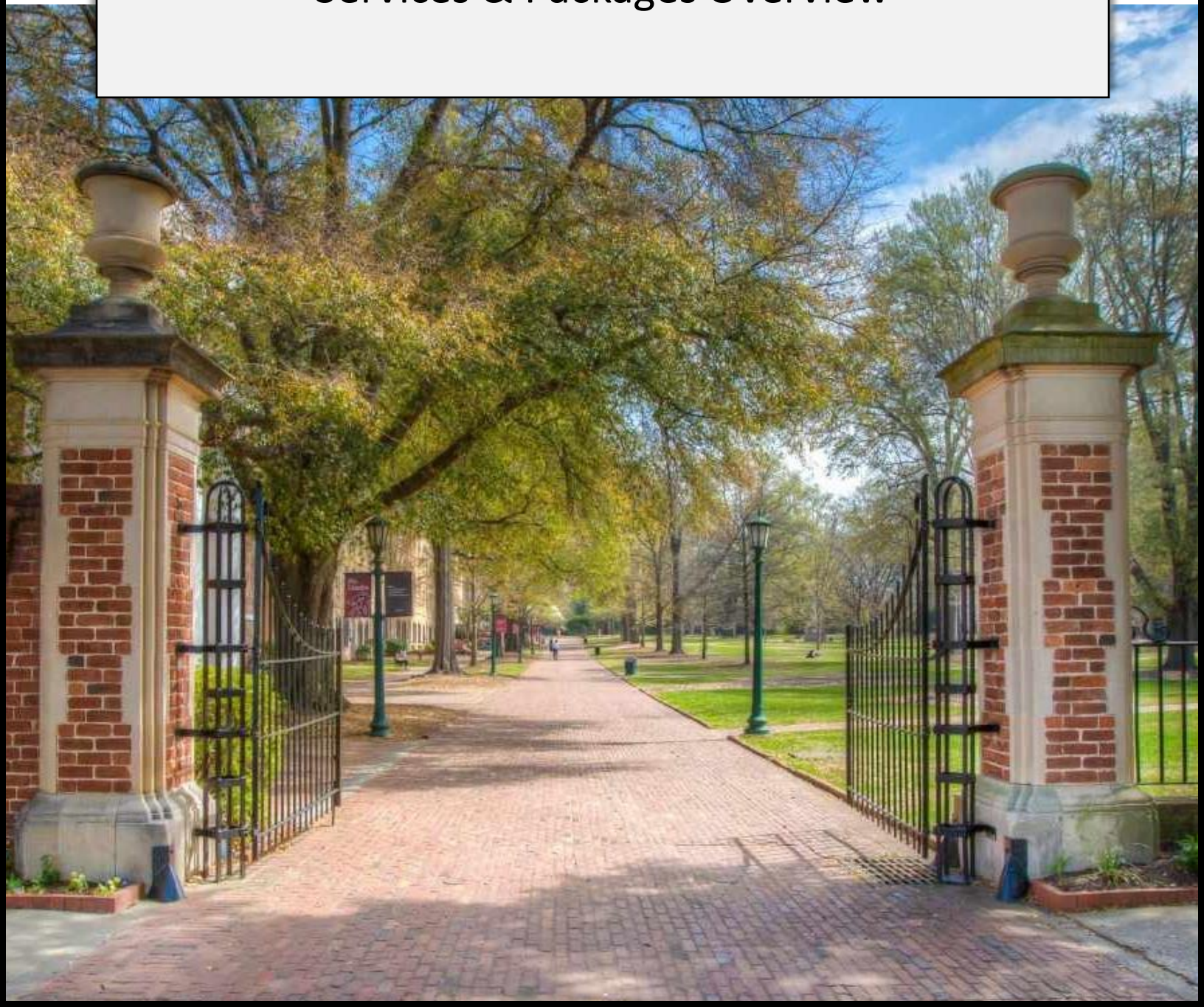




College Aid ProTM

“Wake Me When It’s Over”

