



COLLEGE PLANNING

Guided by Elite Collegiate Planning. Powered by CPN 



COMPREHENSIVE

SUPPORT FOR STUDENTS AND PARENTS



COLLEGE PLANNING IS MULTI-FACETED

It's not only about finding the right school.
It's not only about test scores and grades.
It's not only about gaining admission.
It's not only about affording it.
It's about ALL of these things.

At the same time.

That's why your college planning team—Elite Collegiate Planning (ECP) and the College Planning Network (CPN)—work together to deliver a holistic approach to college planning, providing support for students and parents simultaneously.

Students want to go to the school of their dreams. Parents want to help fund the dream, without turning their finances into a nightmare.

We can help.

As one of the only college planning companies that serves both the needs of students and parents, we believe that planning in advance and being well-informed are critical.

Our experts, tools, and technology assist students through the college search, prep and admissions process, while simultaneously providing parents with strategies for funding college and guidance through the financial aid process.

EXPERTS WHO SPECIALIZE IN COLLEGE PLANNING

- Financial planning advisors will help your family with strategies to afford college without jeopardizing retirement
- Admission experts know what schools are looking for and how to position yourself to gain acceptance
- Certified college counselors are paired with students based on their unique needs
- Personal college coaches address everything from high school coursework to test prep to applications
- Financial aid professionals help maximize award offers, appeal when necessary, and minimize the stress of the process
- Professional writing coaches assist with college essays that stand out from the crowd
- Strong Interest Inventory®-Certified counselors provide personalized assessments, interpret results, and give insight into majors and careers where you are likely to be happy and succeed

WE'VE CENTRALIZED AND SIMPLIFIED THE COLLEGE PLANNING PROCESS

College planning can be overwhelming. As your child navigates the gauntlet of tests, tours, essays, applications, and admissions tasks, you will wade through the financial aid forms, and financing decisions. There is a massive amount of planning and information to decipher.

CPN has centralized and simplified the process with a proven system and innovative platform to put all of your college planning needs in one place. With expert guidance, clear timelines, curated resources, and state-of-the-art technology, we turn an overwhelming trek into an easy to navigate process.

We've developed three differentiated programs that allow you to choose the level of support your family needs for access to financial planning advice, personalized application and admissions counseling from industry experts, and an essential guide through the financial aid process.

With our comprehensive approach, your advisor and CPN help you reduce out-of-pocket costs and avoid overpaying for college while ensuring your child finds and gets into a school that is the right academic, social, and financial fit . . . securing a bright future for your child and you.



SPECIALIZED

COLLEGE FUNDING SERVICES

COLLEGE FUNDING

You want your child to attend college. But how are you going to pay for it? What is the CSS Profile? Is a state school the most affordable option? Where do you find the FAFSA form? Why does the government say I can afford more than I actually can?

When it comes to college financing . . . you have questions.

We have the answers.

Unlike programs that focus solely on admissions and applications, we understand that college is both an educational decision and a financial one. That's why the College Planning Network (CPN) proudly supports a network of select college funding professionals to provide comprehensive college planning services.

Advanced planning can make college more affordable. Starting as early as middle school and lasting through graduation, the decisions you make can impact your ability to pay for college and your opportunities for receiving financial aid.

Your college financial specialist is well-versed in the world of college financial strategy. Using expertise in higher education, personal finance, and risk analysis, your financial specialist creates customized plans to meet your family's goals for affordability and funding.

- Personalized family contribution calculation, reduction analysis, and financial aid maximizer
- Preliminary financial aid award estimates
- Custom college funding solution—personal plan to cover the cost, but not overpay
- Cost-efficient borrowing and cash flow strategies for college years and beyond

FINANCIAL AID

Supplementing the expert guidance from your college financial specialist, CPN will lead you through the financial aid process to gather pertinent data, securely upload financial documents, keep you on track to meet important deadlines, and properly submit all of the necessary forms and documentation.

Our experts can perform a comparative analysis of your financial aid awards, and draft appeal letters to request increases to your awards if warranted.

INNOVATIVE TOOLS AND TECHNOLOGY

F - FINANCIAL
A - ACADEMIC
S - SOCIAL
T - TARGETED
R - RESEARCH

WHAT GOOD IS A LIST OF COLLEGES YOU CAN'T AFFORD?

The **COST** is always a factor in the college **DECISION** making process. Shouldn't it be a factor in your college **SEARCH** process too?

INTRODUCING CPN'S SEARCH FASTR® TECHNOLOGY WITH TRUCOST CALCULATOR®

Find and research colleges using our proprietary game-changing platform and get the critical information you need to make sound, confident decisions on school choices. Our Search FASTR® Technology with TruCost Calculator® is the only college search engine that puts YOUR financials into the equation.

