



College Aid Pro™

# OUR MISSION

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

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College Aid Pro™



**Peg Keough**  
Director of Education

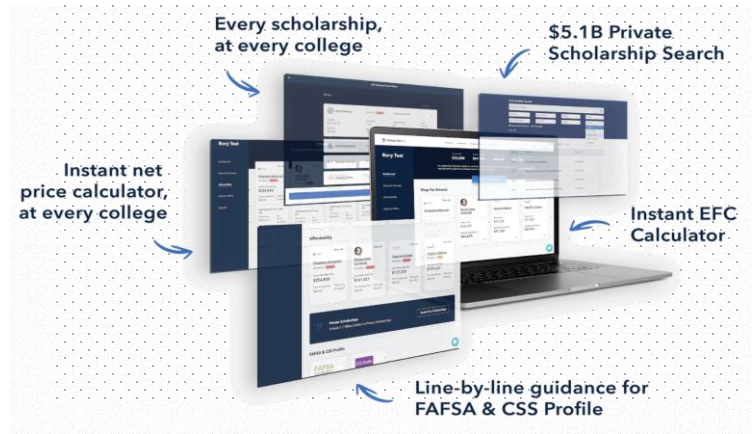
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## WHERE DO WE START?



Website:

[mycap.collegeaidpro.com](http://mycap.collegeaidpro.com)



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## 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.

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# NEED-BASED FINANCIAL AID

Will We Be Eligible?  
(COA – EFC/SAI = Need)

Cost Of Attendance



"Sticker Price"

Expected Family  
Contribution or Student  
Aid Index



What Colleges/Government Think  
You Can Pay Annually

Need



Amount Of Financial Aid Family Is  
**Potentially** Eligible

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## WHAT SHOULD WE KNOW ABOUT OUR EFC/SAI

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### 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 WE VALUE OUR HOME?

IRS Quick Sale Value -20%

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## WHAT INCOME DO COLLEGES CONSIDER?

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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

### Income

Parents –

Line 11 on 1040 AGI

Students –

Income Allowance of ~\$7000



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## MERIT-BASED AID

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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

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## MERIT BASED AID



## NEED BASED AID

## Merit Based Aid



## 100% of Need Met



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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](http://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](#)



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## HOW DO YOU APPLY FOR FINANCIAL AID

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### 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

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## PROS AND CONS OF THE 2024-2025 SCHOOL YEAR FAFSA CHANGES

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### 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

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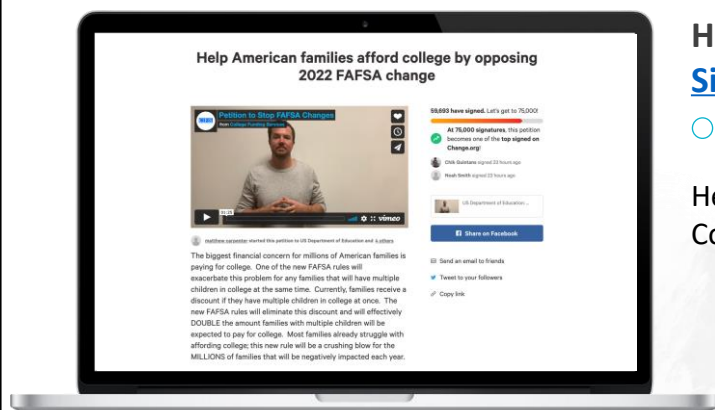
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Help Us, Help You.

[Sign & Share.](#)



Help American Families Afford  
College By Opposing FAFSA Changes



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## NEXT STEPS

Keep The Ball Rolling

FEELING GREAT AND  
READY TO ROLL



Create your [MyCAP Account](#)

Add schools and build your  
list with affordability in mind

Leverage our free resources

FEELING GOOD, BUT WOULD  
LOVE SOME SUPPORT



Book an hour with  
one of our experts

CAP TAKE THE  
WHEEL



Talk with us about Wake Me  
When It's Over

Sign Up [Here](#) for a **1-on-1 Consultation "Valedictorian"** with a College Planning Expert

**AND get a Free One-Year Software Upgrade**

Use Coupon Code **WISE15** for **15% Off – TONIGHT ONLY!**

~~\$299~~ = **\$254**

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

<https://collegeaidpro.com>