BIG DREAMS DEMAND

A SMART PLAN

SMARTTRACK®

YOUR COMPLETE COLLEGE FUNDING

SOLUTION

CONFUSED AND STRESSED ABOUT HOW TO PAY FOR COLLEGE?

Many middle and upper-middle income families list it among their top 3 financial concerns.

The price of a 4-year college degree can run $80,000 - $300,000 and continues to soar. The keys to significantly reducing your college costs? **Start early** and **work with an expert** who can help you maximize aid potential and create a money-saving funding plan.

Top Concerns:

Is there a better way to pay for college?

How can we qualify for more aid and pay less out-of-pocket?

Will 529s/savings be enough to cover college costs?

I don't want to saddle myself or my kids with crushing school debt.

Which colleges can be generous with my student?

I don't want my assets to negatively affect my aid/grants/scholarship potential.

I don't want to risk retirement paying for college.

Are there tax strategies that will benefit me?

Will we have enough funds to put all our children through college?

Can we afford our child's dream school?

GET THE SMARTTRACK® ADVANTAGE

✔ Improve Your Scholarship and Grant Potential

✔ Identify and Understand Your Money-Saving Funding Options

✔ Maximize Your Financial Aid Eligibility

✔ Have an Expert Answer Your Specific Financial Questions

✔ Balance Your College List for Admissions AND Affordability

✔ Minimize Dependency on Expensive Student Loans

✔ Reduce Costly College Funding Errors

✔ Gain Peace of Mind – You are Planning Smart with SMARTTRACK®

THE SMARTTRACK® COLLEGE FUNDING SOLUTION

SMART ADVISOR

TAKE CONTROL OF AID CALCULATIONS

Middle and upper-middle income families routinely overpay for college in multiple ways.

Your Smart Advisor will identify and mitigate problems in your financial profile so that you're better positioned to maximize your potential financial aid and merit awards.

MAKE A PLAN TO PAY SMART

How you pay for college can greatly impact how much you pay.

Leverage your assets and income to cover college costs for all your children without losing financial aid or damaging your retirement.

KNOWLEDGE IS POWER!

Your Smart Advisor will answer your college funding questions, and unlike other financial professionals, has specific expertise in how family dynamics, taxes, cash flow, business structure, equity, borrowing, student profile, private scholarships, etc., factor into college and retirement planning.

SMART NAVIGATOR

IDENTIFY GENEROUS COLLEGES BEFORE YOU APPLY

Expensive private universities can often be more affordable than state schools, if you know where to look.

This information-packed, self-directed report helps you understand which of your student's choice schools are likely to be generous with your family, potentially saving you tens of thousands of dollars at colleges you never thought you could afford.

SMART SCHOLARSHIPS

ACCESS MORE FREE MONEY

Maximizing merit-based scholarships helps every family because it's free money not related to your financial need. Access a wealth of unpublished information on merit awards offered by each college and even apply directly through this genius software.
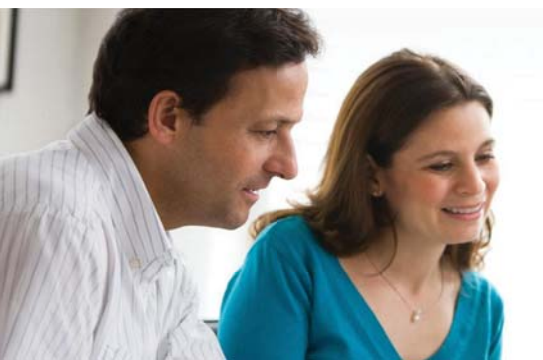
SMART STEPS

SUBMIT YOUR FORMS CORRECTLY

Families miss out on significant financial aid because they make errors on confusing financial aid applications.

Smart Steps is a software wizard that guides you through the FAFSA and CSS Profile applications on a self-directed, step-by-step basis to reduce stress and costly mistakes.

SMARTTRACK®

SMARTTRACK® IS THE NATION'S LEADER IN HELPING FAMILIES PAY LESS FOR COLLEGE

Your Next Steps...

- Schedule a strategy session by phone with a Smart Advisor who will evaluate your current situation and identify ways to improve it.

- Work with your Smart Advisor to design and implement a comprehensive college funding plan and get answers to your financial questions.

- Make better decisions with Smart Navigator – the one tool that reveals college generosity before you apply.

- Maximize merit-awards with Smart Scholarships.

- Reduce financial-aid application errors with Smart Steps.

200,000+ CLIENTS'
Average Satisfaction Rating 4.87/5 Stars!

★ ★ ★ ★ ★