

A 5-Minute Summary of the 5 Most Common College Planning Mistakes

1. *Unrealistic Expectations.* We can all agree that a “C” student isn’t likely to get into Stanford. Yet we see students (and parents) with unrealistic expectations every day. It’s OK to dream, but make sure the bulk of your time and effort is directed toward schools that are a good “fit” academically, socially, and financially.
2. *The Lack of a Coherent Strategy.* College planning success requires a carefully laid-out plan incorporating your gifts, financial situation, opportunities, and goals while acknowledging your weaknesses, problems and concerns. Hope is not a strategy.
3. *Acting on Faulty Information and Advice.* “Common knowledge” isn’t always right. Hearsay, tips and hunches are often damaging when applied to the college planning process. Make your college decisions based upon the best possible information and advice.
4. *A Lack of Diversification.* In the financial world, success is most often found through diversification – by “hedging your bets.” College planning is similar. Make sure that you look at a wide range of options (including some schools that you wouldn’t typically consider) before deciding where to apply. Then apply to a range of schools where you could be happy and successful.
5. *Always Following the Crowd.* The best college choice requires that you chart your own course, which often requires “the road less traveled.” You are a unique individual. Make sure your proposed college planning course is as unique as you are.

Don’t be “penny wise but pound foolish” by failing to retain professional help when planning for college. Making good choices today can pay huge dividends later. Verity College Planning can help you avoid these common mistakes while giving you the confidence and support necessary to make the best college decision possible.

“Because we believe so strongly in the power and benefits of higher education, we are committed to partnering with students and their families to meet their educational goals. We provide them the tools to prepare for, select and finance college and we clarify and simplify the entire process.”

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