

Parents –

Line 11 on 1040 AGI

Students –

Income Allowance of ~\$7000



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



MERIT-AID AND COMPETITION

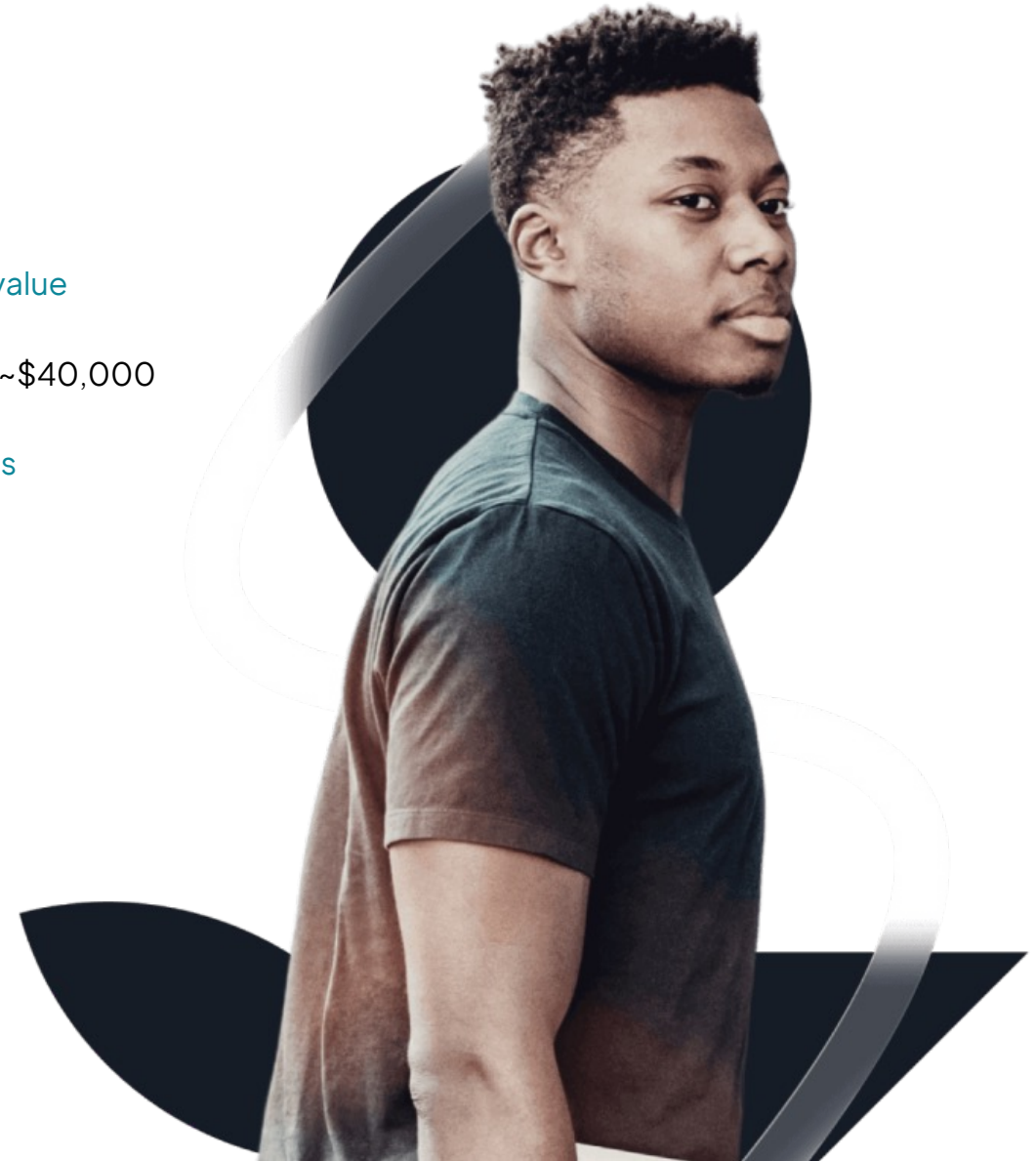
1. Identify where the student will be eligible for scholarships
2. Some colleges require FAFSA/CSS in order to qualify for scholarships
3. [MYCAP.COLLEGEAIDPRO.COM](https://mycap.collegeaidpro.com)
4. School-by-school basis; some more generous than others

*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

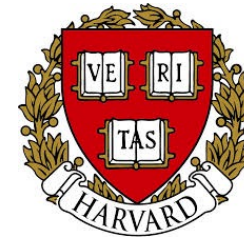
NEED BASED AID



Merit Based Aid



100% of Need Met



HOW DO YOU APPLY FOR FINANCIAL AID



NO ONE SCHOOL IS ALIKE

.....



