



College Aid Pro™

OUR MISSION

TO END THE STUDENT LOAN CRISIS BY EMPOWERING
FAMILIES TO SHOP SMARTER FOR COLLEGE

COLLEGE AID PRO

2022

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Your Presenters!

Peg Keough

Director of Education

Matt Carpenter

Chief Revenue Officer

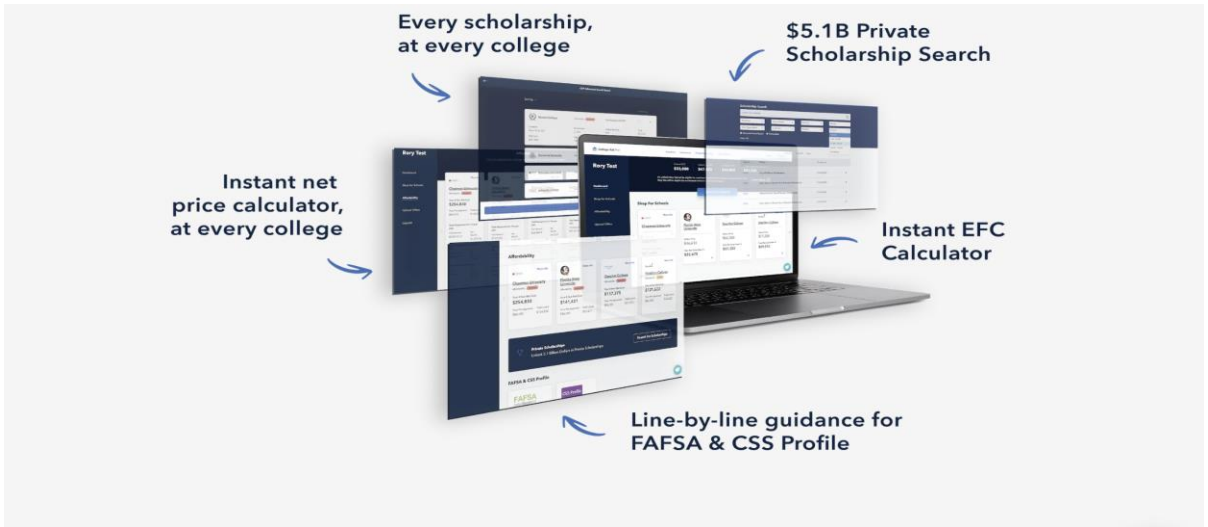


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Where do we start? mycap.collegeaidpro.com



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

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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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Will We Be Eligible For Need-Based Financial Aid?

(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

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Can We Lower Our EFC?

What Should We Know About Our EFC

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?

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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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](https://mycap.collegeaidpro.com)

4. School-by-school basis; some more generous than others

*Ivy League, NESCAC, etc. do not give merit-awards

6. Apply to competing colleges

VALUE SCHOOLS

1. Lower end of tuition range = value

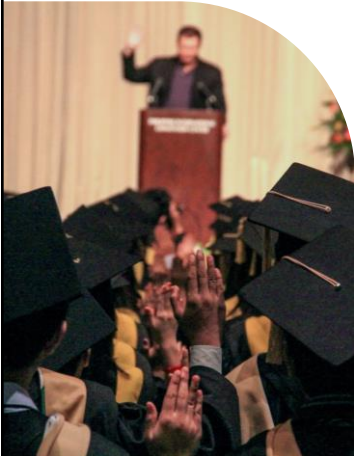
-Ex: James Madison (VA) COA =

~\$40,000

-Public School Honors Programs

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Merit Based Aid



Office of Admissions –
Not Financial Aid

Enticement For Student To
Attend

Usually Based On Grades /
Test Scores

Different Awarding
Methodologies

Usually All 4 Years

Private Colleges

Merit vs Need-Based Financial Aid Policy

Merit Based Aid



100% of Need Met



FINANCIAL AID

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 FAFSA

Is The Responsibility Of Student/Parent To Know Deadlines / Requirements?

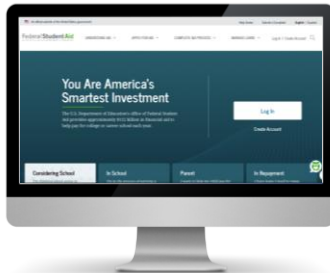
Most Colleges Are Not Proactive And Sometimes Only Communicate With The Students

FAFSA

www.studentaid.gov

Accessible On Oct. 1st Each Year

2021 Is Base Income Year For Class Of 2023



“Prior Prior” Is Base Income Year

Deadlines Are Paramount

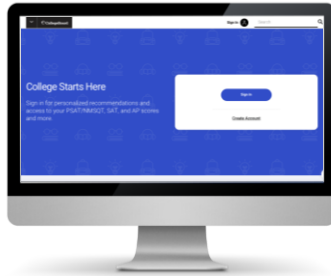
Login Procedure

Create FSA ID - FSAID.ED.GOV

Required By Each Student And One Parent Needed To Access And Submit FAFSA Username/Password (Replaced PIN number System)

CSS / Profile

www.collegeboard.org



~200 Colleges Require This Additional App

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

Home Equity Treated As Liquid Asset
*Some Exceptions At CM Colleges

Divorced/Separated Families

Business Owners

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Pros and Cons Of 2023 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

Some 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

Deductions/payments to self-employed SEP & SIMPLE plans and other deductions delineated on the 1040 are STILL considered untaxed income.

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Help Us, Help You.
Sign & Share.



Help American Families Afford College By Opposing FAFSA Changes



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5-Point Plan of Attack

How To Appeal For The Best Possible Package



Bring Color / Background To Your Story

Ask For Specific Amount Of Financial Aid

Show Awards Offered By Other Colleges

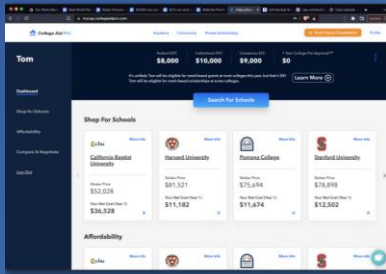
Challenge Expenses Not Considered On Taxes

Be Persistent



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Create or Login to MyCAP

mycap.collegeaidpro.com

If you're interested in learning more about CAP

[Book 20 Minute Call](#)



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