Services & Packages Overview





200+

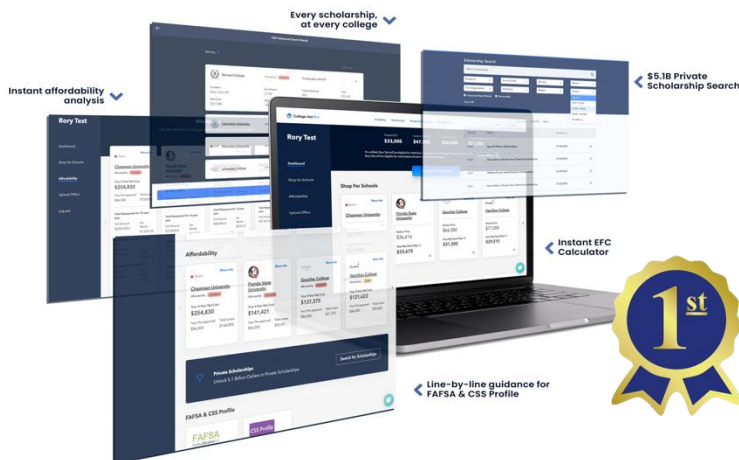
Years of financial aid and admissions experience

100,000+

Students and families guided to college



True experts from top colleges and universities



Industry-leading technology platform

College Aid Pro's

“Wake Me When It's Over”

Packages

You don't have the time.

You're juggling too many other things.

You're worried you might make mistakes.

We get it. Let us help.

Like hiring a CPA to do your taxes or having a lawyer draft your legal documents, there's a time and place to trust a subject-matter expert so you can get the best results and focus your energy elsewhere.

CAP's full-service “**Wake Me When It's Over**” (WMWIO) packages take the stress, anxiety, and heavy-lifting out of the college search process.



College Aid ProTM



College Aid Pro's

“Wake Me When It's Over”

Packages

Clear, Quantifiable Value

\$69,376 = **23x ROI** on pure monetary investment alone
Average Savings

121+ =
Hours Saved

- 36+ researching colleges
- 48+ on application prep
- 12+ running specific NPCs
- 15+ on financial aid forms
- 10+ on appeals and borrowing

