



CAPlus Consulting

As consultants we know that people do not buy services, instead they buy solutions to problems. Yet in our area of consulting, it is sometimes difficult for people to identify a “problem” much less seek a solution. In reality, many find there are so many moving parts to the process it is difficult to see it coming and hard to know where to begin once they find themselves confronted.

The task of *finding the best overall college fit* is really a *challenge* and not a problem. The best way to tackle this challenge is to reduce the entire process into a series of steps, each managed to suite the realities faced by each individual client family.

As our colleague, Walter Krieg from Princeton puts it, the challenge facing each college bound student and their family is one of constructing a “Roadmap to Adulthood”.

Our Goal

To help each college bound client find the right program, the right environment, and the right cost.

Our Role

As we assist client families with this process, we wear many hats, including: guide, coach, expert, confidant, mentor, strategist, timekeeper, teacher, even taskmaster. Perhaps our most important role is that of *Informed Neutral Third Party*, after all we are working with students and families at a time when *emotion*, *expense*, and *expectation* are taking center stage.

Two Frequently Asked Questions

1. Describe what is it that you do?

Answer: Picture us as the Lewis & Clark of the college selection process, helping college bound students and their supporting families explore and successfully map their future.

2. Why pay you to help?

Answer: Imagine that you have created and just launched a start-up company. Think of all the opportunities ahead. Think also of all the expenses and risks yet to come. Now replace the company name with that of your student, and ask the question again.

College Assistance Plus of Virginia
Serving Clients throughout Virginia

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