For decades, families have used search engines to find colleges that are the right fit for location, academics, activities, and size. But the results of those searches leave out a huge piece of information . . . the actual true cost, rather than what is posted as the cost of attendance.

At the end of the day, students often apply to schools they can't afford, and **DON'T** apply to schools that they didn't realize they actually **COULD** afford!

Search FASTR® is here to change all of that. With our technology, students and families can create an accurate list of colleges that includes every piece of the college planning puzzle . . . academics, social fit, admissions criteria, scholarship data, geography, AND COST.

Our proprietary Search FASTR® isn't just a customized search engine. The integrated TruCost Calculator® makes it a highly **PERSONALIZED** search engine that takes your financial data into account. So you'll get a list of colleges that fit your parameters, **PLUS** information on how much financial aid you could receive at each school.

To be clear, Search FASTR® doesn't just provide you with a list of colleges with low tuition. The hidden truth is that some "higher priced" colleges have endowments and giving practices that make them more affordable than "lower priced" schools. Search FASTR® Technology with TruCost Calculator® takes all of this into account and includes your own financial data to give you the most accurate projection of your out-of-pocket costs.

Search FASTR® doesn't just help you build a college list, it revolutionizes it!



INFORMATIVE WORKSHOPS AND WEBINARS

The college search and admissions process is stressful. For even the steadiest student, the barrage of decisions and information is dizzying.

CPN can help.

With advice to maximize academics and extracurricular activities throughout high school, CPN helps students start preparing for college long before the admissions process begins.

We simplify the application process with checklists, reminders, test prep and timelines. So you'll submit excellent applications on time, with minimal stress.

Throughout the whole process, CPN provides access to webinars, podcasts, and master classes with expert content and up-to-the-minute advice.

CPNSIMPLIFIED

Stay on track in your college planning journey with our monthly live webinars called *CPNsimplified*. Topics are expertly timed throughout the year to align with key milestones in the college admissions and financial aid process. These informative sessions ensure that families stay updated on the latest changes in procedures and policies, and they help students and parents remain on track with crucial tasks.

Each webinar concludes with a dedicated Q&A opportunity to get your specific questions answered in real time by our knowledgeable experts. *CPNsimplified* was developed to make the college planning process smoother and more manageable for your family.

SUNDAYS WITH STUDENT SERVICES

Designed specifically for juniors, Sundays with Student Services workshops run from June to May. Starting the summer before a student's junior year, these sessions set the stage for a successful application journey. Each month, we dive deep into critical topics such as NCAA eligibility, ROTC programs, disability services, standardized testing (SAT, ACT, and PSAT), essay development, crafting college lists, planning campus visits, and more. As the application season approaches, we offer a comprehensive two-part admissions overview in April and May, ensuring students are fully prepared and confident. These sessions are packed with expert insights and practical advice, and each webinar includes a live Q&A, providing personalized support and answers to your pressing questions.

ONE-on-ONE

COLLEGE COUNSELING

COLLEGE MAJOR & CAREER GUIDANCE WITH THE POWER OF THE STRONG INTEREST INVENTORY®

Comprehensive Program Only

Choosing a college and a major is one of life's biggest decisions. That's why we don't leave it up to guesswork. Using the Strong Interest Inventory® assessment developed by Myers Briggs and backed by 80 years of research, we administer and analyze a comprehensive student survey to help address important college decisions such as:

- “What kind of school is a good fit for me?”
- “What should I major in?”
- “What is a good career path for me?”

Working with one of our Strong-certified experts, your student will receive a professional analysis of your personal 16-page report, and one-on-one meeting to discuss your unique results.

Whether your child is certain of their path forward or could benefit from guidance, the Strong Interest Inventory reveals inherent strengths, natural interests, and potential career paths.

Armed with this in-depth insight, we can match your student with their ideal certified college counselor and your student can make decisions about their future with conviction and confidence.

The Strong Interest Inventory® helps identify:

- Potential majors
- Right-fit colleges
- Natural strengths
- Optimal courses of study
- Potential internship options
- Successful career paths



ADMISSIONS IMPACT MENTORING (AIM) 1-ON-1 COUNSELING SESSIONS WITH PROFESSIONAL COLLEGE COUNSELORS

Essentials & Comprehensive Programs Only

The college search, admissions, and application process has only grown more complex. So we developed our Admissions Impact Mentoring (AIM) program. AIM sessions are one-hour, one-on-one college counseling sessions with a certified college counselor who is specifically matched with your family. With decades of experience and insider-knowledge of the admissions process, our college counselors are ready to share their wisdom with you.

Each AIM session is unique—customized to meet your student wherever they are in the process—and designed to reduce stress with maximum guidance for successful outcomes.

