Hey, how are you?

Intl College Counselers

Hi. How are you?

Chris

Good. Sorry. No worries.

Intl College Counselers

Well, nice to meet you.

Chris

You, too.

Intl College Counselers

My name is Martha. I am the senior manager of client relations here at ICC. And just to confirm today, we will be reviewing Max, is that right?

Chris

Correct.

Intl College Counselers

Awesome. And I see he is class of 2028, correct. Rising, huh?

Chris

Yes.

Intl College Counselers

Awesome. Okay. So is he your oldest?

Chris

No. So I have three daughters, two twins that are 23, just graduated from LSU. And then I have a daughter that's turning 21 who's going to be a junior. She's transferring to unc

Intl College Counselers

Nice.

Chris

Yeah.

Intl College Counselers

This is not your first rodeo, right?

Chris

No. So I've taken. So I want to try a little bit different approach, but I guess we'll get into that a minute. After you kind of talk a little bit, I'll kind of give you an idea of what I'm thinking about.

Intl College Counselers

01:07

Sure. If you want to tell me now and then, they might make it a little bit easier.

Chris

01:11

Yeah, sure. So Max is going into 9th grade. He goes to private catholic school. All of my daughters did as well in Charlotte, North Carolina. So essentially my wife and I are divorced. So the first time around when my daughters took them on a bunch of college tours, Notre Dame, Northwestern, art schools, I mean, we toured, I don't know, twelve or 13, and I kind of let them make the choice, but I don't think that we prepared them correctly in the, you know, the coming years leading up to it. And then my youngest daughter just kind of followed in their footsteps and went to LSU, partially. Probably part of was the divorce. The other part was probably just related to the fact that, you know, their daughter, sisters were there and everything else. So this time around, I want to get Max early.

Chris

01:54

So he is a 4.0 student. He's taken. He's going to be taking AP classes in 9th grade. All of his sisters did. They had their first year of school done by the time they started. So he's a good student. He plays basketball, football, very sports oriented. However, I don't anticipate him playing, you know, trying to go collegiate in terms of sports. So it's kind of a passion, but not something that I would say he's, you know, going to pursue in college. I mean, maybe, but I doubt it. I see him more inclined to do something else. So he's interested in STEM specifically, very interested in computers, engineering. He's talked a little bit about law school. So when I graduated, got an MBA, went to UNc, got a trinity MBA.

Chris

02:39

Then I did go to law school for a year, but decided to stay in tech so my whole background is in tech, so, I mean, I'm not necessarily thinking that MIT or Ut or somewhere like that, maybe. I mean, I want to try to understand and ascertain his skill sets, kind of what he's passionate about. And I want to have a hands on approach, but I want to have somebody involved that's, you know, got more of the expertise around this. So I've talked to a couple of counselors so far, but I wanted to see how you guys were, you know, different. I've talked to command education. Christopher Rim, through a friend of mine, knows him, had a little bit of discussion with him. So I'm not just geared towards Ivy League. I want to find the right fit for my son.

Chris

03:21

So, you know, to have a primary, a secondary, and probably a tertiary, you know, so kind of a reach school and kind of one that's more probably realistic and then kind of a tertiary. But I want to start now with, you know, what types of volunteer work he should be doing, what types of clubs he should be in, you know, any type of extracurricular things he can be doing around stem or, you know, summer things. My daughter did a summer internship in college in Paris and did a fashion show, so she spent the whole summer there last year before she graduated. So, I mean, I'm kind of seeing the aftermath.

Chris

03:57

So they just graduated with marketing and fashion degrees, and, you know, they're looking for employment, and I don't think they were prepared properly in their earlier years to be ready to get the full college experience. And, you know, from my research, you know, there's a lot of good schools out there that are kind of unknown hidden gems. Right. So I'm really trying to understand how you. Right size the school for the student, right. Not necessarily picking the name brand schools. Maybe there's a school like Elon in North Carolina. Right. Or somewhere, you know, in Texas, wherever. I'm not really bound to geography. Cause I split my time between here and LA, so I'll be back and forth between LA and the east coast. So to me, it's the right fit.

Chris

04:39

Not necessarily location matters, but location to him, you know, something that fits him in the community. Right. So, you know, he may be well suited for a smaller school. His catholic school graduating class will be about 40, so very small school. Yeah. And it's actually, my daughter's graduated. There was 15. They were the second class that had a high school. So the high school is probably about six years old. The middle school and lower school is 60 plus years old, so. But the high school was kind of started when my daughters graduated and four years ago, so it was started, so it's kind of a new school, six years old. We did explore the private schools, but I think culturally it's a fit. He's been with those kids since fourth, since he was four years old.

Chris

05:23

You know, he gets a chance to play athletics there because it's a smaller school. So he's kind of the star on the team. He's kind of taller, bigger kid, so, you know, all well rounded. I guess what I'm trying to do is understand what you guys do, understand how you might go about coaching him in terms of mentoring him for what programs. Like I said, what he should be looking at in terms of, you know, his grade point average, kind of his aptitude. He's kind of scored off the charts from map testing. He's always been the highest in math, especially so he's obviously taken Spanish or is there any, you know, he's been taking that since he was four years old. Is there any languages he should be exploring? You know, I've always wanted my children to try to take, like, Mandarin.

