



# Give Your Student the Competitive Advantage They Deserve in Preparing for Their Future.

**Rightwise Prep's College Success Academy:**  
Unlimited support from start to finish

[rightwiseprep.com/csa](https://rightwiseprep.com/csa)

**Rightwise Prep<sup>®</sup>**

2013  2023

## Seeking Wise Counsel

In the same manner as enlisting the help of financial and tax experts to maximize your wealth and retirement, preparing for your child's future is simply too important to go it alone.

Rightwise Prep delivers the most comprehensive college and career counseling program available today and it would be our privilege to help your student reach their college and career dreams.



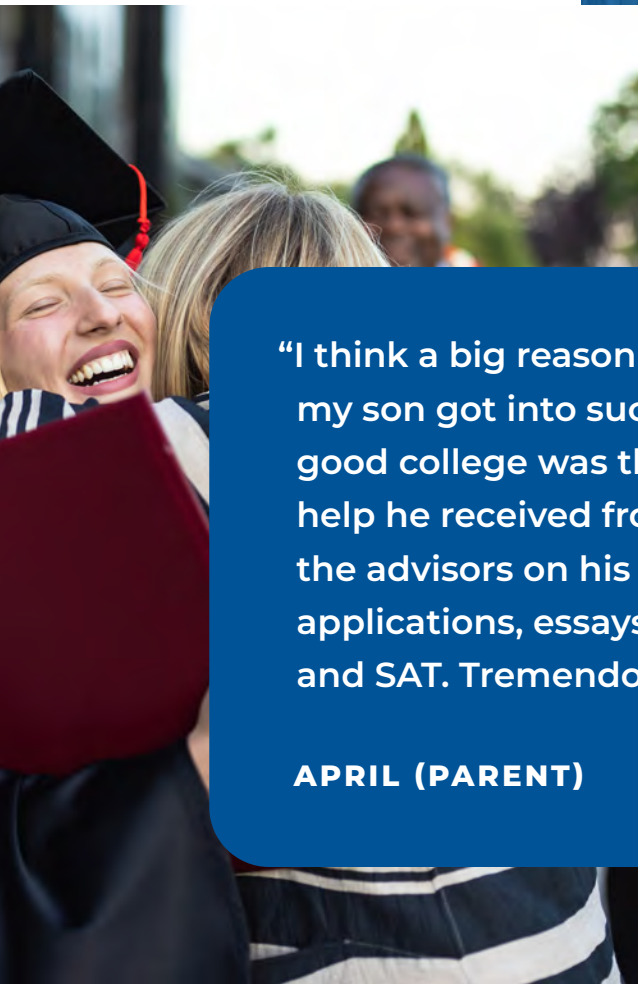
Rightwise Prep®

2013



2023

Celebrating Ten Years of Proven Results,  
Happy Parents, and Successful Students.



"I think a big reason my son got into such a good college was the help he received from the advisors on his applications, essays, and SAT. Tremendous!"

**APRIL (PARENT)**

## About Rightwise Prep

**Rightwise is a private educational services firm proudly serving students and parents in every state and U.S. citizens living around the globe.**

We connect with families who have children in grades 8-12 exclusively through select professional service firm partners that are deeply committed to the success of their client families, just like yours.

This allows us to save on advertising cost and provide our white glove treatment service at an exceptional price.

**Students are not just a number in our system...we know they are the future of our country, each with their own hopes, desires, and dreams.** That's why we enroll a limited number of students each year to ensure that your child gets the attention and care they deserve.

Our proprietary approach to college and career success was developed by a team of experts that have over **two decades of experience in helping thousands of students** achieve their college and career dreams.



# Poor Planning Leads to Costly Mistakes for Students and Families

The cost of a degree is rising while college admissions and scholarships are more competitive than ever.

## Per Year - Average Cost for Tuition, Fees, and Room/Board

In-State Public University: \$25,864  
Out-of-State Public University: \$43,721  
Private University: \$54,501

## Student Loan Debt is at an All-Time High

\$37,584 – Average amount of debt held by students at graduation.