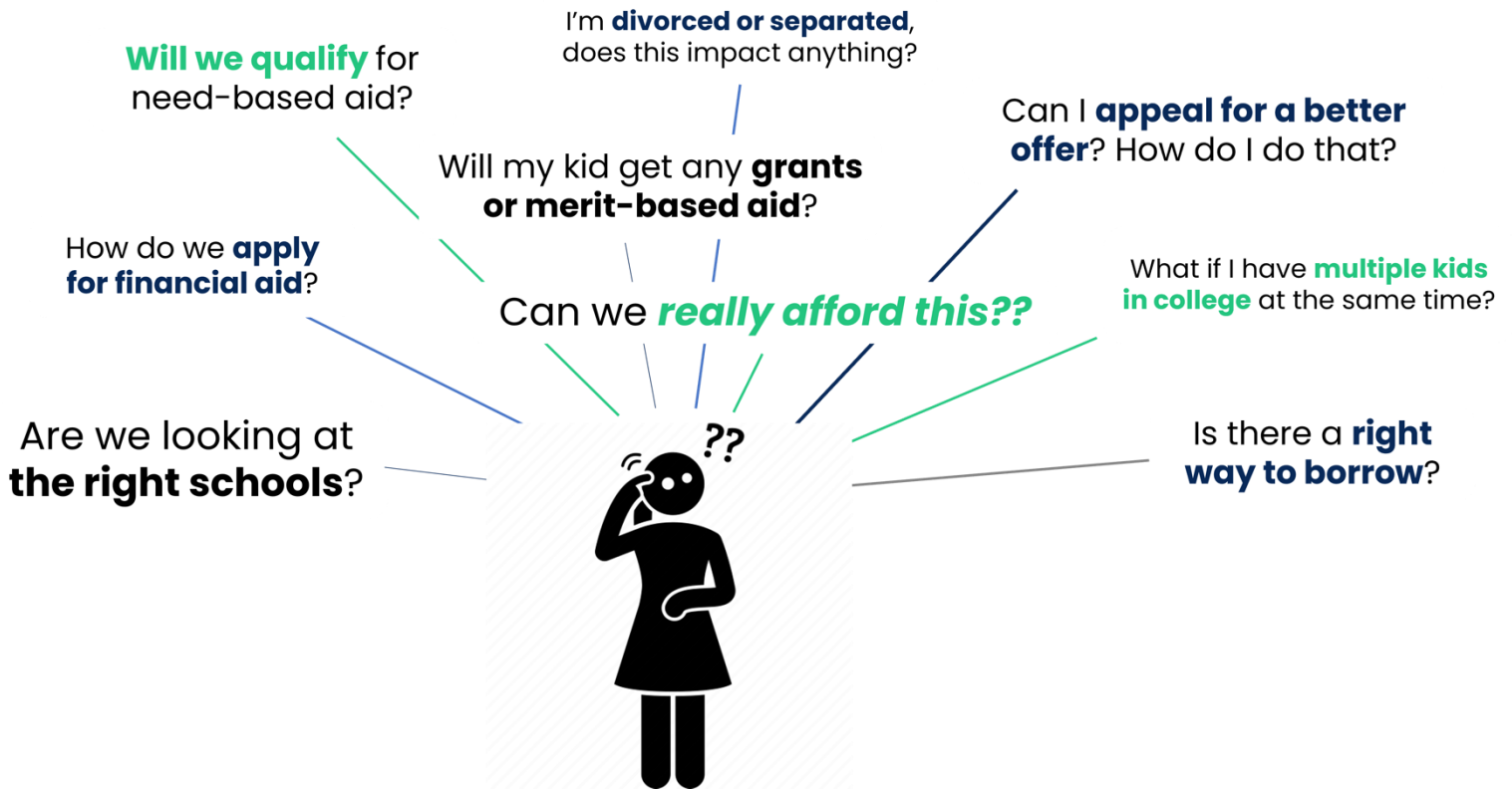
3x
More Likely to Get
In at Top Choice

100%
Peace of Mind!

With CAP's WMWIO packages, you'll easily justify the financial investment with the money saved, but even more importantly you'll save priceless time (over **two weeks** or **seven weekends!**) with your college-bound student before they leave the nest!

WMWIO: Financial Aid

Over the past few decades, finding the right college at the right price has become more confusing, convoluted, and costlier than ever.



Having true experts by your side can save you not just time and stress, but also **tens of thousands of dollars** on the cost of college.

~~\$3,499~~ **\$2,799**

Use Code **NOV20**
for 20% Off



What you get...

- **Access:** dedicated College Aid Pro expert to hold your hand throughout the process
- **Strategy:** help you qualify for maximum financial aid & scholarships
- **Form Prep:** fully complete the FAFSA & CSS Profile for you
- **Appeals Help:** review all financial aid awards and provide strategy to appeal
- **Paying/Borrowing Guidance:** customized plan to pay and/or borrow for all four years of college

[Scan QR or Click Here to Sign Up](#)

WMWIO: Financial Aid

Next Steps & Deliverables

On-boarding



- Welcome email
- Provide document list
- Provide secure upload link

Discovery Meeting

- Learn relevant detail/nuance about student and family
- Develop application and financial aid strategy
- Finalize school list

Form Submissions

- Advise and prep FAFSA
- Advise and prep CSS Profile
- Provide for review and submission by client

Awards & Appeals

- Build appeals strategy
- Provide relevant appeal letter template and guidance
- Coach client through appeal strategy and steps

How to Pay the Bill

- Educate client on relevant options and strategies
- Advise on proper resource allocation (i.e. 529 vs UTMA)
- Provide tax strategies (when applicable)

Client / Family

- Watch welcome video
- Complete MyCAP account
- Upload tax documents

- Meet your Pro
- Discuss major questions
- Understand process/timing

- Review, approve, and submit finalized financial aid forms

- Discuss appeals strategy
- Decide where to appeal
- Submit appeals letter(s)