DEADLINES ARE PARAMOUNT

.....



EVERY COLLEGE REQUIRES THE FAFSA

.....

Many Private Colleges Require The CSS / Profile And/Or Their Own Institutional Form In Addition To The FAFSA

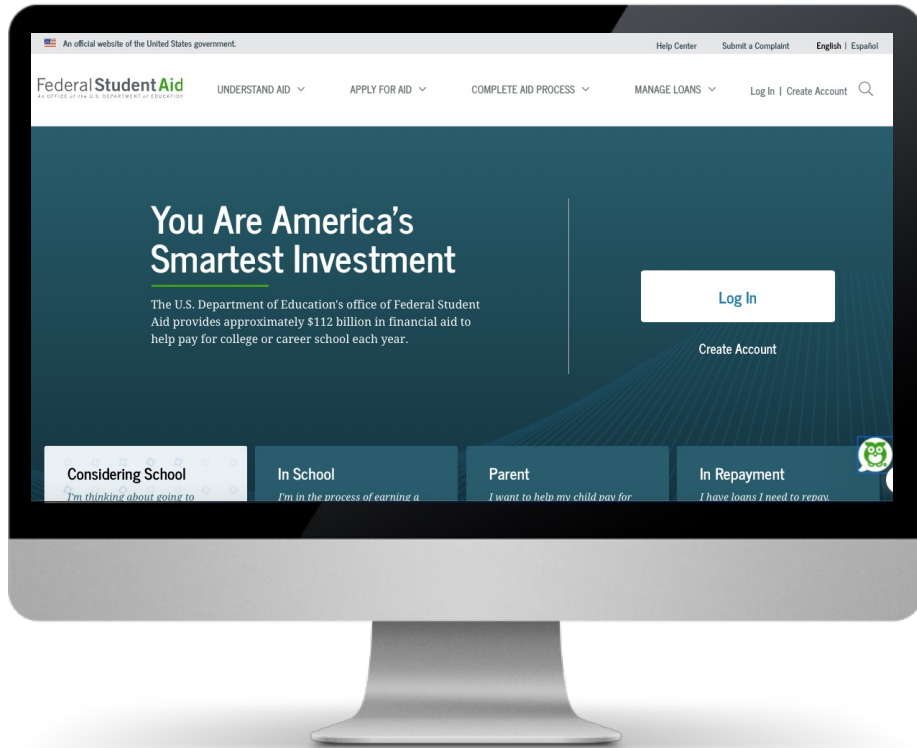


IS THE RESPONSIBILITY OF THE STUDENT/PARENT TO KNOW DEADLINES/REQUIREMENTS?

.....

Most Colleges Are Not Proactive And Sometimes Only Communicate With The Student

FAFSA (<https://studentaid.gov/h/apply-for-aid/fafsa>)



**Accessible On
Oct. 1st Each Year**



**“Prior Prior” Is
Base Income Year**



**2021 Is Base Income
Year For Class Of 2023**



**Deadlines Are
Paramount**

Login Procedure

Create FSA ID

<https://studentaid.gov/fsa-id/create-account>

Required By Each Student And One Parent
Needed To Access And Submit FAFSA
Username/Password (Replaced PIN number System)

