



## Prospectus | Your College Journey Starts Here

The college process is a marathon—but you don't have to run it alone. Together, we'll take every step toward the finish line.

With our combined decades of college counseling experience, we meet each student where they're at, providing the individualized attention and tools necessary to help each student navigate the process and find their Personal Best.

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### 1 Foundations | Early High School

- ★ **Course Planning:** Selecting the right courses for each year of high school.
- ★ **Major & Career Exploration:** Identifying potential paths through career exploration inventories and counseling.
- ★ **Testing Strategy:** Navigating the SAT and ACT, including schools with test-optional policies.
- ★ **Freshman & Sophomore Guidance:** Specialized support to help younger students build a strong foundation and become competitive applicants.

### 2 Exploration | Junior Year

- ★ **College Selection:** Identifying "right-fit" to maximize student success and happiness.
- ★ **Campus Visits:** Guidance on how to make the most out of every college visit.

### 3 Specialized Interests | Ongoing

- ★ **Athletics:** Navigating the recruitment process and potential athletic scholarships.
- ★ **The Arts:** Managing audition and portfolio requirements for arts and performing arts majors.

### 4 Execution | Senior Year

- ★ **Applications:** Understanding admissions policies, practices, and platforms like the Common Application.
- ★ **Essays:** Crafting stand-out essays that highlight your student's unique voice.

### 5 Finalization | Financials & Logistics

- ★ **Financial Aid:** Determining eligibility for loans and merit-based scholarships.
- ★ **Support Services:** Accessing resources and support services on campus.



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## Freshmen and Sophomores | Early Strategic Planning

Does your student need help getting motivated and organized? Early, thoughtful guidance can make a meaningful difference. Our Pre-College Planning Program helps students build strong habits, gain clarity, and lay the foundation to become confident, competitive college applicants—without unnecessary pressure.

Designed specifically for freshmen and sophomores, this program focuses on proactive, long-term planning rather than last-minute course correction. We work closely with each student to set goals and maximize their potential through a personalized plan that addresses:

- ★ Academic coursework and trajectory
- ★ Extracurricular involvement and leadership development
- ★ Summer programs, jobs, and enrichment opportunities

In addition to strategic planning, students receive individual counseling that supports personal growth, self-awareness, and accountability—key traits colleges value and students need to succeed.

This comprehensive deep dive allows us to get to know each student both personally and academically. Our work together includes dedicated pre-meeting research, document review, and in-depth one-on-one consultations, resulting in a customized roadmap that evolves with the student over time.

### Initial Meeting with Student, Parent/Guardian

We will spend time getting to know your student both personally and academically. We will discuss:

- Academic & Personal Background:** Academic progress to date, course selections for the following year, interests, and extracurricular involvement.
- Future Planning:** Resume-building, summer plans, and a standardized testing timeline.
- Management Tools:** Setting up an account on **College Planner Pro** to help manage all aspects of the college process.
- Self-Reflection:** The student's perceived strengths and weaknesses, personal goals, and aspirations (and how these relate to the strengths and weaknesses).

### Quarterly Check-in Meetings

Typically (after each marking period) a one-on-one meeting with the student and their PBCC counselor to discuss academic progress to date. We will:

- Track Progress:** Check progress in all areas to date.
- Goal Setting:** Set personal and academic goals.
- Timeline Development:** Start discussing the sophomore and/or junior-year timeline, including starting the college process, college visits, standardized testing, etc.

## Juniors and Seniors | Our Core College Planning Services

The formal college planning and selection process should, ideally, begin no later than the spring of the student's junior year. However, you can begin this process as late as the fall of the student's senior year and still be successful. The more ownership the student takes in this process, the more rewarding it will ultimately be.

