



College Aid Pro™

OUR MISSION

TO END THE STUDENT LOAN CRISIS BY

EMPOWERING FAMILIES TO SHOP SMARTER FOR COLLEGE



Your Presenter!

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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
family'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

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 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)

UTMAs are only “exclusively” student asset



IS DEBT CONSIDERED?

.....

No, But...



HOW SHOULD WE VALUE OUR HOME?

.....

IRS Quick Sale Value -20%

WHAT INCOME DO COLLEGES CONSIDER?



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 = ~\$42,000
- 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

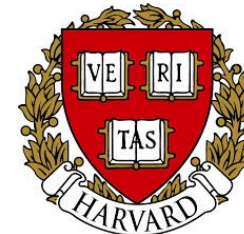


NEED-BASED AID

Merit-Based Aid



100% of Need Met



PROS AND CONS OF THE 2024–2025 SCHOOL YEAR 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

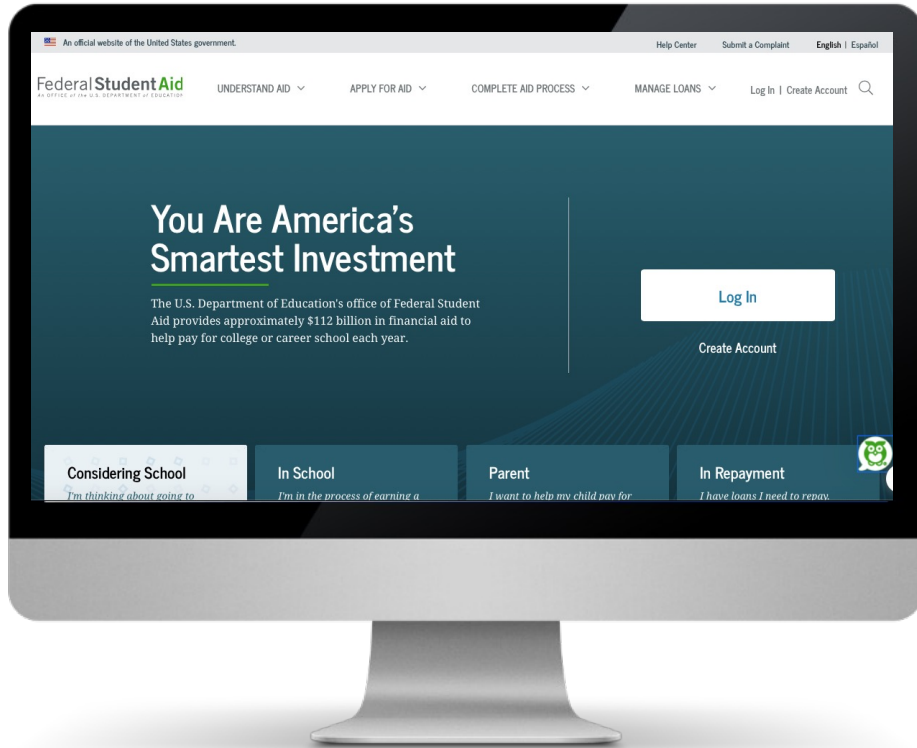
CONS

- Families with multiple children in college will no longer receive discount
 - ****This will not apply at some colleges
- Parent that provides the most financial support in 2-household families will be required to complete FAFSA
 - Previously completed by custodial parent’s

FAFSA available December 2023 for class of 24 (normally October 1st)



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



Accessible in December 2023
this year



“Prior Prior” Is
Base Income Year



2022 Is Base Income
Year For Class Of 2024



Deadlines Are
Paramount

Login Procedure

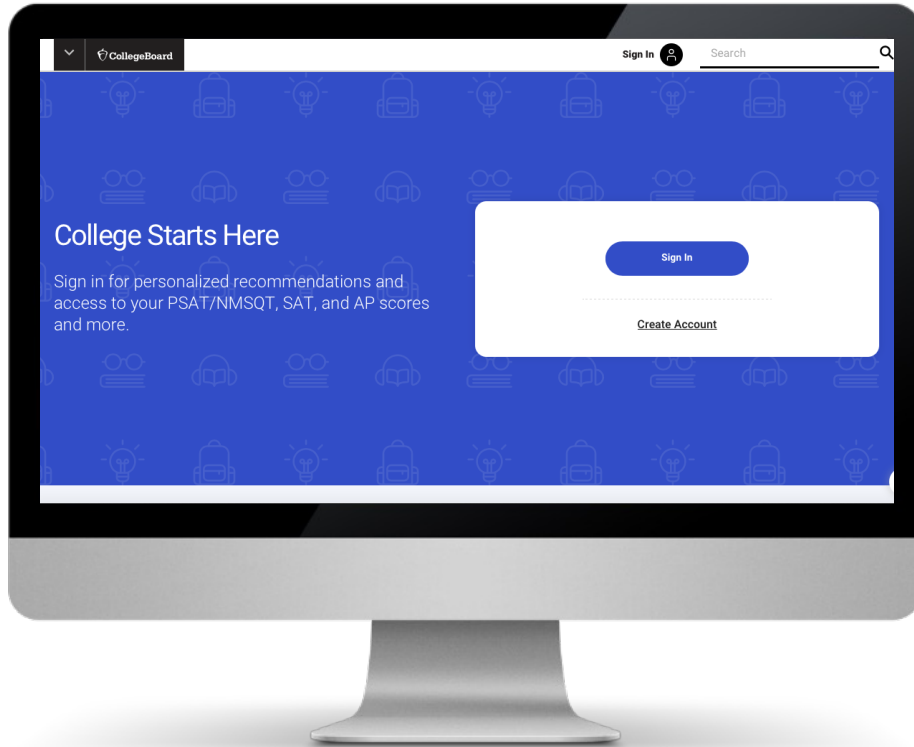
Create FSA ID

<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)

Save Key

CSS PROFILE (cssprofile.collegeboard.org)



~200 Colleges Require This Additional App



Home Equity Treated As Liquid Asset



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



Divorced & Separated Families



Business Owners

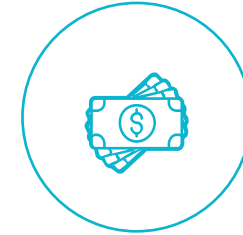
HOW TO APPEAL FOR THE BEST POSSIBLE PACKAGE



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!

Wake Me When It's Over

Let us do this for you, the right way

Book a FREE Intro Call to learn more

HERE



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