

Choose It Right 

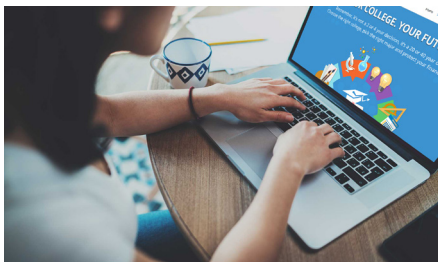
QUICK GUIDE
College Search and Selection

For Students / Parents

College Search and Selection

(Quick Guide) – Students

This College Search and Selection (Quick Guide) helps students and their family best understand what's most important in the search and selection process. It further explains Choose It Right's services, including the *Smart* College Report, which are designed to help all students.



For many reasons, deciding on which college to attend, and how to go about it, can create a lot of anxiety and stress. Finding the right college involves an enormous amount of time and energy. It requires countless hours of research and analysis just to see what your options are, and this is where the inefficiency lies. Unfortunately, a disproportionate amount of time and energy is spent just researching colleges and little time is spent around the kitchen table discussing the details of what this decision really means and how it can affect the future. College is a huge investment with potentially serious financial ramifications, so it's extremely important that you're equipped with the right information and tools to help you navigate the college search and selection process successfully.

Choose It Right and the *Smart* College Report are specifically designed to streamline the college search and selection process by eliminating the "busy work" and reducing any undue stress in the process. Essentially, the *Smart* College Report enables you to re-focus your energy and your time, so that you can think everything through clearly, and ultimately make the **RIGHT** college choice.



What is the Smart College Report?

The *Smart* College Report is a personalized 40+ page report, designed for each individual student. Each *Smart* College Report provides **KEY FACTS, CLEAR GUIDELINES & SIMPLE MATH** on the colleges that match your specific college criteria.

Colleges & Statistics:

After completing a simple online questionnaire, you receive instantaneously your own *Smart* College Report with up to 50 colleges, or more, that match your criteria. Each report organizes, analyzes and aggregates your college data into an easy-to-use and personalized report. We believe that if you can see your options clearly now, then you will make a more educated and informed decision when choosing a college.

Financial Outlook:

In this section of the *Smart* College Report, we encourage families to think differently about the **REAL COST** of college. We apply simple formulas, mathematical concepts and basic financial principles to your college choices so that you can better comprehend the financial magnitude of your decision. What is Your **REAL** Family Contribution? What is Your Post-College 1:1 Ratio?

"Envision Your Future Now"