College is costly, not only while earning a degree but also in the years spent paying off student loans.

For most parents, outside of purchasing a home, paying for their children's college education is the most expensive investment that they will ever make. Yet most parents leave the decision-making process to their teenager with no professional help in choosing their career path, major, or college.

Lack of formal career and college counseling leads to costly mistakes. Students are taking too long to graduate which dramatically increases the cost of their education.

## The Reality of Costly Mistakes

More than 60% of students are taking six years or more to graduate, significantly increasing the cost of their college degree.\*

This is due to little or no proper college and career planning as well as poor academic preparation in high school.

The difference between four and six years of college can be over \$90,000.

In addition, the student's opportunity costs also increase when they are still in college and not out in the workforce earning a living alongside their peers.

**Over 30% of students in college end up changing their major at least once** over the course of their college career.\*

Changing majors almost always means additional classes which significantly increases time and costs.

This is the costly result of no formal career counseling before graduating high school.

*\*National Center for Education Statistics*

## Regret and Failure

Over half of college graduates surveyed would change their major, college, or degree plan.\*

The national freshmen persistency rate is a dismal 66.4%, meaning that over one third never return to their initial school after their first year.

While high school dropout rates are decreasing, the United States experiences a daunting 40% college dropout rate every year.

This is a direct impact of students and families attempting to navigate the high school-to-college transition process without professional help.

Most students drop out because they started college without a plan. They did not take steps to confirm their career path, choose an appropriate major, or select a college that was a good fit for them, academically, socially, emotionally, or financially.

Well intentioned and motivated high school graduates end up attending a college that was not a good fit for them, studying for the wrong career, resulting in wasted time and money.

They leave with a sense of failure and unfortunately, many of them never pursue their college dream again.

*\*Strada-Gallup*

# Our Unique Methodology

Our proven approach focuses on long-term success for your student.

We start with your child's best-fit career in mind and work backward to identify the path that provides real satisfaction over a lifetime.

Focusing on the Right Career, the Right College, at the Right Price ensures students stay on track and graduate in 4 years.

**Save Time – Reduce Stress – Save Money**



## Ensuring Your Child's Success, Increasing Your Return on Investment

Independent research by The Education Trust reinforces the value of Rightwise Prep.

Students receiving formal college and career counseling are twice as likely to graduate from college in four years – saving time and money.

Improved SAT®/ACT® test scores lead to increased chances for college admissions and scholarships.

Beginning career and college counseling as early as the 8th grade can double a student's chances of attending and graduating from college.

## Proven Program = Tangible Results

Over the past six years, our results for high school graduating seniors who successfully completed our program:

**99%\***  
were accepted into one or both of their top two college choices.

**\$23,587\***  
average financial aid awarded per student each year by their college or university.

**100%\***  
of students and parents would recommend our program to other families.

**95%**  
college freshman persistency

\*Tracking Success - Results based on surveys of graduating high school seniors and their families who successfully completed our program. Survey includes submitted college acceptance letters, financial aid award letters, and additional documentation.

# Rightwise Prep's College Success Academy

We offer the most comprehensive career and college admissions counseling, test prep, and financial-aid counseling program available today.



A proprietary approach to college and career success based on over two decades of experience helping thousands of students.

Save Time – Reduce Stress – Save Money

## Enrolling Students in Grades 8 - 12

Unlimited access and support from the time of enrollment through college graduation.

“It has been great having a team of Advisors to guide us throughout the entire process and talk with any time we needed help.”

**ETHAN (STUDENT)**



## A Customized Plan and Expert Guidance Every Step of the Way

We'll walk you and your student through the entire process.



### **A Team of Expert Advisors**

Our highly-trained team of degreed college and career planning experts will work with you and your student from program enrollment all the way through college graduation.

### **24/7 Access to Your Password-protected Portal**

Our interactive online platform lets students and parents access their program tools at home, school, or work. This includes advisor/family communications, saved documents, career assessment results, customized career and college lists and databases, test preparation, video/document resource library, and a lot more.