7 CRITICAL FAFSA MISTAKES



FAFSA

1. Do NOT include retirement savings under parent and/or student assets/investments

2. Do NOT include home equity under parent savings/investments

3. Do NOT include business value assuming it's a family business and you have LESS than 100 full-time employees

4. Do NOT include 529 accounts under student savings/investments.

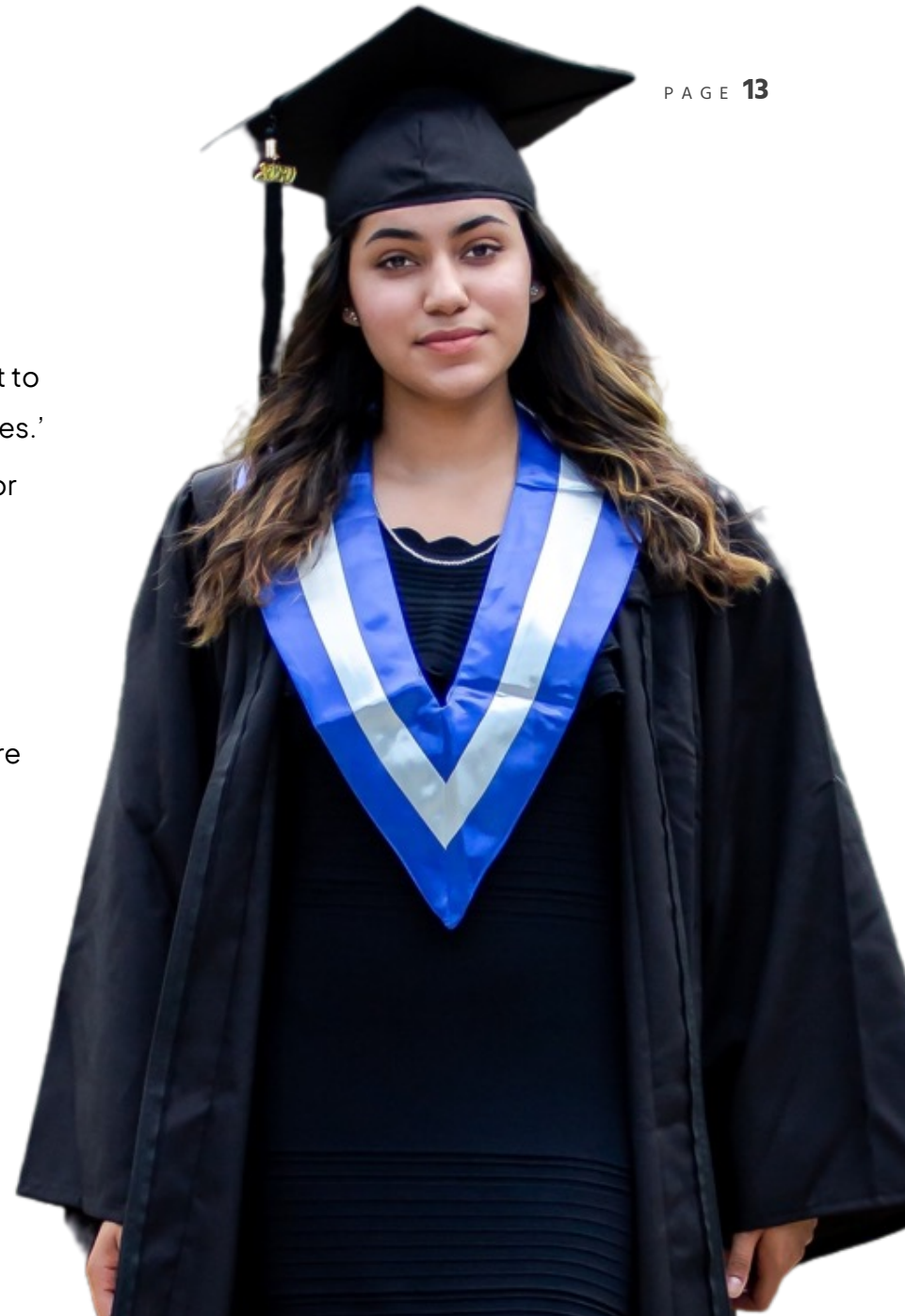
529 accounts OWNED BY THE PARENT should be included under parent assets/investments

