



INDEPENDENT  
EDUCATIONAL  
CONSULTANTS  
ASSOCIATION

## IECA AND STUDENTAID.COM PARTNER TO PROVIDE FAMILIES AID ELIGIBILITY AND NET PRICE COMPARISONS

SACRAMENTO, CA – Dec. 16, 2009 – The Independent Educational Consultants Association (IECA) and college planning and aid advisory service StudentAid.com today announced a partnership that for the first time provides IECA members' clients accurate, personalized comparisons of student aid eligibility and net prices for colleges years before they apply.

StudentAid.com's breakthrough **College Cost & Planning Report**<sup>™</sup> is personalized for each student's academic and financial circumstances and the specific colleges they are interested in attending.

"IECA members will be able to integrate reliable financial information into their evaluation services and help families assess colleges on affordability as well as academic fit," said Craig V. Carroll, founder and chief executive officer of StudentAid.com.

Each report:

- Assesses a student's eligibility for more than \$100 billion of student aid
- Evaluates each individual's out-of-pocket costs at more than 6,500 colleges
- Provides detailed comparative data on college choices so students may easily compare colleges

Reports are customized for IECA and available to its members' clients at a special discount.

"We endorse StudentAid.com's innovation because it eliminates financial guesswork and helps families make smart choices about a college education," said IECA Executive Director Mark Sklarow.

StudentAid.com calculations use the latest federal and state student-aid formulas and methodologies. Its algorithms were rigorously tested on 25 million cases and with 28,000 real families.

Each custom report not only assesses personal costs, but also provides specific information about grants and tax credits as well as detailed college profiles and a planning timeline to make researching and choosing affordable colleges easier.

Clients of IECA members may access StudentAid.com's easy online, self-serve method on an IECA-branded Web site, or use an advisor-assisted telephone service.

### **About IECA**

IECA was founded in 1976 as a nonprofit, professional association of established educational consultants. IECA member educational consultants are professionals who assist students and families with educational decision-making. Their educational backgrounds, specialized training, campus visitations, and professional experience equip them to help students choose schools, colleges, or programs that meet their individual needs and goals. Membership in the association requires consultants to meet IECA's professional standards and subscribe to its Principles of Good Practice. Members continually update their knowledge and maintain skills through IECA-sponsored meetings, workshops, training programs, and information exchanges with colleges, schools, programs, and other consultants. IECA is based in Fairfax, VA.  
[www.IECAonline.com](http://www.IECAonline.com)

### **About StudentAid.com**

StudentAid.com, Inc. provides the first personalized, side-by-side comparison of the net costs of college and student aid eligibility to help students and their families choose colleges that fit their career goals and bank account, years before applying. StudentAid.com is a private company headquartered in Sacramento, CA.  
[www.studentaid.com](http://www.studentaid.com)

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