

Seven Ways To Be An Informed Buyer to Beat the High Cost of a College Education!

Dear Friend:

As the parent of a college-bound student, you are probably wondering how you can possibly afford your child's education! You have every right to be concerned since ***the average cost for one-year of college ranges between \$18,000 and \$37,000 per year* - that's for one year and one student (some are over \$50,000 a year)!***

(* Reported by College Board: Average Total Charges: Tuition, Fees, Room & Board for 2008)

Unfortunately, most families' college savings is just a drop in the bucket relative to what will be required. The problem of college funding is compounded by the fact that paying for college can create a tremendous retirement shortfall. Will you need to sacrifice your retirement to educate your children?

If you are like many parents, you will likely end up mortgaging your home or spending a good portion of your retirement savings to send your child to a quality college or university. Even worse, if you don't have a lot of home equity or money in the bank, or you don't want your student to take on suffocating student loan debt, you might have to send your child to the least expensive college ***rather*** than the best one. This could hurt their lifetime earning potential, putting them behind before they even get started!

In any event, you'll probably feel *guilty, frustrated, and even angry* when you have to tell your child the truth – *"I just can't afford to send you to the college of your choice and have anything left for retirement, so you'll have to settle for a state university or local community college."*

WHAT IF WE TOLD YOU THAT IN MOST CASES YOU DON'T HAVE TO MAKE THESE PAINFUL DECISIONS!!!

Here's the good news . . .

American College Funding will help you become an informed 'buyer' of a college education and save you thousands of dollars in the process.

We know this may sound too good to be true, but it really is possible! In fact, many families discover they can send their child to an expensive private school for less than the cost of a state school.

You might be wondering why we're telling you all of this. The answer is quite simple. Our expertise has helped parents like you send their children to expensive private and state universities that they never thought they could afford. *(See some testimonials on our website)*

And there is a good chance we can do the same for YOU!

We'd like to make you an offer you can't refuse: ***One hour free with a qualified college funding consultant*** (normally this type of service can be expensive – as much as \$200 per hour). During your FREE hour, we will explain the details of how we have implemented the following ***“Seven Ways to be an Informed Buyer to Beat the High Cost of a College Education!”*** to help many parents like you succeed in affording college for your child.

Secret # 1

Why Some Middle Class and Upper-Middle Class Parents Pay Close to Nothing for Their Children's College Education!

In many cases, these parents are eligible for some forms of financial aid since the formulas also take into consideration so many other variables (the cost of the school, the age of parents, the number of children in college, etc.) – ***not just your income level***. Do not assume you won't be eligible. We have seen middle and upper-middle class families dramatically reduce the cost of their children's college education by planning in advance.

Secret # 2

Why High School “Financial Aid Nights” and High School Guidance Counselors Can be Hazardous to Your Wealth!

Many parents unknowingly assume that all of their concerns will be answered by the high school “Financial Aid Night,” or by their child's guidance counselor. Unfortunately, this rarely turns out to be the case.

High School guidance counselors are not trained to advise families on the complexities of the college-funding system or how to minimize the financial impact of paying for college.

Financial Aid Nights are primarily focused on how to fill out the forms. They do not explain – or even know – strategies that can increase your eligibility for financial aid. They also do not help you pick schools based on each school's ability to give you a good financial aid package. And lastly, they will not show you how to negotiate to get the best possible financial aid package from each school.

So, go to your Financial Aid Night, but **don't** expect it to solve all of your problems.

Secret # 3

How to Send Your Child to an Expensive Private College for Less Than a State School!

(this one really amazes clients)

Believe it or not, some private schools end up being cheaper than a state school.

How can this be? Let us explain . . .

Regardless of what school your child applies to, you will have to pay your 'Family Contribution,' (often referred to as Expected Family Contribution – EFC) which is the minimum amount of money the government will expect your family to pay at any school.

So let's say your child applies to two schools – a private college with a sticker price of \$40,000 per year and a state university with a sticker price of \$20,000 per year. Assume also that your 'Family Contribution' is determined to be \$15,000.

Here is what happens. Because the private university is often well endowed and has an abundance of money to give out, they offer you financial aid that will cover all expenses above \$15,000 – so all you end up paying to go to a \$40,000 a year school is \$15,000. Unfortunately, the state school does not have a lot of money to give out, and all they can give you is \$2,000 in aid – so you end up paying \$15,000 plus the \$3,000 they left you short, for a total of \$18,000!

