

How Next Step CC, LLC Saves You Money

For most families, paying for college represents the largest expenditure they'll ever make besides buying a house. So why should you spend additional dollars for the professional services that I provide? Here are just a few reasons why working with me represents an investment that's likely to save you money (in addition to time, energy and stress).

- **You won't wander aimlessly.** Most families start the college search process with a seemingly random list of options that usually lacks meaningful common threads. By using a focused rather than scatter-shot approach to the college search process, I'm likely to save you hundreds of dollars in travel expenses alone (e.g., flights, rental cars, gas, hotels, meals, etc.). Additionally, because I help your student discover appropriate, potentially best-fit colleges, you won't waste money on application fees to colleges that aren't good bets; at \$60 or \$70 a pop, that savings can be significant.
- **You'll know in advance how much colleges cost.** Although I certainly don't limit students' initial searches based on sticker price, I do make sure from the get-go that you understand how schools will assess your family's financial strength and which institutions are generous with need-based and/or merit scholarships before your kids fall in love with them. I'll help your family avoid heartbreak and/or financial disaster by making sure that all schools on your student's list make financial sense in the context of your family's situation.
- **You're likely to pay less than the published sticker price.** I help students authentically position themselves as strong candidates not only for admission to best-fit colleges and universities but also for "preferential packaging": being viewed as highly desirable and, in turn, apt to receive an appropriate level of need-based and/or merit aid. Every year my students reap the benefits of this strategy to the tune of hundreds of thousands of dollars. To help you achieve positive results, I walk you through the entire financial aid process to make sure that forms are completed correctly and on time, while also giving you tips on how to maximize eligibility.
- **You're likely to graduate on time.** Studies show that most students don't receive their undergraduate degree in four years; it typically takes five or even six years to do so. This is because a lot of them initially enroll in the "wrong" school. Unfortunately, they skipped over the kind of self-assessment that's essential (and which I require) in determining which schools match up best with who they are, what they want and need to thrive as well as what their families can afford. Often, such students drop out or transfer to other institutions, losing precious time and credits in the process: a costly result of poor planning. Instead, I make sure that my students have done their homework and, if they also follow my expert advice, they end up in the enviable position of needing to choose among several terrific options.

Although it's impossible (and unethical!) to "guarantee" specific outcomes, I encourage you to speak with current and former client families to hear about the significant amount of money that has remained in their wallets—not to mention all of the frustration and disappointment they avoided—as a result of working with me!