



College Aid ProTM

OUR MISSION

TO [END THE STUDENT LOAN CRISIS](#) BY

EMPOWERING FAMILIES TO [SHOP SMARTER FOR COLLEGE](#)





Your Presenters!

Peg Keough

Director of Education

Matt Carpenter

Chief Revenue Officer

WHERE DO WE START?



Website:

mycap.collegeaidpro.com

Every scholarship,
at every college

\$5.1B Private
Scholarship Search

Instant net
price calculator,
at every college

Instant EFC
Calculator

Line-by-line guidance for
FAFSA & CSS Profile

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

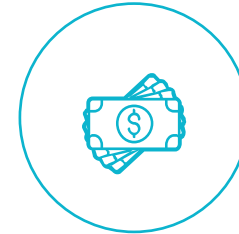
WHAT SHOULD WE KNOW ABOUT OUR EFC



WHAT IS CONSIDERED AN ASSET?

.....

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



PARENTAL ASSETS VS STUDENT ASSETS

.....

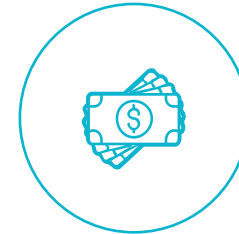
Parent Assets Factored Into EFC At
Lower % (529s)



IS DEBT CONSIDERED?

.....

No, But...



HOW SHOULD WE 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 2024 = 2022 tax returns

Class of 2025 = 2023 tax returns

Class of 2026 = 2024 tax returns

Income

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 Profile 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

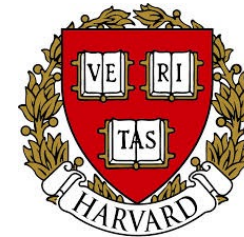
NEED-BASED AID



Merit-Based Aid



100% of Need Met



HOW DO YOU APPLY FOR FINANCIAL AID



NO ONE SCHOOL IS ALIKE

.....



DEADLINES ARE PARAMOUNT

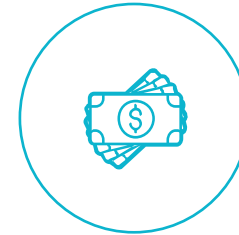
.....



EVERY COLLEGE REQUIRES THE FAFSA

.....

Many Private Colleges Require the CSS Profile and/or Their Own Institutional Form in Addition to the FAFSA

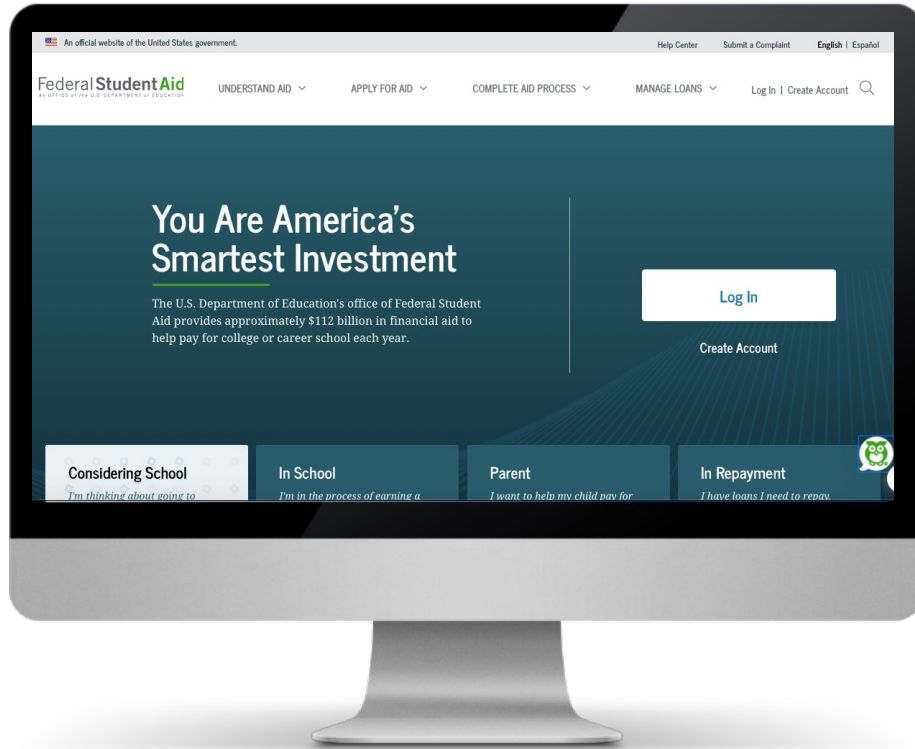


IS THE RESPONSIBILITY OF THE STUDENT/PARENT TO KNOW DEADLINES/REQUIREMENTS

.....

