

The Nine New Ways To Beat The High Cost of College

You can afford college without going broke!



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College has become the second highest expenditure today, second only to buying a home. Studies routinely show many parents are unaware or underestimate how much they will need to fund their child's college education. Unfortunately, many begin paying for college without considering the devastating effect it can have on their retirement if they have not planned properly.

As you read through these closely guarded, little known secrets, you will find out how you may be able to save tens of thousands of dollars on your child's college education. Studies show that an alarming 50% of all college students are forced to drop out of college; many due to the lack of money. **They didn't plan to fail, they simply failed to plan!**

Don't let your child become one of those statistics, when there are plenty of strategies and sources to fund a college education; regardless of the cost. The families who pay the lowest out-of-pocket cost are the ones who took the time to understand and control the college funding process. You will see shortly how you can send your child or children to an expensive private university for the same cost or less than the cost of a state school.

Secret # 1: Why Some Middle-Class and Upper-Middle Class Parents Pay Close To Nothing For Their Children's College Education!

Most middle and upper-middle class parents automatically assume they won't be eligible for financial aid if they make over \$80,000 per year, and they own a home.

In most cases, these parents are eligible for some forms of financial aid since the formulas also take into consideration the total number of family members, how many of these family members will be attending college at the same time, the cost of the colleges and universities being applied to, etc. Don't assume you won't be eligible.

We've discovered ways for higher income, higher tax bracket families earning healthy **six-figure salaries** to pay for college...on a tax-favored basis.

Secret # 2: Why High School “Financial Aid Nights” Can Be Hazardous To Your Wealth!

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

While guidance counselors are very valuable in the college planning process they are often too bogged down dealing with issues such as teenage pregnancy, drugs, helping students pick the actual colleges, etc. to devote the adequate amount of time necessary to help each individual parent apply for financial aid.

Financial Aid Nights primarily focus on how to fill out the forms. They do not explain how to legally and ethically increase your eligibility for financial aid by doing "income and asset" planning. 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.

All in all, go to your Financial Aid Night, but **DON'T** expect it to solve all your problems.

Secret # 3: How To Send Your Child To An Expensive Private University For Less Than A State School!

(This one will really amaze you!)

Believe it or not, some private schools end up being cheaper than a state school or a local community college. How can this be you ask?

Let me explain...

No matter what school your child applies to, you will have to pay your **EFC** (Expected Family Contribution), which is the minimum amount of money the government will expect your family to pay at any school.

So let's say that your child applies to two schools – one private university and one state college. The private school costs \$50,000 per year and the state school costs \$20,000 per year.

Let's assume that your EFC is calculated to be \$5,000, which is the minimum the government expects you to pay towards either school. But here's what happens. Because the private university is well endowed and has a lot of money to give out, they end up offering you financial aid that will cover all expenses above \$5,000 (your EFC), so all you pay out of pocket to send your child to a \$50,000 a year school is \$5,000.

Unfortunately, the state school does **NOT** have a lot of money to give out, and all they offer you is \$7,000 in aid – so you end up paying \$5,000 (your EFC) plus the \$8,000 they left you short by for a total of \$12,000.

It actually ends up cheaper to send your child to a private school.

Secret # 4: How To Lower Your “Out-Of-Pocket” Costs, And Get The Maximum Amount Of Money From Each School!

Just like a good C.P.A. can minimize your tax liability, I can show you how to set up your financial situation in the most favorable terms legally allowable!

Certain assets are counted much more heavily in the financial aid formulas than others. Where you keep your money could mean the difference between getting \$10,000 in financial aid or getting nothing. If you don't know how to legally and ethically position your money properly for purposes of financial aid, you could end up losing thousands in financial aid.

Secret # 5: How To Pick Colleges That Will Give You The Best Financial Aid Packages ~ More FREE Money, Less Loans!

Why waste your time applying to schools that will never give you the money you need?

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's important you know this information before you ever apply to a school.

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

Secret # 6: How To Fill Out The Complicated Financial Aid Forms Accurately And On – Time!

If this happens, you will lose most or all of your eligibility for financial aid!

Did you know that according to the Department of Education, **over 90%** of financial aid forms go in with errors or inconsistencies? If this happens, you will lose most or all of your eligibility for financial aid!

Simple mistakes like omitting a social security number, using white – out to make corrections, and not registering a male student for the selective service can actually “bump” a form.

If this happens, you will have to reprocess your financial aid forms, which will take another 4 – 6 weeks.

Since financial aid is awarded on a first come, first served basis. It is imperative that you get your forms accurately and on time, or you will miss out on thousands of dollars in financial aid that you would have been eligible for.

Secret # 7: How To Locate And Apply For Every “Need – Based” Scholarship, Grant and Low – Interest Loan That Your Child May Be Eligible For!

Leave no stone unturned when searching for money for college. Be sure to apply for all “need – based” sources of funding through the Federal government, the State you live in, and the Colleges and Universities your child is applying to. Most of the financial aid programs can be applied for by simply filling out the Federal form (FASFA) and, in some cases, the Institutional Form (CSS/Student Profile).

Step # 8: How To Pay For Your Child’s Education On A Tax Favored Basis!

I've used this technique to help my higher tax bracket clients who don't qualify for need based financial aid!

Do you make in excess of \$100,000 a year?

If you answered “Yes”, there’s a good chance you won’t qualify for need based aid.

But what if I told you there is a way for you to make college tuition tax deductible? Do you think that might save you some money?

On average, we can show higher income clients how to save over \$4,000 a year in taxes!

Step # 9: How To Send Your Child To The College Of Their Choice Without Spending Your Life's Savings Or Paying Out Of Your Current Income!

Just like a good CPA can help lower your tax liability, a good Certified Financial Planner can help you get more money for your child's college education. But before you pick a Financial Planner, make for sure they offer the following services:

- (1) Help you arrange your income and assets to lower your "out-of-pocket" costs and increase your eligibility for college aid;
- (2) Help you pick schools that you have the best shot at getting money from;
- (3) Help you fill out the two major financial aid forms so they go in accurately and on time; and
- (4) Help you negotiate with schools to get the best possible package.

Not taking advantage of any of these "Nine Secrets" could literally cost you thousands of dollars in lost financial aid that you may be able to receive. Don't let this happen to you!

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