It actually ends up being *cheaper* to send your child to the private school!

Secret # 4

How to Pick College That Will Give You The Best Financial Aid Packages – More FREE Money, Less Loans!

Some schools are well endowed and have the ability to award a lot of money to students. Other schools have very little money to give away.

It is important for you to know this information *before you ever apply to a school*. By knowing in advance which schools give the best financial aid packages, you can have your child pick schools that they have the best shot of getting money from.

This way, you don't waste time and money applying to and visiting schools you will *never* be able to afford.

Secret # 5

How to Fill Out The Complicated Financial Aid Forms Accurately and On-Time! A large percentage of the forms are submitted with errors!

Did you know that according to the Department of Education, over 90% of all financial aid forms are submitted with errors and inconsistencies?

Simple mistakes like omitting a social security number, using whiteout to make corrections, leaving out pertinent financial information and not registering a male student for the selective services can actually cause your forms to be rejected. This has improved dramatically the last few years as more and more people fill them out on-line, but errors can still occur – mostly with misrepresenting your financial data and putting it in the wrong place.

If this happens, you will have to reprocess your forms and this could take considerable time. Since financial aid is awarded on a first-come, first-served basis, it is imperative that you get your forms in accurately and on time. If you don't get them in correctly, you are at risk of losing thousands of dollars that may have been available to you.

Secret # 6

How To Pay For Your Child's Education on a Tax-Favored Basis!

Do you make in excess of \$150,000 a year? If so, there is a good chance that you won't qualify for need-based aid.

Since college is paid for with after-tax dollars, an upper-income family (paying up to 40%-50% in taxes) that will not qualify for any financial aid would currently need to earn \$33,000/year to pay for one year (\$20,000) at an average public school and \$58,000/year to pay for one year (\$35,000) at an average private school.

Although there may be a few financial aid opportunities available to the upper-income family, there are many little-know education-related strategies that can provide additional cash flow for college expenses. A variety of income, asset and tax planning strategies can help you to pay for your college bill, not necessarily reduce it.

The value of these strategies increases as your tax bracket increases because college is paid for with after-tax dollars. Therefore, if you're in the 50% tax bracket (federal, state and social security), every \$1,000 in tax write-offs equates to a \$500 increase in cash flow for college and ***that same \$500 is comparable to a scholarship.***

Secret # 7

You Do Not Have To Stop Or Drastically Reduce Your Retirement Savings Contributions In Order To Pay for College.

Unfortunately, most parents don't think they will be able to fund their retirement savings and put their children through college at the same time. The fact is, in many cases, it is possible not only to maintain your retirement contributions during the college years, but also to actually increase them!

How can his be? Let us explain . . .

The way to maintain monthly retirement contributions and pay for college is by using the IRS, the schools, and, in certain cases, the appropriate loans to help pay your college bill. Leveraging the benefits of appropriate college investments, tax strategies, tax credits, (even those that you may appear to have phased out of!) and certain college loan programs can enable you to ***maintain the same monthly cash outflow while paying for college and saving for retirement.***

ACT NOW!

Not capitalizing on any of these 'Seven Secrets' ***could literally cost you thousands of dollars on your college bill and ruin your retirement savings.*** Don't let this happen to you!

We may or may not have the answers to your college funding concerns, but don't you think it is worth investing one hour of your time to find out? If nothing else, we will review your plan and put our stamp of approval on it. There is no better way to have your plan validated by the experts.

So what is the next step?

You can attend one of our free workshops (the upcoming dates, location and times are on our website), or you can go to our website at www.americancollegefunding.net and watch the presentation on your computer. Once you have done one or the other then you can call us and request your FREE one hour consultation. You can reach us at **847-920-9680**. Our office hours in Wilmette are from 8:30am to 5:30pm Monday through Friday, but you can leave a message anytime.

Why are we making this generous offer?

First, we want you to be an informed 'buyer' of a college education. Second, because we know that once you see how much money and time you can save, you will end up becoming one of our satisfied clients.

Remember that timing is critical for most college planning strategies, so it is imperative that you start your planning immediately. Any delay may end up needlessly costing you thousands of dollars on your college bill.

Don't delay. ACT NOW! Give us a call at **847-920-9680**. We will be waiting to hear from you and look forward to helping you.

Regards,

Dan M. Maga
President – American College Funding