



## **Client Centered Consulting**

As the heading implies, our Client Centered orientation places emphasis and focus on the client and the client's needs, not on a predefined agenda. To better serve our clients:

- We do NOT sell or promote financial products
- We are NOT affiliated with any financial or educational institutions
- We DO take a consumer's point of view
- We DO start with a "blank slate" approach

We believe it is important to offer unbiased assistance. Providing this type of objective help is not possible when there are competing agendas and conflicts of interest created by the sale of financial products or affiliations with financial or educational institutions. We are independent and work for our clients. Period.

Although we make every effort to be unbiased in our approach, we nevertheless begin the process with a certain mindset. First of all, we start with a "blank slate" upon which an individualized client centered game-plan is written. Second, we inject a consumer's point of reference into the process, encouraging our clients to adopt this as well. Third, we believe that an organized, goal oriented college selection process leads not only to the intended objectives, but also to a very enlightening process of discovery where the journey itself provides reward.

## **Who are our clients?**

Our clients are typically families. Although there is always a student, "families" can mean parents or parent, grandparents, other relatives, or perhaps a non-relative guardian or supporter.

## **What are clients seeking?**

Starting with a "blank slate" virtually guarantees an individualized and unique process. Nonetheless there are reoccurring reasons why families become our clients, for example they:

- are overwhelmed by the entire process
- are too busy to manage the process effectively
- have financial limits, need to save money and avoid debt
- have very specific requirements

Regardless of the reasons, we understand the process and take pride in providing *comprehensive* and *individualized* college selection services for each of our clients.

College Assistance Plus Syracuse

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