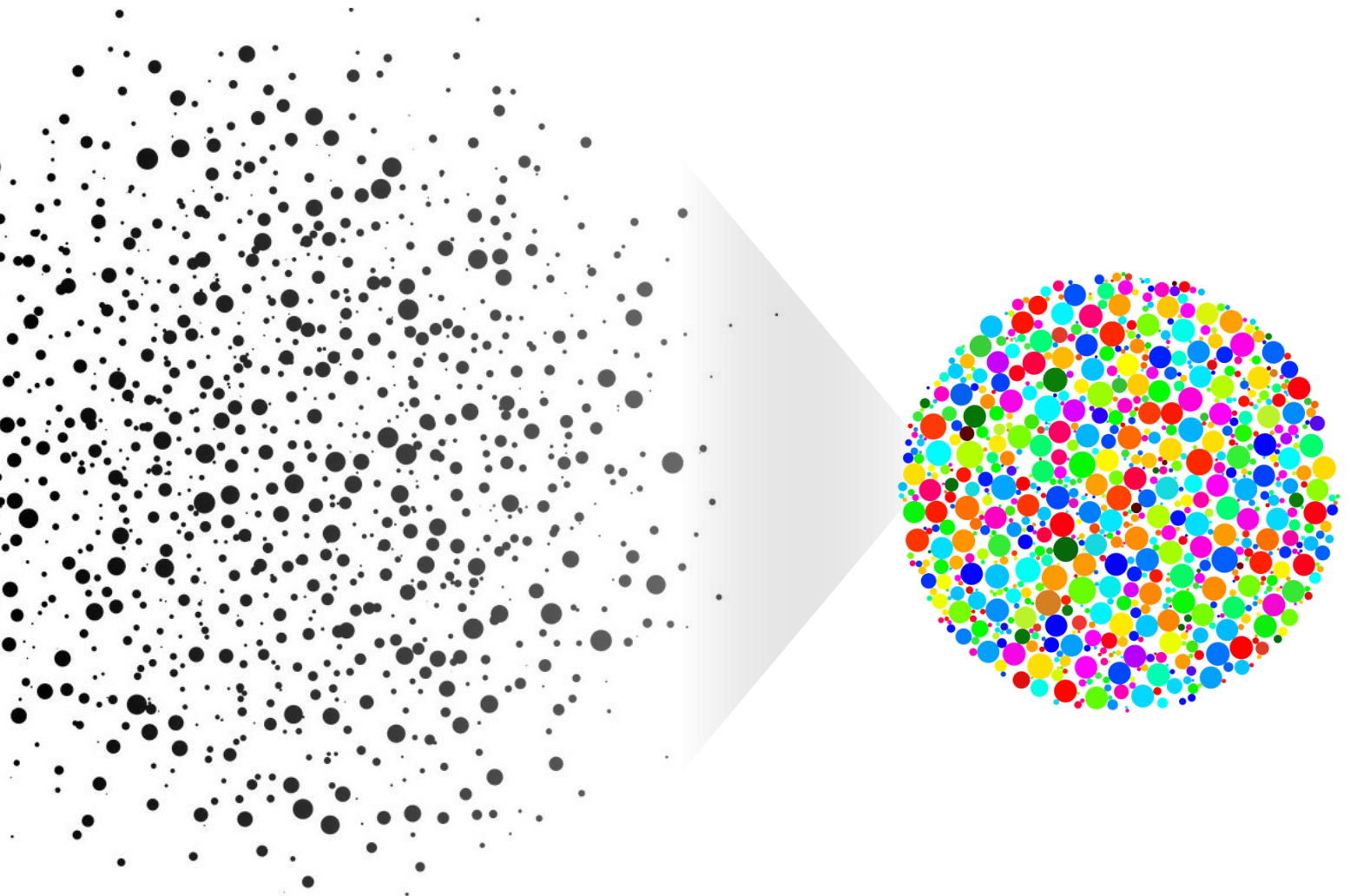
- Review and approve final payment strategy



WMWIO: Admissions

Whether your student has their dream school already picked out or they aren't sure what the right path is yet, having an admissions expert help navigate the college prep, selection, and application processes can make all the difference.

CAP's admissions experts will work 1:1 with your student to help them make an informed choice and to turn their story into a unified, clear, and compelling narrative.



What you get...

