

5 Reasons to Hire a College Consultant by Susie Watts, College Direction

The college admission process is getting more complicated every year. For many parents, it is overwhelming and an added stress they don't need. Here are some of the top reasons why families hire a college planner:

1. Parents are busy and don't have the time or energy to do the necessary research to find the right colleges for their child. They know a college consultant has the expertise, interest and experience to help them make the best college decisions.
2. Parents who would rather spend what free time they have on personal and/or family activities and pay a professional to help their child with college planning, teacher recommendations, test prep, extracurricular activities, applications and college essays..
3. Parents who want their child to have more personal attention than what is usually available from high school counselors. Many believe high school counselors are so overwhelmed with caseloads of students (average of 475) Counselors spend most of their time meeting with students on course scheduling and personal problems and very little attention given to students who seek help with college planning.
4. Parents don't understand how the college application process works. Most parents don't want to spend time nagging their student to complete all the necessary forms and keep track of the required deadlines because they fear they will miss or forget something.
5. Parents who realize it is not as simple to get into college as it used to be - you fill out the application and wait for your acceptance letter. Those days are over. Students these days must be competitive with their grades, academic rigor, test scores, extracurricular activities and personal statements.

Many of these reasons are why families hire a college consultant. This will allow parents and their teenager to have less stress during the college admissions process. It will also help you to be confident that your child will receive the individual attention he or she deserves in order to make the best decisions..