

Don't know how to
start saving for college?

A FINANCIAL PROFESSIONAL CAN HELP



Many parents want
to save for college
– but could use a
helping hand

While most parents want to help pay for their children's college education, it can certainly be overwhelming.

Fortunately, a financial professional can help take the stress and uncertainty out of funding your children's college education.

Parents say college is their **#1 savings priority**, yet families are on track to cover **only 27% of anticipated college costs**.¹

Only **59% of parents** indicate they have a **financial plan** in place to reach college savings goals.²

Parents plan to cover an average of **69% of the total cost of college**.¹

Financial professionals can help parents avoid making common savings mistakes, including: **not having a college funding plan, missing potentially beneficial state tax deductions or investing in a plan with high program expenses**.³



Make a college game plan with your financial professional

Parents may opt to work with a financial professional to select the college savings plan that best fits their needs and help maximize their investments. But financial professionals can assist with much more than that when it comes to college planning.

85% of parents with a financial professional say working with one gives them peace of mind about the college planning process.¹

90% of parents with a financial professional have started saving for college.⁴



89% of families with an education savings plan feel more confident they made the right financial decisions regarding paying for college.²



Reasons parents turn to financial professionals for help with college savings:

- Setting specific education savings goals
- Guidance on financial aid, scholarship opportunities and how to navigate the application process
- Weighing the costs and benefits of different academic programs
- Budgeting for college expenses
- Advising on the best ways to withdraw education savings funds

Financial professionals also want to make sure their clients get the best return on their investment when it comes to paying for college.

That means helping families determine the most appropriate school choice for the student based on tuition cost, choice of major and expected starting salary.⁵

TALK TO A FINANCIAL PROFESSIONAL TODAY ABOUT THE BENEFITS OF INVESTING IN A SCHOLAR'S EDGE 529 PLAN.

¹ https://www.fidelity.com/bin-public/060_www_fidelity_com/documents/about-fidelity/FidelityInvestments2022CollegeSavingsIndicator.pdf

² <https://www.salliemae.com/content/dam/slm/writtencontent/Research/HowAmericaPaysforCollege2022.pdf>

³ <https://www.thinkadvisor.com/2020/02/20/advisors-advice-8-major-college-savings-mistakes-clients-make/>

⁴ https://www.fidelity.com/bin-public/060_www_fidelity_com/documents/about-fidelity/college-savings-indicator-2020-fact-sheet.pdf

⁵ <https://www.savingforcollege.com/articles/youre-saying-my-financial-advisor-can-help-me-plan-for-college-672>

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