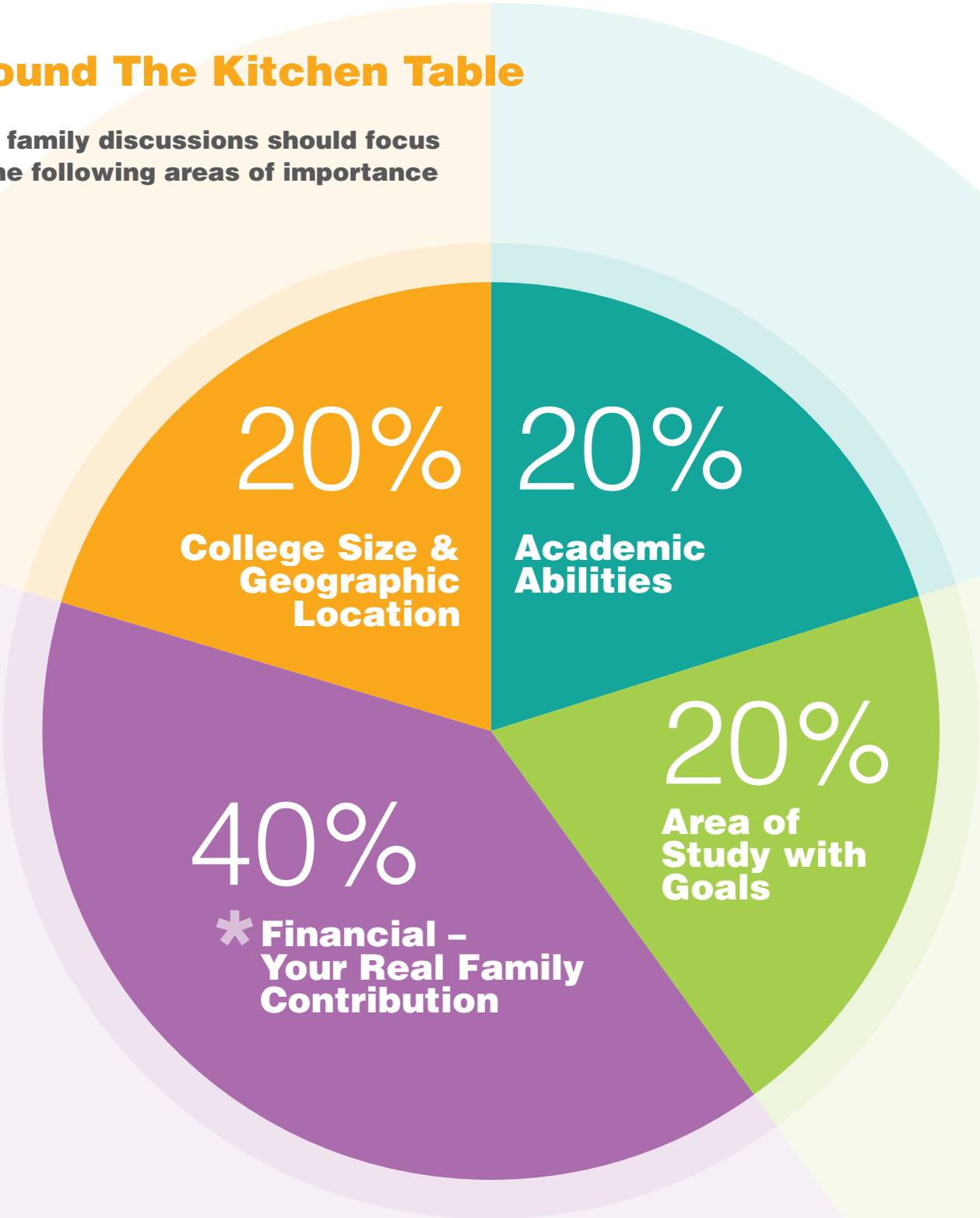
"Envision Your Future Now" is a simple exercise to prevent you from borrowing too much for college. It asks you to use your imagination & envision what your financial outlook will be on graduation day. We believe that if you can **SEE** your future financial responsibility now, you will understand the magnitude of this decision and make a more educated college choice.

Some of the Key Benefits for Students and Their Families

- Saves You 100 + Hours of Your Time & Reduces Stress
- Researches & Consolidates Data of Your Top Match Colleges
- Organizes, Ranks & Analyzes Your Top Match Colleges
- Helps You to Focus on What Really Matters
- Does the Math for You
- Shows You the **REAL COST** of Your Top Match Colleges
- Applies an Average Academic Scholarship %
- Encourages Financial Accountability
- Projects Your Post-Grad Earnings
- Encourages You to "Envision Your Future Now"
- and More!

Around The Kitchen Table

Your family discussions should focus on the following areas of importance



* (this area can have the most significant impact on the rest of your life)

Focus Your Time on the Choice, not the Research!

to **KNOW**

- » Your college search starts as early as Freshman year
- » The moment you step into high school the college search and selection process starts. Make sure to do your best academic work starting from day 1 of your freshman year, and continue throughout your high school years.
- » If you're a freshman or sophomore, remember that your high school years are a big part of your intellectual and personal development, and not solely for college preparation.
- » If you're a junior or a senior, it's important to understand admission requirements for all the colleges you're interested in, including minimum GPA, ACT or SAT scores, service requirements etc.. Requirements vary from college to college and it's to your advantage to know what they are, so you can start taking action to fill in any gaps you may have.

to **DO**

- » Develop a strong relationship with your high school guidance counselor and meet regularly to discuss your college plans.
- » Take challenging high school classes. College admissions officers prefer you take tough classes than have a perfect GPA in intro courses.
- » Get involved in extracurricular activities you truly care about, and stick with them.
- » Look for part-time jobs, internships and volunteer opportunities.
- » Document your activities and accomplishments, you will need it for college and scholarship applications.
- » Plan and understand clearly how you can pay for college. Know your Post-College 1:1 Ratio and Your Real Family Contribution.
- » Access Your *Smart* College Report
Create your "best match" list of up to 50 colleges or more, that fit YOUR needs and your FAMILY'S needs.
- » Get it **RIGHT** (Choose Smart. Choose Wise.)
It's more than a 4-year decision.
Remember, it takes hard work, perseverance and a family / team effort.

Essentials - \$30 Off

was \$99.00

now **\$69.00**

Use Promo Code: e30off

Advanced - \$50 Off

was \$159.00

now **\$109.00**

Use Promo Code: a50off