

Choosing a college consultant? *Compare like for like.*

Most families talk to two or three consultants before they commit — but rarely compare them on the things that actually change outcomes. Use this checklist on every call so you can see, side by side, exactly what each one delivers.

100%	\$80M+	2,700+	18+ yrs
COLLEGE ACCEPTANCE	SCHOLARSHIPS EARNED	FAMILIES GUIDED	OF EXPERTISE

THE PROOF IS PERSONAL

We don't just teach this path — *we've walked it with our own family.*

Our founder's son was accepted to **Harvard**, went on to **UCSD Medical School**, and is now a **UCLA surgeon** — fifteen years of higher education completed with a total of just **\$130 in student loans**. Ask any other consultant if they've delivered this for their own children.

? **How to use this:** Ask every consultant you're considering the questions below. Check the box when they can clearly prove it — not just say it. College Ready's column is filled in; the empty boxes are for the others. When you're done, count the checkmarks.

What to ask & why it matters	College Ready ALREADY PROVEN	Consultant A	Consultant B
TRACK RECORD & RESULTS			
Can they show a documented acceptance rate? Results across all students — not one lucky story.	☒ 100% — every student, every year	☐	☐
How much scholarship & merit money have they earned for families? Great planning should help pay for college, not just get in.	☒ \$80M+ in merit & grants	☐	☐
How long have they done this, and how many families? Experience and volume mean refined, road-tested strategy.	☒ 18+ years · 2,700+ families	☐	☐

What to ask & why it matters	College Ready ALREADY PROVEN	Consultant A	Consultant B
Are they recognized by peers or institutions? Outside recognition is a credibility check you can verify.	 Global Consultant of the Year	☐	☐
CREDENTIALS, ETHICS & INSIDER EXPERTISE			
Do they belong to a professional ethics organization? Membership means they're held to a code of conduct — and put your family first.	 HECA member	☐	☐
Are they formally certified — or self-taught? "Coach" is a title anyone can use. Certification is earned.	 University-certified IECs	☐	☐
Has their team actually read applications for colleges? Former admissions readers know how files are really judged — from the inside.	 Former admissions readers on staff	☐	☐
Can they show verifiable references and real case studies? Outcomes you can read — and families you can actually talk to.	 Published case studies & reviews	☐	☐
SCOPE — DO THEY COVER THE WHOLE JOURNEY?			
Can they start as early as middle school? The biggest wins come from planning early, not senior-year scrambling.	 Middle school → college	☐	☐
Course planning & a custom testing strategy? Academics and testing set the ceiling for everything else.	 Included	☐	☐
Essay coaching and editing that keeps the student's voice? Beware shops that write it for them — colleges can tell.	 Coach + polish, their voice	☐	☐
Full application management — platforms, supplements, recs, activities? Dozens of moving parts and deadlines. Who tracks them all?	 Fully managed	☐	☐
Transfer support if plans change? The right plan flexes with your student.	 Included	☐	☐
AFFORDABILITY — WILL THEY HELP YOU PAY FOR IT?			
Do they build a scholarship & merit-aid strategy? Many admissions-only consultants never touch the money.	 Core part of the plan	☐	☐
FAFSA, CSS Profile & SAI guidance? The financial side is where families lose the most money.	 Included	☐	☐
ROI-focused college selection to minimize debt? Getting in matters less if you can't afford to stay in.	 Built into school list	☐	☐

What to ask & why it matters

College Ready

ALREADY PROVEN

Consultant A

Consultant B

HOW THEY WORK — ADVICE VS. DONE-WITH-YOU

How many students do they take per graduating class?

A capped roster means your child gets real attention — not a seat in a factory.



Only 20 students per year



Will your family meet with the founder directly — every week?

Most consultants hand you to junior staff. The person who built the method should be in the room.



Weekly founder meetings on your Standout strategy



Do they manage deadlines & accountability — or just give advice?

Advice you have to execute alone often goes undone.



We manage the process



A full team — or one person juggling everyone?

A team means continuity, capacity, and expert eyes at each step.



Coordinated team



A proprietary stand-out strategy — or a generic checklist?

Templates produce template applicants.



Passion with a Purpose™



Ongoing mentorship that builds the student's confidence?

The goal is a capable young adult, not just an acceptance.



Every step of the way



An organized portal and a clear, structured process?

You should always know what's next.



Discover → Plan → Achieve



Can your family reach them directly — call, text, or email, anytime?

Deadlines and decisions don't wait for business hours.



Call, text or email • 7 days/wk



Total boxes you can honestly check:

24 / 24

See the full plan before you decide.

Your no-obligation Clarity Call maps your student's path — and shows you exactly what these checkmarks look like in practice. No pressure. Just clarity.

[Schedule Your Clarity Call →](#)

Learn more: www.collegereadyplan.com

Read our two Amazon best-selling books on getting in & getting paid for it.