

COLLEGE CONSULTANT CHECKLIST



As you look for a college consultant who is the right fit for your family, here are some questions you should ask:

Are they a member of any professional organizations?

Membership to organizations like the National Association of College Admission Counseling (NACAC) and the Independent Educational Consultants Association (IECA) shows a commitment to the ethical service and high standards of the industry.

What kind of experience do the advisors have?

Anybody can claim that they know what admissions officers are looking for, but the truth is that just because someone got into a certain college doesn't mean they understand why they were accepted. Look for advisors who have a **background in admissions** at the university level, preferably those who have made admissions decisions.

If multiple consultants are available, do you have a say in which one will work with your child?

Just as it's important to find the right fit *colleges* for your child, it's also important to find the right fit *college consultant*. This person will be working hand-in-hand with your family throughout the process, so pairing your child with someone they can connect with and trust will result in a much better experience.

Is college consulting their full-time job?

Having a "side hustle" is great, but when it comes to the often overwhelming and involved admissions process, you want to be sure you're getting your advisor's full attention and support. This doesn't mean they should be available 24/7, but it does mean they shouldn't be splitting their focus between their clients and their primary career.

Do they have references with whom you can speak?

If you want to get a feel for what it's going to be like to work with your consultant, ask to speak to one of their former families. This gives you an opportunity to get more details about the experience from a **third party source**.

Do they have any statistics around their results?

Look for things like what percentage of their students receive acceptances and how many are **accepted to a top choice school**. Ask to see the latest **list of acceptances**, as well as lists from the last few years, if available.

Are the services they're offering ethical?

RUN—don't walk—from any consultant who claims they *guarantee* specific outcomes, as these promises are not legal or ethical. Similarly, admissions officers have a pretty good idea when an essay is written by someone other than the applicant. If they suspect the essays are not your student's work, you can guarantee they won't be offering an acceptance letter.



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