5. Do NOT miss an opportunity for the student to have a 'work-study' job on campus. Select 'Yes.'

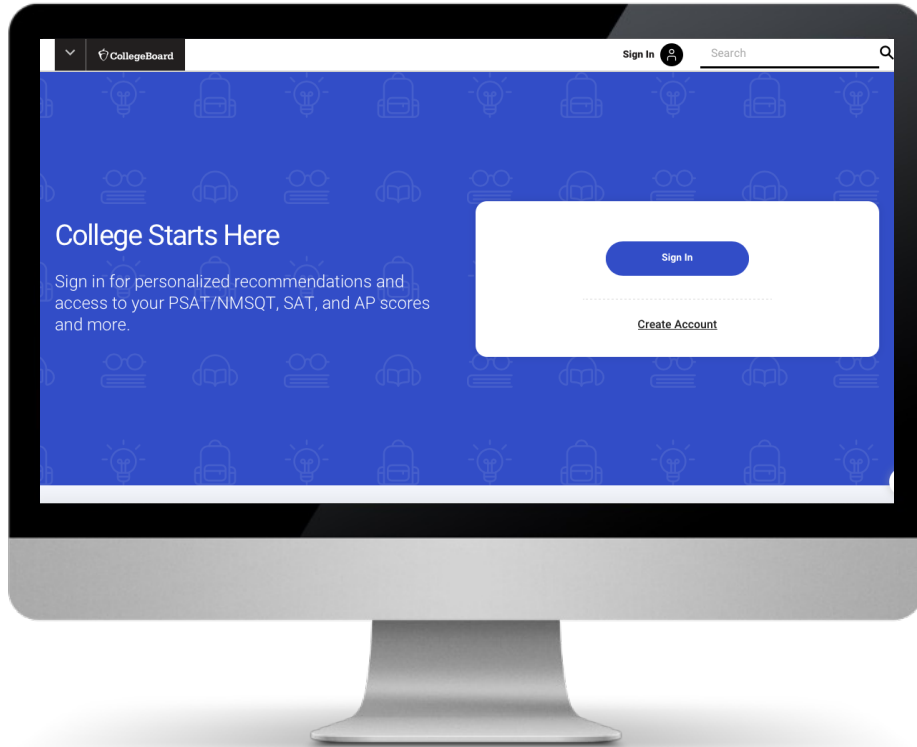
This does not obligate you to accept the job or guarantee you a position

6. Do NOT assume your Expected Family Contribution (EFC) is what you will actually be expected to pay at each college where you are accepted

7. Do NOT miss any deadlines



CSS / PROFILE (cssprofile.collegeboard.org)



**~200 Colleges Require
This Additional App**



**Challenge Expenses Not
Considered On Taxes**



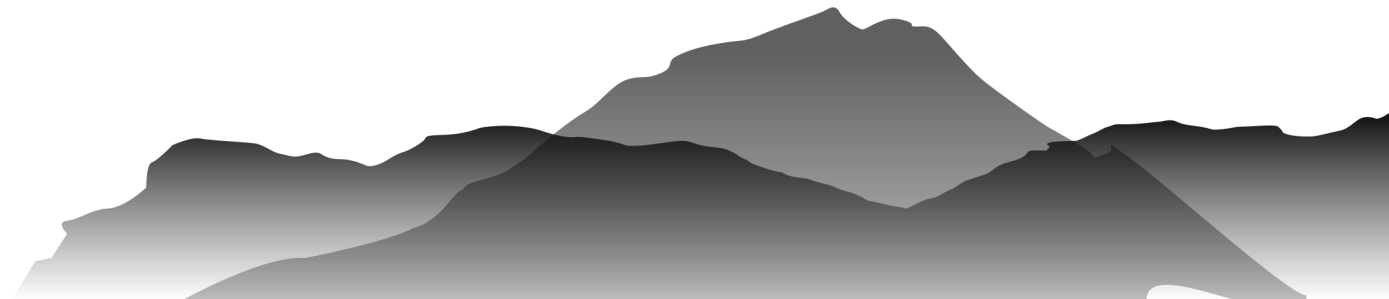
**Home Equity Treated
As Liquid Asset**
*Some Exceptions At CM Colleges