- **Access:** dedicated admissions expert to work with your student throughout the college selection process
- **School List:** help your student build a robust list of great schools with academic, cultural, and financial fit in mind
- **Applications:** Common App and school-specific application review and guidance
- **Essay Review:** Essay brainstorming, review, and edits
- **Interview Prep:** Mock interview practice and advice
- **Selection Guidance:** Sounding board as your student and family evaluate the ultimate options

WMWIO: Admissions

Who is this for?

Your **student has a clear path in mind** and has a great start on the targeted school list.

The focus will be on finalizing the list, developing a detailed application strategy (ex: if and where to go ED, EA, or RD), and building stand-out applications (curriculum positioning, class selection, personal statements, supplemental essays).

Access: dedicated admissions expert to work with your student 1:1 throughout the process

School List: build a robust list of great schools with academic, cultural, and financial fit in mind

Applications: Common App and school-specific application review and guidance

Essay Review: Essay brainstorming, review, and edits

Interview Prep: Mock interview practice and advice

Selection Guidance: Sounding board as your student / family make the final decision

WMWIO: Admissions

~~\$4,999~~ **\$3,999**

Package details:

- 20 hours of admissions services
- Personal statement and up to 6 essays reviewed and edited

Use Code **NOV20** for
20% Off



[Scan QR or Click Here to Complete Purchase](#)



WMWIO: Admissions

Next Steps & Deliverables



Student

● On-boarding

- Distribute original survey
- Build original college list
- Set schedule for student through Nov 1 deadlines
- Academic evaluation

- Complete survey
- Send academic information
- Select day/time slot

● Discovery & Strategy

- Continued build of college list
- Reach, target, and safety school review and evaluation
- Senior year course selection review and discussion

- Research each school on introductory list
- Rank each school on list
- Begin demonstrated interest campaign to top schools
- Create college visit plan

● Applications & Essays

- Provide essay subject brainstorming exercises
- Preparation of first draft
- Review of drafts
- Reconstruction of smaller ideas for supplemental essays

- Visit college campuses
- Complete brainstorming
- Prepare first draft according to deadlines
- Begin supplemental essays according to calendar
- Finalize personal essay

● Final Work & Submission

- Deadlines conversation/audit
- Common App walk-through
- Activities section discussion
- Interview/resume/portfolio review (if needed)
- Review supplemental essays
- Demonstrated Interest strategy

- Finalize school list and appropriate deadlines
- Complete Common App and activities section
- Schedule interviews
- Finish supplemental essays according to timeline

● **Submit!**



WMWIO: Combo

“I would love some help with the financial aid and scholarship stuff, but **can someone also work with my kid** on finding and getting into the right school?”

We hear this from our clients every year and it's why we created the **WMWIO: Combo** package.

Simply put: let CAP be your trusted partner on this whole process. Our experts will work with the parent or guardian on the finances and at the same time guide the student through their school search and application process.

Every family wants the college journey to be a positive one. Having a trusted partner for both of these critical processes will optimize the student's chances of finding **the right school at the right price.**



What you get...

WMWIO: Fin. Aid + Admissions

~~\$7,499~~ **\$5,999**

Use Code **NOV20** for 20% Off



[Scan QR or Click Here to Complete Purchase](#)