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



2022 Is Base Income
Year For Class Of 2024



Custodial Parent
Submits

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)
Save Key

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.

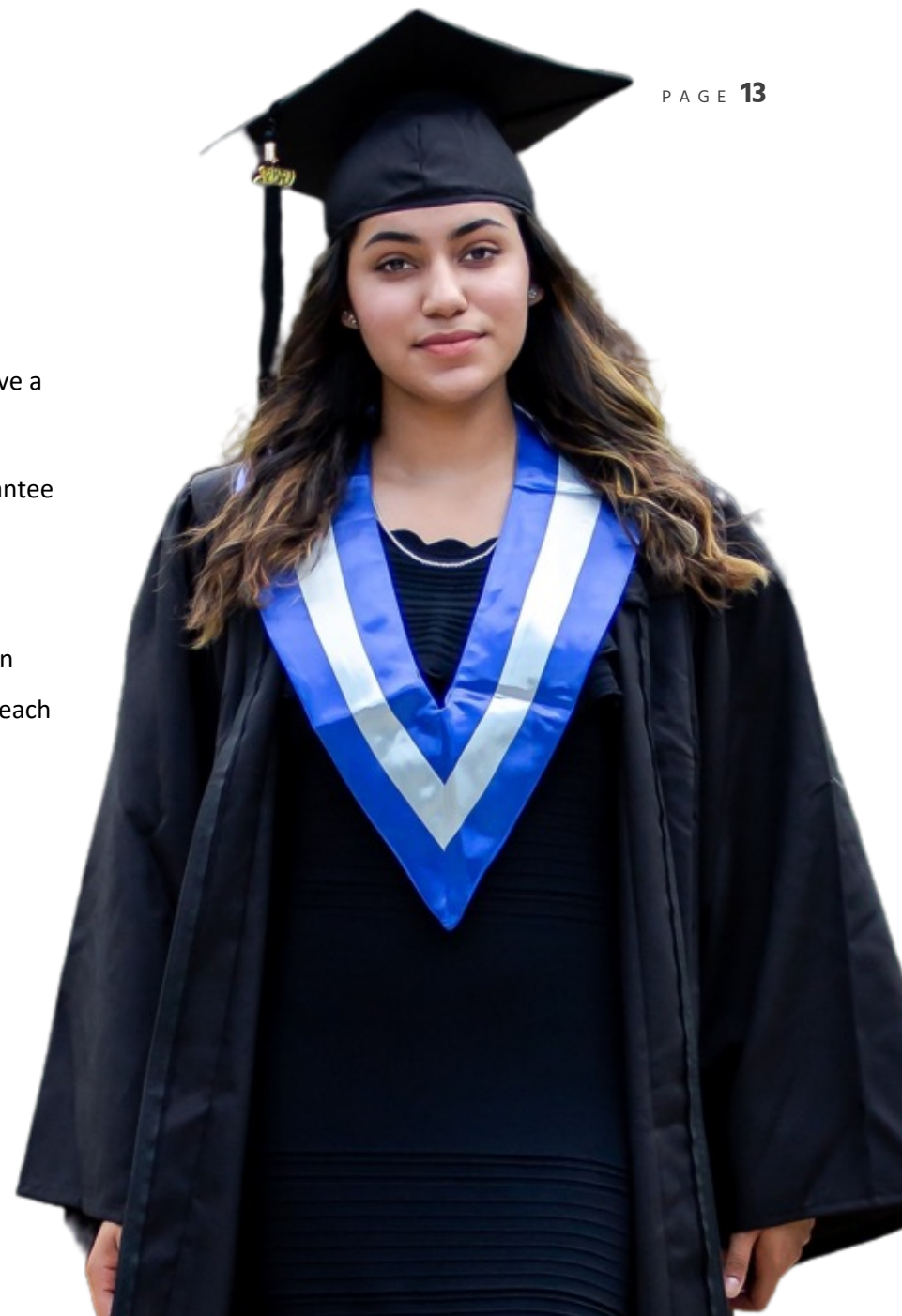
529 accounts OWNED BY THE PARENT should be included under parent assets/investments