The following outlines our general approach to working with students, designed to be flexible to accommodate each family's needs:

### Initial Meeting with Student, Parent/Guardian

The first meeting will take approximately 90-minutes and will encompass:

- Process Overview:** An overview of the entire application process, college visits.
- Profile Review:** A review of transcripts, report cards, course selections, standardized test scores, extracurricular activities, honors/awards, and summer plans.
- Goal Setting:** A discussion of what you and your student are looking for in a college and schools currently under consideration.
- Management Tools:** Setting up an account for each student on College Planner Pro (CPP), our process-management tool.
- Introduction to the PBCC Hub:** Introduce student to the Hub and explain resources contained there to facilitate the college process

### Standardized Testing Preparation

- Timeline:** We will make recommendations for a testing timeline.
- Preparation:** We will discuss different types of test preparation depending on the needs of your student.
- Resources:** We provide a list of preferred private SAT/ACT tutors and companies, and we can set your student up for free diagnostic SAT/ACT tests.

### College List Development & Research Facilitation

- Customized College Lists:** After the initial meeting, we conduct in-depth research to create a personalized list of potential colleges. This process is guided by parent and student assessment activities designed to capture academic interests, preferences, needs, and priorities—ensuring the list is considered from all angles.
- Guided Virtual Research Session:** We lead a virtual session to teach students how to research colleges effectively. Students learn to evaluate academic programs, campus culture, and support resources, gaining a clear understanding of why each school on their list may be a strong academic and social fit.



- Collaborative Refinement:** Developing the college list is a collaborative process. We work closely with students and families to refine and finalize the list, ensuring it is well-balanced and reflects thoughtful research, realistic goals, and active student engagement from the outset.

## Essays, Applications, and Interviews

During the summer and fall of senior year, the focus shifts to execution:

- Brainstorming:** We help brainstorm ideas for the main essay and supplements through small-group workshops and 1-on-1 work.
- Coaching:** Our counselors and writing coaches collaborate with students to review each essay until it is finalized.
- Strategy:** We determine the application timeline for each student, including whether to use Early Decision or Early Action options.
- Organization:** We provide online tools to help the student keep track of schools, requirements, and essays.

## Polishing Each of Your Application Submissions

To ensure every application and college interview preparation is both strategic and thorough, we guide our students through the final execution phase with precision:

- Strategic Timelines:** We work together to determine the optimal submission path for each student, including navigating Early Decision and Early Action opportunities.
- Organizational Tools:** Students are provided with dedicated online tools to seamlessly track school-specific requirements, deadlines, and essay progress.
- Quality Assurance:** Every application undergoes a comprehensive review for accuracy and thoroughness before it is ever submitted.
- Interview Readiness:** We conduct personalized mock interviews as needed to build student confidence and ensure they can articulate their story effectively to anyone evaluating their application, from admissions officers to alumni.

## Decision Support and Financial Aid

For students who receive multiple school acceptances, we can help facilitate the decision-making process by:

- Evaluation:** Helping the student and family evaluate the pros and cons of each option.
- Financial Aid Workshops:** We offer a workshop series in the fall to address how “regular people” can afford to send their kids to college, and why people who know they won’t qualify for need-based aid should still file the forms..
- Expert guidance** is available to answer your questions and provide consultation throughout the process.



## Packages and Pricing

	Comprehensive Package	10-hr Mini Package	Transfer Student	Main Essay Workshop	Supp Essay Workshop
<b>Class of 2027</b>	\$7,500	\$2,700	\$300/hr	\$650*	\$400*
<b>Class of 2028</b>	\$7,800	\$2,800	\$310/hr	\$675*	\$425*
<b>Class of 2029</b>	\$8,100	\$2,900	\$320/hr	\$700	\$450*
<b>Class of 2030</b>	\$8,500	\$3,000	\$330/hr	\$725	\$475*

**Note:** Comprehensive packages for international students or US citizens attending high school abroad incur an additional \$600 fee. \*Essay workshop pricing is subject to change and will be finalized prior to workshops.