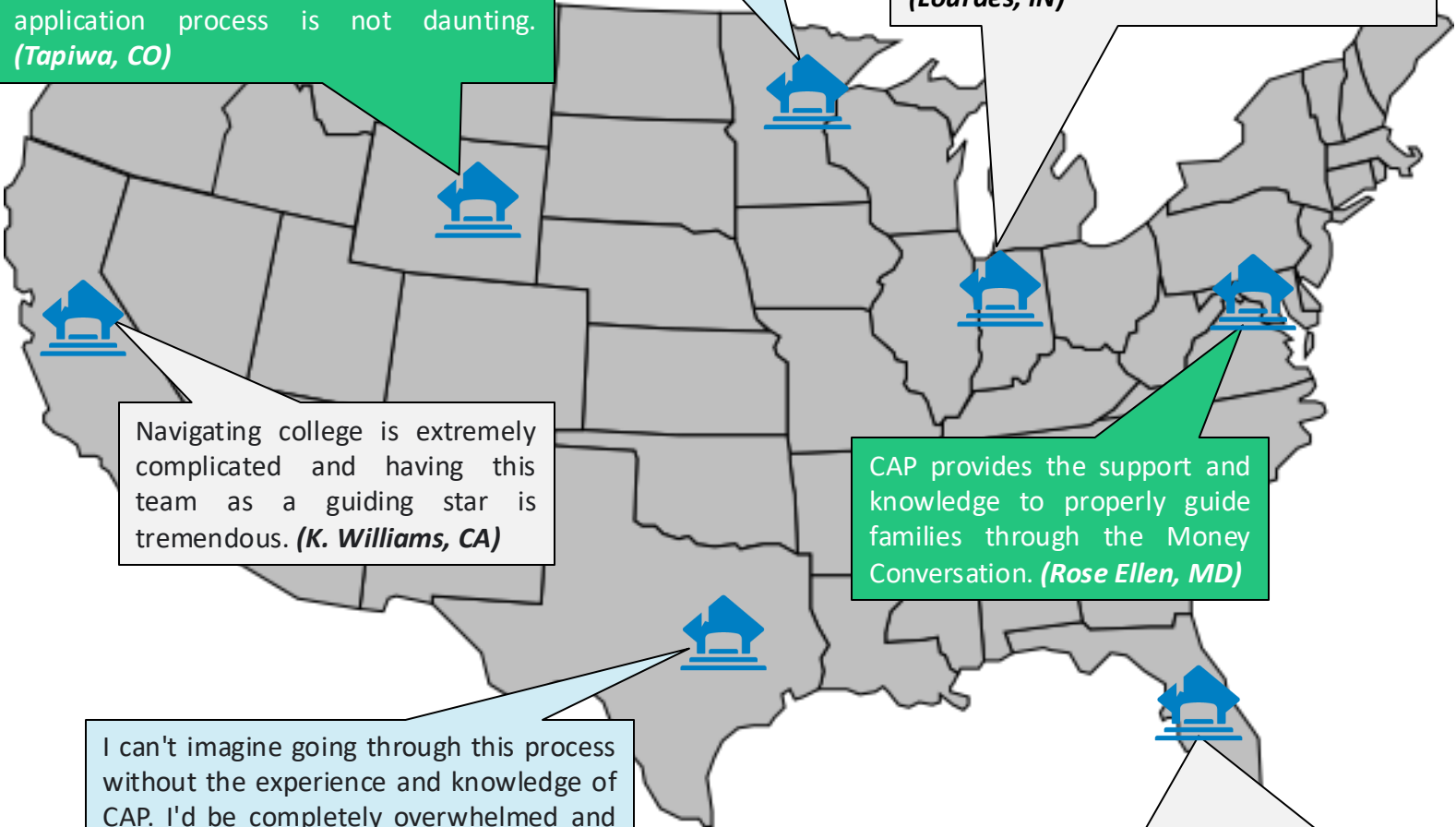


Client Testimonials

We are having a great experience with College Aid Pro: their deep knowledge of financial aid proved very beneficial to our family. College Aid Pro is well worth the investment, and we will certainly call upon them again. **(Tammy, MN)**

I think College Aid Pro is a requirement for all parents. I was unaware of what was really going on when applying to a university. I find myself more informed and better able to prepare myself for what lies ahead when my daughter graduates. **(Lourdes, IN)**

Experienced consultants who are willing to understand our individual needs and support us so the college experience and application process is not daunting. **(Tapiwa, CO)**



Navigating college is extremely complicated and having this team as a guiding star is tremendous. **(K. Williams, CA)**

CAP provides the support and knowledge to properly guide families through the Money Conversation. **(Rose Ellen, MD)**

I can't imagine going through this process without the experience and knowledge of CAP. I'd be completely overwhelmed and never find a fraction of all of this information. **(Kimberly, TX)**

The professionals at College Aid Pro are exactly that: professionals who truly care about the community of college seeking families and their finances. I found them to be caring, approachable and helpful and I cannot say enough about them. **(Bola, FL)**



Thank You!

Visit us at www.collegeaidpro.com

Contact us at support@collegeaidpro.com