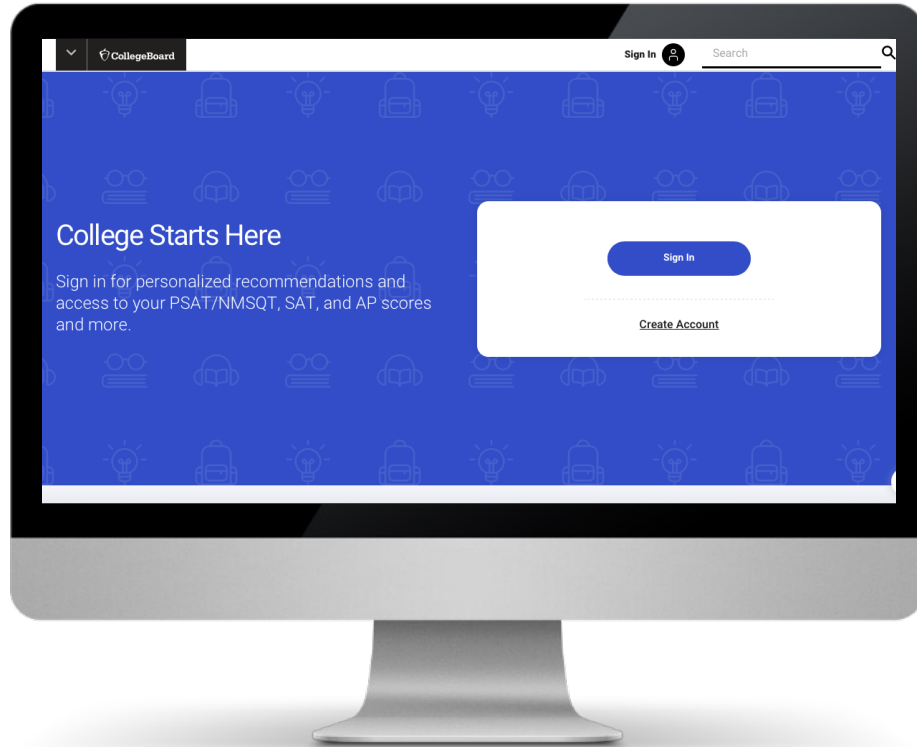
Be Persistent



**Much More Invasive And
Complex With A Lot More
Questions Than The FAFSA**



CSS / PROFILE (cssprofile.collegeboard.org)



**~200 Colleges Require
This Additional App**



**Home Equity Treated
As Liquid Asset**
*Some Exceptions At CM Colleges



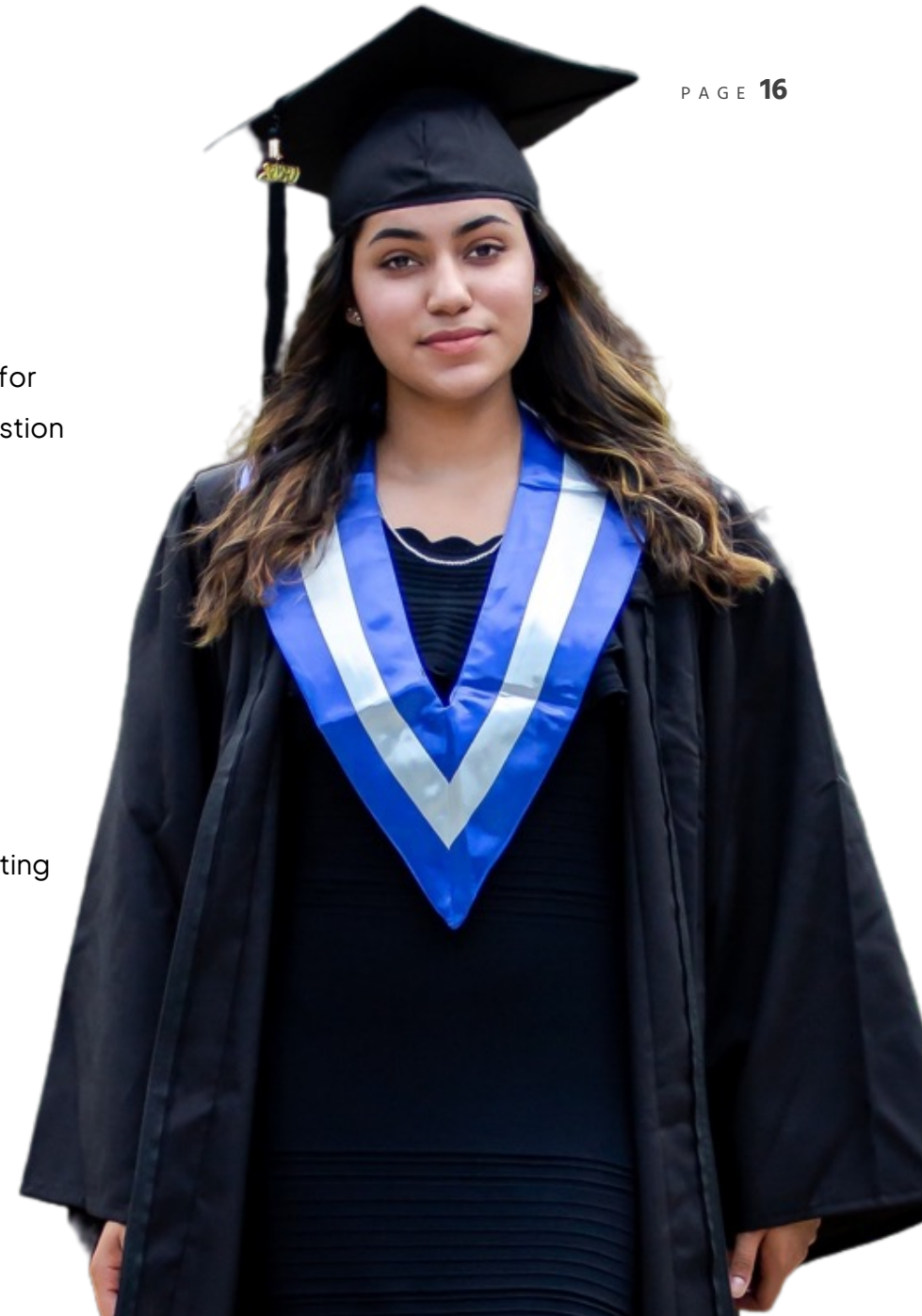
**Much More Invasive And
Complex With A Lot More
Questions Than The FAFSA**