### Comprehensive Package

**Package Details:** Unlimited hours/support for most aspects of the college process

**Scope:** Includes up to **10 schools** total.

**School Limits:** Within the 10-school limit, a maximum of **5 schools** may be considered 'elite' (acceptance rate of 20% or less). *Read more about this The Economics of Exclusion: Defining "Elite" section, below.*

**Additional Fees:** For each school beyond the initial 10, or each elite school beyond the first 5, an additional fee applies based on graduation year:

<p><b>Class of 2027:</b> \$575 each <b>Class of 2028:</b> \$600 each</p>	<p><b>Class of 2029:</b> \$625 each <b>Class of 2030:</b> \$650 each</p>
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**Exclusions (Billable by the Hour):** The following specialized applications and essays are **not** included in the standard package price:

- ★ **Summer programs:** Guidance, essay and application support for enrichment and pre-college programs.
- ★ **BS/MD & Accelerated Programs:** Intensive support for specialized applications.
- ★ **Honors & Special programs:** Tailored essays for university-specific honors colleges, or additional essays for special programs (e.g. Ross Business School, USC Viterbi Program)
- ★ **Scholarship applications:** Dedicated assistance for merit-based and external scholarship prompts.

**10-hour Mini-Package:** Full amount payable at first meeting. Additional hours may be purchased in 5-hour blocks at the same hourly rate. Everything tracked (meetings, phone calls, emails, research, editing, etc.). Any unused retainer will be refunded.  
**Note:** Fees for clients who ultimately use less than 10 hours will be pro-rated based on an hourly rate that is 10% higher than equivalent minipackage hourly rate.

**Transfer Student Hourly-Package:** 5-hour retainer payable at first meeting. Additional retainers will be requested if time is used up. Unused retainers will be refunded. Everything tracked (meetings, phone calls, emails, research, editing, etc.) Unused retainers will be refunded. Mini Package pricing is available for transfer students requiring 10 or more hours.

**Graduate School Admissions:** Our assistance does not end at the undergraduate level. We extend our expertise to Graduate and Professional School applicants, providing the same high-touch, data-driven, nuanced guidance used for our undergraduate students. In an increasingly specialized global economy, a Master's or PhD acts as a permanent career accelerator. Whether navigating the complexities of the GRE/GMAT or crafting a definitive Statement of Purpose, we ensure your application reflects a clear, high-impact professional trajectory.



## 'Elite' Schools

Are colleges and universities with very low admission rates — typically below 20% acceptance — and often well below that threshold. At the very top of this group are schools with acceptance rates in the single digits, such as Harvard (3%), Stanford (4%), Yale (4–5%), and Caltech (4–7%). These schools admit a small fraction of applicants, reflecting extremely high competition and selectivity.

- Selectivity is a common measure of competitiveness, but not the only measure of quality.
- Acceptance rates fluctuate slightly depending on applicant volume & institutional policies.
- Click to [Explore the Current List of Elite Schools](#).

## The Economics of Exclusion: Defining "Elite"

In the world of higher education, "Elite" status is a mathematical reality of supply and demand. While the number of students applying for college grows every year, the number of seats at top-tier institutions remains exactly the same. This creates a permanent state of extreme scarcity.

### What do these percentages actually mean?

To put a 4% acceptance rate into perspective: Imagine a room with 100 highly qualified, straight-A students. Even if every single person in that room is capable of doing the work, the university only has 4 chairs available.

This means that 96 exceptional students—many with perfect test scores—will be turned away simply because there isn't enough physical space.

### Why this matters

**The Peer Effect:** A sub-10% threshold is more than a statistic; it ensures a self-sustaining ecosystem of high-achieving peers. Every student who is admitted has been vetted through a grueling process, creating a "closed loop" of excellence that defines the campus experience.

**Brand Protection:** These institutions purposefully cap enrollment to ensure their "Elite" signal remains undiluted. Because these seats are so rare, the brand remains one of the most stable and prestigious academic investments available in the global marketplace.

**The ROI of Precision:** A misaligned college list can result in a lost year of opportunity. Our role is to protect your investment by ensuring every strategic decision—from early-action choices to essay strategy—is qualitatively sound.



## Essay Workshop Series

These workshops are designed to provide structured support for the writing process for all students. Please note that they are not available as standalone items and must be purchased in addition to other services.