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

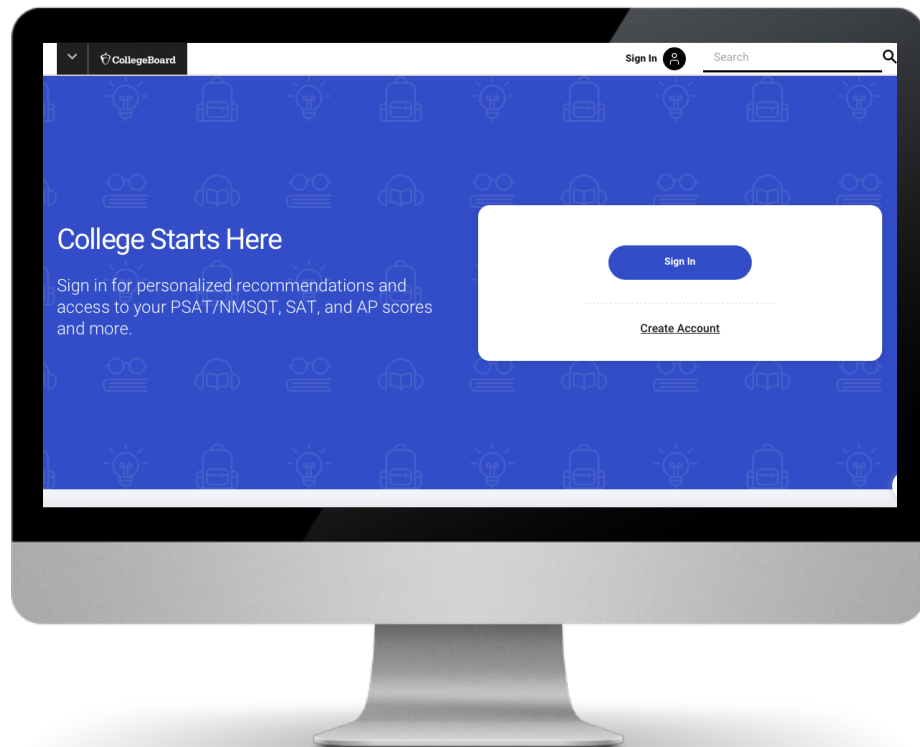
This does not obligate you to accept the job or guarantee you a position

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 Application**



**Home Equity Treated
As Liquid Asset**



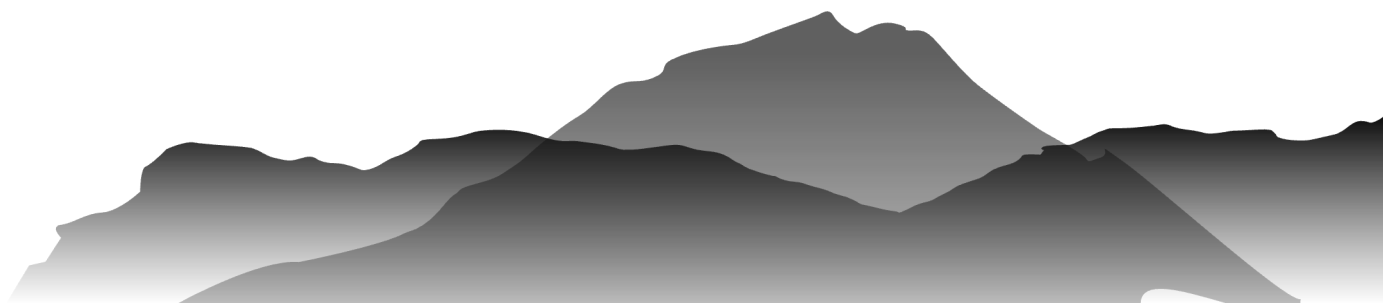
**Much More Invasive And
Complex With A Lot More
Questions Than The FAFSA**



