

- **Be mindful of four year costs of the school including transportation costs for four years upfront and the inevitable tuition increases. There is probably nothing harder than having your child fall in love with a school that you cannot afford. You won't get the financial aid package until the spring so you can hope for the best, but you just won't know. Use the net cost evaluator on each college's website to get a sense of costs.**
- **Consider choosing a school where your student can be the "big fish" in a small pond; where they are possibly more likely to get merit aid.**
- **The concept of fit is extremely important. Can your child see themselves succeeding and fitting in on that campus? Does the school offer them everything or most of the things they were looking for?**
- **Make a second visit during senior year if at all possible just to confirm the choice. You will see things the second time that you did not see the first time. This will also help your student with the travel experience-how do they get there on their own when they attend the school? Transportation is an important factor, especially in cost and time.**
- **There is no "one" right place-this is not like trying to find a needle in a haystack. Your student will most likely be happy at many colleges, so do not put so much pressure on yourself to find the one right place.**
- **Enjoy the experience. It is a wonderful opportunity to spend time with your child, getting to know what they are dreaming of for themselves.**