<p><b>Personal Statement Workshop</b></p> <p><b>Format:</b> Small-group workshop in-person or virtual session.</p> <p><b>Session Length:</b> Approximately 4 hours</p> <p><b>Included Services:</b></p> <ul style="list-style-type: none"><li>+ Interactive small-group session with writing coach.</li><li>+ Additional one-on-one brainstorming session with the student's assigned writing coach.</li><li>+ Professional editing the personal statement.</li></ul> <p><b>Cost:</b> Included in the fee for Comprehensive Package students. This is an add-on for Mini-Package students.</p>	<p><b>Supplemental Essays Workshop</b></p> <p><b>Format:</b> Small-group workshop in-person or virtual session.</p> <p><b>Session Length:</b> Approximately 3 hours</p> <p><b>Included Services:</b></p> <ul style="list-style-type: none"><li>+ Instructional workshop with writing a coach</li><li>+ Sample writing exercises to learn the necessary skills</li></ul> <p><b>Cost:</b> Included in the fee for Comprehensive Package students. This is an add-on for Mini-Package students.</p> <p><b>Special Offer:</b> Mini-package students participating in both workshops will receive a \$50 discount from the combined price.</p>
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### Note for Mini-Package Students:

We strongly encourage all clients, including those on a mini-package, to enroll in our writing workshops. This structured environment ensures the main and supplemental essays are prioritized early, providing a clear ROI by reducing the total one-on-one hours needed for individual editing. Beyond the application, this serves as a masterclass in the college-level writing skills your student will use throughout their academic career. Your workshop fee includes the workshop time, a brainstorming session with a writing coach, and the first draft of the Personal Statement. Additional drafts will be charged against your retainer.

## College Transfer Applicants

Students choose to transfer for a variety of reasons, for example:

### Academic, Major Changes, & Personal Fit:

- I am unhappy and/or unsuccessful at my current school.
- I've changed my mind about my intended major and my current school doesn't offer what I want to study.

### Growth & Achievement:

- I didn't work up to my potential in high school, so my options for college were limited.
- Now that I've started achieving, I'm hoping to transfer to a school that better meets my academic goals.

### Strategic Pathways:

- I wasn't ready to leave home initially, so I went to my local community/4-year college.
- I took a non-traditional path by taking time off between high school and college, but earned some credits along the way.

### Financial Considerations:

- My Parent/Guardian couldn't afford a private college, so I started at a community or state school to save money with the goal of transferring to my "dream school."
- I started at one college and for various reasons can no longer afford it, so I need a less expensive option.

## A Unique Admissions Process

Transfer students have different needs, both in the admissions process, requirements and in what they are seeking in their new school. Having already been in college, you have a unique perspective and are better able to identify what you want in a transfer institution.

However, the process is not "one size fits all." From timelines and documentation to deadlines and essays, the requirements for transfers differ significantly from those for first-year students.

**That's where we can help.**

## Expert Guidance

Navigating a transfer application requires a different strategic lens than applying as a first-year student. With Coach Deb's extensive background — including her longtime role as [Transfer Admissions Advisor for the Kaplan Leadership Program](#) — she brings specialized expertise in managing complex credit evaluations, institutional requirements, and shifting timelines.

Our proactive approach helps students identify institutions that align not only academically, but socially and personally. Ready to discuss your transfer strategy? Contact us to schedule a consultation.



## Meet Our Team

[Expert college counselors](#) who each bring a wide range of experience to support students on every path. From traditional and non-traditional admissions to mental health-informed guidance, we help students navigate the full spectrum of college and career planning. Our specialties include the arts, health sciences, athletics, financial aid, and career development, with guidance available for both undergraduate and graduate pathways.

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## Your College Journey Starts Here

Since our founding, our carefully curated curriculum has consistently delivered proven results, helping students navigate the college admissions process with clarity, confidence, and success. Our team combines expertise in traditional and non-traditional admissions, mental health-informed guidance, and specialized support across the arts, health sciences, athletics, financial aid, and career development. With experience supporting students at every stage—from undergraduate to graduate pathways—we empower each student to discover their best fit, define meaningful goals, and approach the journey with confidence.

Partner with us, and transform the college planning process into a purposeful, personalized, and empowering experience—because every student deserves a strategy that reflects their unique strengths, potential, and aspirations.