Divorced & Separated Families



Business Owners

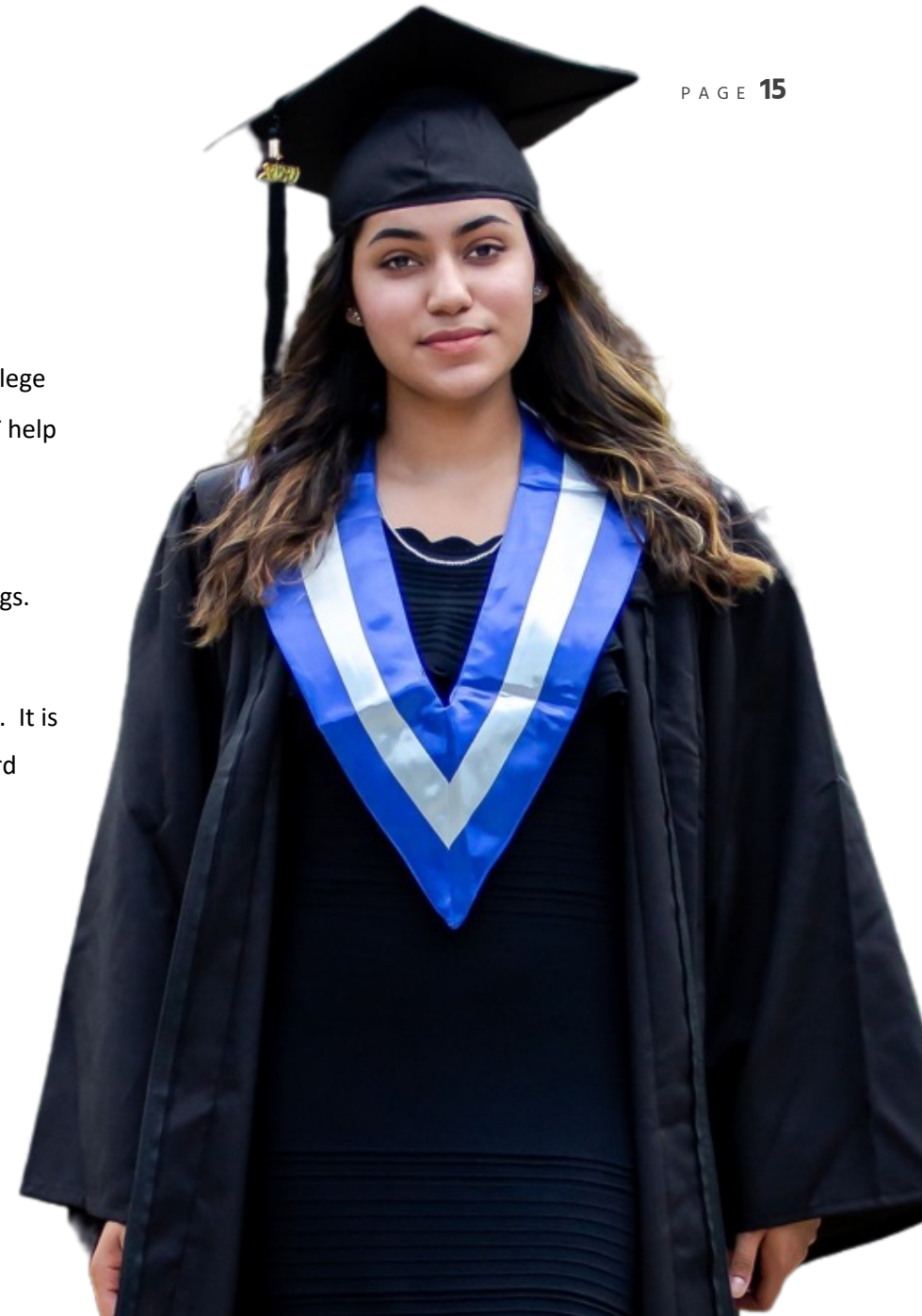


7 CRITICAL CSS PROFILE MISTAKES



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 SC 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 THE 2024–2025 SCHOOL YEAR FAFSA CHANGES

PAGE 16



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

**Petition to Stop FAFSA Changes**
from College Funding Services





01:25



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

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.

© College Aid Pro - All Rights Reserved

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



NEXT STEPS

..... ○
Keep the ball rolling!

Talk with CAP about how we can support you.

Book a FREE Intro Call

HERE

NOTE: Free Intro calls only apply to families who attend high schools at which CAP presents. Other families please visit collegeaidpro.com



College Aid ProTM

Check Us Out and Take Advantage of Our Free Resources:

Subscribe to our YouTube Channel

https://www.youtube.com/channel/UCvi_51BRybgjJuFpmutLh3g

Join Our Facebook Group:

<https://www.facebook.com/groups/collegeaidprospayingforcollegeandscholarships/>

Join Our Office Hours:

<https://collegeaidpro.com/officehours/>

support@collegeaidpro.com

<https://collegeaidpro.com>



College Aid ProTM

OUR MISSION

TO [END THE STUDENT LOAN CRISIS](#) BY

EMPOWERING FAMILIES TO [SHOP SMARTER FOR COLLEGE](#)

