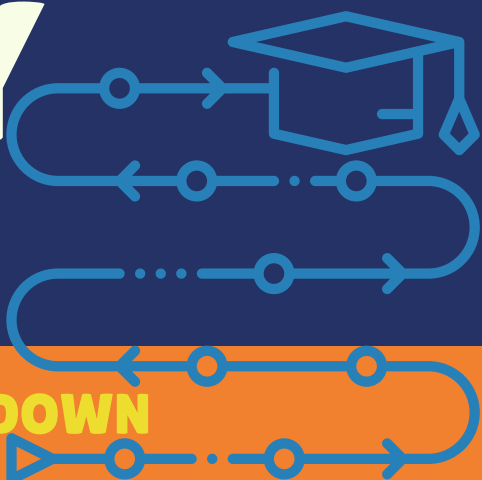


# THE COLLEGE MONEY TALK

- The most important aspect of college planning
- Relationship between parent and student



## AVOID THE EMOTIONAL LETDOWN

### SCHOOL GUIDANCE COUNSELOR

Advises student to look at easily accepted, reach and expensive colleges



**CONCERN IS ABOUT GREAT SCHOOLS, NOT BUDGET**

### READY TO LOOK AT COLLEGES

The student has done their part working hard, getting good grades



**ACADEMICALLY QUALIFIED**



### VISITS AND FALLS IN LOVE WITH SCHOOL



### BUT WHERE IS THE MONEY COMING FROM?



At this stage, often the money talk hasn't happened. Have a plan before becoming emotionally attached to dream college

### WHAT WILL THE STUDENT CONTRIBUTE?

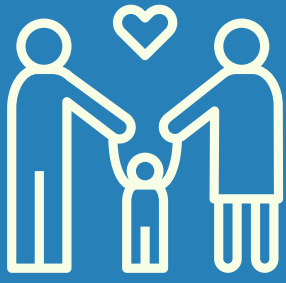


**MERIT SCHOLARSHIPS OR LOANS?**



### COMPARISON OF TWO FAMILIES

#### STARTS SAVING EARLY



#### PREPARED

DOESN'T NEED TO TAKE OUT A LOAN



**STUDENT DODGES FINANCIAL STRAIN**

#### NOT PREPARED



**REALIZES DREAM SCHOOL IS NOT AN OPTION DUE TO THE FINANCIAL STRAIN IT WOULD CAUSE**

**COULD DESIGNATE INCOME OR INCUR CRUSHING AMOUNTS OF LOAN DEBT**



**STUDENT TAKES ON DEBT TO GO WHERE THEY WANT**

**STUDENT LOANS OFTEN LEADS TO 3XS MORE DEBT THEN FIRST YEAR SALLARY**

- **LONGTERM DEBT AND RESENTMENT**
- **STRESS**
- **MIGHT HAVE TO MOVE BACK HOME**
- **EMBAESSED**



EVERY STUDENT GOING TO COLLEGE NO MATTER THEIR FINANCIAL SITUATION SHOULD FILL OUT:

- **FASFA**
- **TAP**
- **SCHOLARSHIPS**



Its important to have the "college money talk" to reduce the stress and anxiety of the college shopping process