

Paying for College vs. Saving for Retirement

The right strategy can take “vs.” out of the equation.

Most of us want a college education for our children. And most of us face the challenge of paying for that education while saving for our own retirement. Good news: it can be done.

Read *Paying for College – A Practical Guide for Families* if you are:

- Part of a family in the middle of applying to or deciding on a college
- A parent of a child preparing for or currently in college
- Looking to avoid the damaging effect student loans can have on financial wellness
- A financial advisor who wants to offer smart college funding strategies

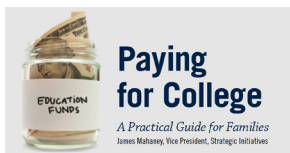
Inside, you'll learn about:

Types of Financial Aid, including merit-based aid for academic, athletic, artistic, or other talent; or gift and self-help aid such as grants, work-study, federal loans, private loans, tax credits and deductions, and scholarships.

Need-Based Aid, including strategies for increasing the likelihood of qualifying for financial aid, the ins and outs of the FAFSA, and choosing the right college savings vehicle.

Considerations for Divorced and Single Parents, such as child support, remarriage, and tax credits.

Learn about paying for college so you can stay on track for retirement.



DOWNLOAD *PAYING FOR COLLEGE – A PRACTICAL GUIDE FOR FAMILIES* AT PRUDENTIAL.COM/PAYINGFORCOLLEGE

SMART  FACT:

\$2.7 BILLION
in federal grants went unclaimed last year

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