### **Unlimited Access to Your Advisory Team**

You'll have unlimited contacts with our team via phone, email, and chat.

### **Step-by-Step Guide**

Key milestones to complete by grade/semester will ensure both you and your student will know when to get things done and how to do them.

### **A Custom Plan for Your Student**

We create a custom, step-by-step action plan for each student because every student's path is unique.

### **Timely Email Reminders**

Sent to parents and students to keep everyone on track and ahead of deadlines.

### **Huddles**

Scheduled calls or "huddles" at key decision points.

## Unlimited Career Counseling

We start with the end goal in mind – a focus on the right potential careers for your student's future job fulfillment and success. Rightwise's career experts will walk your student through a detailed career counseling process, creating excitement and focus.

Our impactful and detailed career assessment suite measures your student's interests, aptitudes, and abilities.

Our custom list of recommended potential careers selected by our advisors based on interviews with your student, their assessment results, and additional data will get your student engaged in the process. We'll further refine this list together each time we connect.

We'll help refine your student's career goals throughout high school by helping them research careers using our detailed career library, and providing guidance on job shadowing, career interviews, resumes, and special career-focused summer camps.

We'll identify appropriate majors and colleges to reach your student's goals.

## Unlimited College Selection Counseling

Rightwise wants to make sure your student doesn't simply survive in college; we're here to help them thrive in college.

Our advisors will develop a custom list of colleges that align with your student's career goals and provide the best academic, social, and emotional fit for your student while providing detailed information from our library of over 4,000 college and universities.

We will assist you and your student in ensuring that their high school course schedule meets their specific college/university requirements.

Our experts will work with your student to create a personal action plan to ensure they are competitive at their best fit colleges.

We will huddle with you and your student at key intervals to check progress and refine objectives as needed.

## Unlimited College Admissions Counseling

Our advisors are experts in helping students be competitive and stand out from the crowd.

We will coach your student on how to meet and exceed admission requirements to help increase the likelihood of acceptance at each of their target colleges.

Our advisors will review your student's college applications to help ensure they are submitting their best work.

Our essay experts will review your student's admission and scholarship essays, as well as resumes, to help ensure they stand out from the competition.

We will help your student ace key interviews at highly selective colleges through our in-depth coaching and prep.

## Unlimited SAT<sup>®</sup>, ACT<sup>®</sup>, & PSAT/NMSQT<sup>®</sup> Test Prep

Our proven test prep methodology and unlimited access will help your student maximize their test scores to help increase their likelihood of admission and scholarships!

24/7 access to your customized test prep plan allows students to work on test prep in a fun, engaging, stress-free environment that fits into their busy schedules.

The program uses adaptive learning by creating and modifying their customized plan to strengthen weaker subjects while maintaining stronger skills.

Parent access, so you always know when to praise and when to push.

Proven results - Average SAT<sup>®</sup> increase of 200 points and over 2-3 points on the ACT<sup>®</sup>.

# Unlimited Financial Aid Counseling

Knowledge is power when it comes to paying for college. Rightwise families are educated on the financial aid process from start to finish to equip them to make wise choices.

We provide detailed education on understanding affordability and critical financial aid forms.

We help identify merit-aid scholarships that are available to your student, regardless of your family's income, at their target schools reducing your family's out of pocket cost even further.

Our experts provide unlimited financial aid form reviews for documents like the FAFSA, SAR, CSS profile, state, and university-specific documents.

Rightwise provides unlimited financial aid award letter reviews to help ensure your student is receiving a fair offer, help you compare offers at competing schools, and, if necessary, advise on how to properly appeal for more aid.



“The constant support I’ve received during the program allowed me to succeed in my college journey beyond what I ever imagined.”

**WYATT J. (STUDENT)**

Want to learn more about our impactful program, or read more testimonials from happy parents and students?

Visit [rightwiseprep.com/csa](https://rightwiseprep.com/csa)