



TOP 8 REASONS PEOPLE OVERPAY FOR COLLEGE

Let's face it, most everyone will overpay for college. It's just a matter of how much, and that depends on what you know...or don't know.

What do you think... are the primary goals of the Admission office?

is worse for the college, one hundred enrollments short or one hundred too many?

is best for you, to wait and follow the college's study plan for you or to adopt your own?

- # 8- **People don't understand the monetization or financialization of college.** From enrollment quotas to conversion rates, from extended terms to inflated costs, from converting financial aid awards into loans, the big business of college is always at work and parents are at their mercy...and they know it.
- # 7- **People don't understand the college authority, protocol, or policy for awarding scholarships and financial aid.** To avoid overpaying for college, you need to be aware of the college's policy and procedures for maximizing scholarships and receiving financial aid.
- # 6- **People don't have a plan to apply early, missing out on the first round of acceptances and scholarships.** "The early bird gets the worm!" Submit the first round of priority applications by Oct 1st to receive preferred treatment for admission acceptances and scholarships.
- # 5- **People don't have a strategy for submitting applications and receiving financial awards.** Most people randomly submit a handful of applications and wait to see what happens. Rather, a strategic plan to apply to 8-12 colleges, with target schools mixed in with a few "reach" and "safety" schools, provides for quality options and leveraging opportunity.
- # 4- **People acquiesce to the interests of the college.** Most people will accept the college bill and figure out how to either pay or borrow for it. You are a buyer of education. The college is a provider of educational services. What you pay for college is negotiable as long you pursue the negotiation, and do so in a timely manner. You have to be able to ask for what you want and walk away if you don't get it.
- # 3- **Students remain unknown to the college upon submitting their application, get tagged a "Stealth Applicant".** Becoming well-known to colleges is a must if you want to maximize your financial award; it's that simple, yet that elusive. You can't just randomly hit the submit button.
- # 2- **People don't have a defined plan for an on-time meaningful degree.** The best way to avoid a costly 5th or 6th year of college is to begin with a plan for an on-time degree. If you don't plan for four years, then the college will plan an extra year or two for you.
- # 1- **People pick the wrong college.** It's the number one fear amongst families of high school students. It's due to indecision and inaction. It's due to being reactive to the urgent, rather than being proactive to what's important. You wouldn't buy a house this way. You wouldn't buy a car this way. And frankly, you wouldn't even buy a pair of shoes this way. But people do buy a college education this way...go figure.

Your choice will be to either accept the deal (give in to the college), or make the deal.

Our GetCollegeRight families make the right deal, and YOU can too!