



### ***What does The edCelerator™ do for Parents?***

Ninety percent or more of the parents we have met with over nine years of college planning laser-focus have needed to borrow money to pay for college. Some have borrowed small amounts and some have borrowed large amounts. Some have received significant amounts of financial aid and some have received none.

There is always a “post financial aid” cost of college that must be met by the parents and/or the student.

*For the families that need to borrow some or all of that cost, the edCelerator™ is the quickest and cheapest way to pay off those loans.*

Please complete the [Contact Form](#) and we will send you a full edCelerator™ presentation in which you’ll see that for our sample family, using the edCelerator™ was cheaper than paying for college with cash!

### ***What does The edCelerator™ do for Advisors?***

If you are (as we are) an ethical college planning specialist, you have for years conducted parent presentations, follow-up meetings, financial aid analyses, student positioning, career counseling, college selection strategies and funding suggestions. You are committed to making college work for clients.

*And (like we were) you are surprised that more parents do not engage you for these services, despite your relatively modest fee.*

Why didn’t they? You are intelligent; you are honest; you are articulate; you make a nice appearance; you are passionate; you have forgotten more about college planning than most parents will ever know. *There should be a line of parents outside your door!*

**And there will be, once you realize this:** You have not told your prospective clients how many dollars working with you will save them on their total, out-of-pocket cost of college.

Oh, we know - you show them how repositioning assets or shifting income **might** help them receive more financial aid. You show them how strategic application/student positioning strategies **might** help them obtain merit-based aid awards. You show them how private colleges **might** be cheaper than public colleges. You show them that proper college selection **might** help avoid transfer costs. You show them *all* of these effective strategies. **But you don’t give them a specific college cost number and a specific college loan payoff date.**

### ***edCelerator™-Certified College Planners do.***

edCelerator™-Certified College Planners do all of the valuable things you do but we then show parents very specifically how the edCelerator™ System will save them \$50,000 or \$75,000 or \$100,000 off the post-financial aid, post-strategies cost of college. Parents can latch on to paying \$500 or \$1,500 or whatever you charge, to save \$50,000 or \$75,000 or more on the cost of financing a college education.

*Give parents something to latch onto. Give them a dollar and date-specific reason to engage you.*

**Become an edCelerator™-Certified College Planner today.**