



# **NOT! Your Parent's College Plan: Everything You Need to Know About Preparing For, Applying To & Getting a Great Financial Aid Grant or Merit Scholarship From America's Top Colleges**

*Peter Ratzan, Jill Ratzan*

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Are you like 97% of college-bound high school families who are overwhelmed and frustrated by today's complicated, uber-competitive and utterly confusing college admissions and financial aid requirements? You don't have to be.

Not! Your Parent's College Plan is an indispensable, comprehensive and money-saving guide to today's frenzied College Admissions and Funding world. With simple, easy-to-take steps and detailed instruction, you will learn exactly how to prepare for, apply to and pay for college without losing your mind or your life's savings.

We cover a variety of topics including:

- the overhaul of the SAT
- the changes to the Financial Aid application regulations
- the record-low admit rates
- what really counts in the admissions committee room
- the Coalition for Access, Affordability and Success, and its brand new 'Virtual College Locker' portfolio-based application
- why you should submit your taxes electronically

...and many other important college planning issues, rules and nuances that we've seen befuddle even the most motivated students and parents.

"I just wanted to say thank you, thank you, thank you again! The help and advice you gave to my mother and myself not only calmed out nerves through our first college applications, but allowed us to make smart decisions that we wouldn't otherwise have thought of under any circumstances. I'm so so so grateful and don't know if I'd be where I am right now without your help. I'm still in shock, but incredibly happy. Thank you so much." - Samantha Norman

Here's why we wrote this book: higher education is a business, a big business. Colleges set prices with the idea of creating a perception that they are delivering value in the marketplace. Often times they will go out and hire high-priced consultants, specific companies who specialize in marketing and in helping admissions and financial aid offices price their schools and discount for their students.

You need to be prepared.

Even if right now the thought of applying to college, let alone paying for it, seems overwhelming; this

sanity-saving resource will show you that it need not be! Download it today so you can actually relax and enjoy the relief that comes with knowing that you've got college covered.

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**Nicolas Olsen:**

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**Lamar Santiago:**

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