

## *Let me introduce myself...*

My name is Perry De Fontaine and I am a financial advisor of MetLife Securities, Inc associated with the Barnum Financial Group an office of MetLife. Paul Blanco, the firm's managing director, and I have recently launched the Barnum Financial Group's Center for College Planning. The BFG Center is designed to help families prepare for and potentially reduce the financial impact of higher education and help them work through the maze of the college planning process.

I am also the President of College Insights, Inc. In this capacity, I can help parents and students with college planning needs that go beyond education funding. As you will see, my unique background and years of experience working with families has made obtaining a college education an affordable reality for my clients!

## *The BFG Center for College Planning Mission...*


*We believe that no child who wants to go to college should be denied that opportunity because his/her parents do not know how to pay for it.*

We are confident that whatever your financial situation is, we can show each and every one of you how to make college affordable, ultimately showing you how to save thousands, even tens of thousands, of dollars of college costs per year, per student!

College Insights is independently responsible for the college services that they provide. A separate fee is charged for their services. College Insights is not affiliated with MetLife Securities, Inc or the Barnum Financial Group.

Perry De Fontaine, CPA  
76 West Main Street, Suite 102  
Freehold, NJ 07728  
Phone: 732-333-0308  
Fax- 732-333-0319  
E-mail: pdefontaine@metlife.com



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*Center for College Planning  
An Office of MetLife*



**Perry De Fontaine, CPA**  
**Financial Advisor**  
**Financial Services Representative**  
**Phone: 732-333-0308**  
**Fax- 732-333-0319**  
**E-mail: pdefontaine@metlife.com**  
**www.barnumfinancialgroup.com**

## About the BFG's Center For College Planning

Did you know that 32% of US households have children under 18 years old\*? And that about 70% of high school graduates attend college\*\*?

*The primary concern of these families is how to pay for college!*

We at the BFG Center for College Planning (working in conjunction with College Insights) have designed our complementary services to help with every part of the college planning process, not just parts of it.

*Quite simply, the relationship between the financial advisors at Barnum and the professionals at College Insights (CPA's, College Planning Specialists and College Admissions Counselors) provide you with the guidance, educational information and support that achieves real college success!*



**If you are the *parent* of a *college-bound student*, you may be *concerned* with the following:**

- ◆ College is expensive – how am I going to pay for it?
- ◆ When do I start?
- ◆ How do I get my student into the college of their choice?
- ◆ Which college is the best fit for my child?
- ◆ Where can I get help?



\*32%....Source: US Census Bureau 2008

\*\*70% HS grads....Source: Bureau of Labor 2008

\*\*\*"Other people's money" comes in the form of financial aid, receiving a gift, or by using special education tax strategies.

We believe there are **5 essential keys to college success** and that all 5 must be completed together to maximize college success!

- ◆ Find the **Best College Fit** for your student so they graduate on time!
- ◆ **Prepare and Position** your student to be attractive to more colleges!
- ◆ Choose the **right college** for your **pocketbook** by using **other people's money\*\*\*** vs. **your money**
- ◆ Get through the financial aid process to gain **access to the most money available!**
- ◆ **Use your money more effectively** with a comprehensive, integrated college funding plan!