Guidance in our AIM sessions can include:

- Goal setting
- High school course planning
- Dual-enrollment, AP, IB
- College list development
- College visit strategies
- Activities and extracurriculars
- Essay development
- Resume building
- Application to-do lists and timelines
- Application advising
- NCAA, ROTC and other specialties
- Summer jobs and internships
- Interview preparation, mock interviews, and more . . .





COMPREHENSIVE PROGRAM

EXPERIENCE THE PINNACLE OF COLLEGE PLANNING SUPPORT WITH OUR COMPREHENSIVE PROGRAM

Developed from 20 years of expertise and insights, this signature option includes all of the tools and technology needed for a successful college planning journey, plus unparalleled expert guidance, counseling, and customer service every step of the way. As a robust complement to your financial professional's services, CPN will walk you through a tried and true step by step process to maximize your support and minimize your stress.

INCLUDED

- Specialized College Funding Services
- CPN Search FASTR® Technology with TruCost Calculator®
- CPNsimplified — monthly, live master classes
- Sundays with Student Services — especially for juniors
- Career Cruising Matchmaker and My Skills assessments
- College admissions video library and College Knowledge® podcast access
- Exclusive resource library: 20 years of college know-how, guides, and tools
- Test Prep—SAT/ACT preparation with Methodize
- Comprehensive financial aid services
- Comparative analysis of financial aid awards
- Customized and personalized appeal letters (if warranted)
- Verification and IDOC support
- Five one-on-one college counseling sessions (AIM - Admissions Impact Mentoring. See p. 6)
- Strong Interest Inventory® with College Profile assessment by Myers Briggs (See p. 6)
- Strong Start® one-on-one meeting with Strong-certified academic advisor
- Professional college application and essay critique, edit, and review
- Individual Q&A support
- VIP help desk access for supplemental admissions and financial aid support

QUICK REFERENCE GUIDE

TOOLS, TECHNOLOGY, AND PROFESSIONAL SERVICES	COMPREHENSIVE
Specialized College Funding Services	
Personalized family contribution calculation, reduction analysis, and financial aid maximizer	✓
Preliminary financial aid award estimates for an unlimited number of schools	✓
Custom college funding solution—personal plan to cover the cost, but not overpay	✓
Cost-efficient borrowing and cash flow strategies for college years and beyond	✓
CPN Search FASTR® Technology with TruCost Calculator®	
Essential data and admissions criteria from 3,800+ colleges and universities	✓
Database of 5000+ institutional scholarships, award value, and criteria to qualify	✓
College ROI or “outcome” data including starting salary, debt owed, and more	✓
Proprietary TruCost Calculator® to determine what YOUR family will actually pay	✓
College Prep Workshops, Webinars, Tools, Technology, and Resources	
CPNsimplified – monthly, live master classes to guide students through each stage of the admissions process	✓
Sundays with Student Services – especially for juniors – monthly, live, deep dive into timely and important college application processes and topics	✓
Career Cruising Matchmaker and My Skills assessments	✓
College admissions video library and College Knowledge® podcast access	✓
Exclusive resource library: 20 years of college know-how, guides, and tools	✓
Test Prep—SAT/ACT preparation with Methodize	✓
Financial Aid Services	
Consultation and key to complete FAFSA (Free Application for Federal Student Aid)	✓
Consultation, preparation, and submission of the CSS Profile (if applicable)	✓
Comparative analysis of financial aid awards	✓
Customized and personalized appeal letters (if warranted)	✓
Verification and IDOC support	✓
One-on-One College Counseling Services with Our Experts	
1-on-1 counseling session – includes college list development (AIM Session I)	✓
1-on-1 counseling session – Admissions Impact Mentoring (AIM Session II)	✓
1-on-1 counseling session – Admissions Impact Mentoring (AIM Session III)	✓
1-on-1 counseling session – Admissions Impact Mentoring (AIM Session IV)	✓
1-on-1 counseling session – Admissions Impact Mentoring (AIM Session V)	✓
Strong Interest Inventory® with College Profile assessment by Myers Briggs	✓
Strong Start® one-on-one meeting with Strong-certified academic advisor	✓
Professional application and essay critique, edit, and review	✓
Individual Q&A support	✓
VIP help desk support for admissions and financial aid	✓

“ Elite Collegiate Planning made it simple. The plan not only helped us to afford college, but set us up to supplement our retirement in a big way! We had no idea that college costs could change so much. We cannot thank ECP enough for teaching us how to do it without huge loans. ”

AARON & GRACE P.



Elite Collegiate Planning
By Paradigm Financial Group, Inc.

ELITECOLLEGIATEPLANNING.COM
letstalk@elitecollegiateplanning.com
p 610-422-3530 | f 610-422-7060