7 CRITICAL CSS PROFILE MISTAKES



CSS Profile

1. Do NOT feel obligated to answer any questions you are not required to answer. You are only obligated to answer questions that say Required.
2. Do NOT overvalue your primary residence if you are a homeowner.
3. Do NOT include 529 accounts under student savings/investments. 529 accounts OWNED BY THE PARENT should be included under parent assets/investments.
4. Do NOT overstate how much you can pay for college each year. How you answer this question CANNOT help you, but it CAN hurt you.
5. Do NOT overestimate future year income earnings.
6. Do NOT make your appeal case in the SQ section. It is typically best to wait for your acceptance and award letter before presenting your appeal case.
7. Do NOT miss deadlines.



PROS AND CONS OF 2023 FAFSA CHANGES



PROS

More resources for low-income families

Easier to qualify for PELL

Less Questions; ~100+ questions vs ~35 questions

Child support treated as asset, NOT income

Most untaxed income eliminated from formula

- Workman's Comp, Veteran Benefits, 401(k) & 403(b) pre-tax contributions, "other" untaxed income

CONS

Families with multiple children in college will no longer receive discount

Parent that provides the most financial support in 2-household families will be required to complete FAFSA

- Previously completed by custodial parent/s



Help Us, Help You.

Sign & Share.



Help American Families Afford College By Opposing FAFSA Changes

Help American families afford college by opposing 2022 FAFSA change



matthew carpenter started this petition to US Department of Education and 4 others

The biggest financial concern for millions of American families is paying for college. One of the new FAFSA rules will exacerbate this problem for any families that will have multiple children in college at the same time. Currently, families receive a discount if they have multiple children in college at once. The new FAFSA rules will eliminate this discount and will effectively DOUBLE the amount families with multiple children will be expected to pay for college. Most families already struggle with affording college; this new rule will be a crushing blow for the MILLIONS of families that will be negatively impacted each year.

59,693 have signed. Let's get to 75,000!

At 75,000 signatures, this petition becomes one of the top signed on Change.org!

Chik Quintans signed 23 hours ago

Noah Smith signed 23 hours ago

US Department of Education: ...

Share on Facebook

- Send an email to friends
- Tweet to your followers
- Copy link

How To Appeal For The Best Possible Package

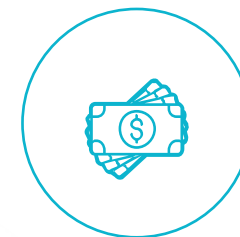
PAGE 19



Bring Color / Background
To Your Story



Ask For Specific Amount
Of Financial Aid



Show Awards Offered
By Other Colleges



Challenge Expenses Not
Considered On Taxes



Be Persistent

SAVE 23% TONIGHT ONLY!

What College Aid Pro Can Do For You!

CREATE MYCAP ACCOUNT



Create or Login to

mycap.collegeaidpro.com

CHOOSE TYPE OF ACCOUNT



Choose between

Valedictorian or Scholar

ENTER COUPON CODE
NSHSS15



Scholar ~~\$149/year~~=

\$115/year

Valedictorian ~~\$299/year~~= **\$230/year**

Sign Up [Here](#) for **Unlimited** 1-1 “Wake Me Up When It’s Over” Expert Help

Use Coupon Code [CLASS2023](#) for 23% Off

~~\$2,999~~= **\$2,309**



College Aid ProTM

OUR MISSION

TO [END THE STUDENT LOAN CRISIS](#) BY
EMPOWERING FAMILIES TO [SHOP SMARTER FOR COLLEGE](#)