Chris

06:05

I mean, that would be something that's extremely valuable, especially if you're going to technology or engineering, of course. So I'm just really trying to understand how you ascertain his skill sets, how you ascertain his passions. How do you go about coaching him through the 9th grade, getting him early all the way through till he makes a selection. Right. And what's that process look like and how do you guys help? And kind of where have you done it before? I'm sure you've heard some of these.

Intl College Counselers

06:27

Questions before, but no, that's great. And thank you for that because you answered a lot of my questions. So I cheated today. No, but that's great. And I'm actually going to walk you through all of that.

Chris

06:41

Okay.

Intl College Counselers

06:42

So we're going to the easiest way for me to explain all of this process to you, pretending we're moving forward. So let's pretend we're moving forward. At the moment that we do that, we send you onboarding links where, and, you know, we would like an official transcript so we can study a little bit about him. One thing is that we do start with students, so don't feel like you're early and you're not late either. You know, we, this is prime time, actually, but we do start students as early as 7th grade, believe it or not.

Chris

07:10

Right? Oh, yeah. I've seen 6th grade, 7th grade from a lot of research I've done. 8th grade is kind of the sweet spot, I've heard, because it counts, but it kind of doesn't count till 9th grade, so it's a chance to ramp them up. So, yeah, I get it. That's why I want to start now, because he's got, you know, this is formative years in terms of education, 100%.

Intl College Counselers

07:27

And see, not a lot of parents know. Sometimes, like, when I say, you know, hey, you know, we start as early as 7th grade, some parents are like, oh, that sounds aggressive. Well, not really. If you have, you know, a mom or dad that works a ton and maybe they're doctors or lawyers or maybe in it, and they're traveling a ton and, you know, depending on the school. Right. His ratio is 40, so that's not bad. But, you know, let's just pretend he's in public school. My youngest graduated out of 929 kids and one college counselor for the whole graduating class. So, you know, you built a lot of value starting early, because our counselors are able to intervene early on, especially if we have high, lofty goals. And I know you said you're not thinking about iv's.

Chris

08:11

Well, I'm not counting it out. I guess what I'm saying is a lot of the places that I've talked to, that is their mantra. You know, we're gonna help him get an Ivy League school. We've helped 97%. And my point is, sure, I mean, I'm all about Columbia or somewhere else. If that's where he wants to go and that's the right fit for him. I don't want him to go there just because it has a brand and a label on it, and people think it's gonna make him eight figures when he gets out. Right. I'm less about that and more about putting the investment into the return that's gonna give him both during that time and when he gets out.

Intl College Counselers

08:46

I'm the same, so. And we're actually pretty much on board, on the same page as a company, because we want to make sure, you know, and I'm kind of going ahead of myself. We want to make sure that the target list balances out.

Chris

08:58

Right.

Intl College Counselers

08:59

Not 100%, all reaches. We want to make sure it makes sense geographically, academically, socially, and financially. Right. So that's really important. So, like, for example, I remember my middle child when he was in the process. I want to leave Florida because we're based out of Florida. I want to leave Florida. I want to go to Hawaii. I want it still to be tropical, but I want to get out of here. Okay, so what are the programs that you're looking at? The University of Hawaii, you know, so that's where we come about. You know, we start talking and having those kind of conversations with the, you know, with the student or our counselors, I should say, because it's really important to really understand. So there's a lot of value being built right now.

Intl College Counselers

09:43

To answer your question in regards to how do we know how to help him with that target list and shape him through the years is you're doing the right thing, you know, starting early, getting to know him. Right, right. Studying that transcript and the counselor having that time for 9th and 10th. The counselors do monthly check ins with the students. And another way to build that, you know, that value, if we look at our bullet points, would probably definitely be bullet point number one. You know, his high school is exception because he only has 40 students in his graduating class. But if anything were to change or he cannot get to his guidance counselor or his college counselor at school, we can help by giving good advice.

Intl College Counselers

10:30

So let's pretend he has an AP and he wants to drop it and he wants to do honors, you know, but he really wants to stem track. And let's just pretend Georgia Tech's on the table. You know, we're gonna actually be like, oh, you know, you really want Georgia Tech? We want to really make sure that we're getting you to that path. These are the pros, these are the cons. You know, you would be copied on all the emails and all the activity during a week. So you would also be in the loop.

Chris

10:56

Yeah. So do you kind of chart out a kind of a target, you know, what looks like good for him in terms of if he, if we've decided, for example, it's. It's engineering, computer science, maybe a backup. He's thinking about business because he's thinking about both. And I said, well, son, you could always minor in business. You know, business is very general in nature. Right. So what you're saying is, if I hear you correctly, and if you want to elaborate, you can, is you're going to target a path that has all the prerequisites he needs to have a curriculum plus any external stuff he might need to do to increase his chances and then pair that up with the right schools. Right. As a kind of a secondary thing.

Intl College Counselers

11:33

That's correct. So, for example, here in Florida, us is really popular, right?

Chris

11:38

Yeah.

Intl College Counselers

11:39

Yep. Extremely popular. So, you know, like, not a lot of. Sometimes even Florida families know you have to go in with the rigor right. If you did. If you did not take a certain amount of AP's, it's not even worth applying.

Chris

11:54

Yeah. A friend of mine's son just graduated. He's going to construction engineering. He's already got a job and his other daughters at LSU. And to be honest with you, if you're at LSU and you don't pursue something with inside of that state, especially law, you can't even practice law there. It seems more germane to the state that once you go outside of there, a lot of people, unless you've been, obviously, go to the vet school, the doctor or law program, even the law program precludes you from doing anything outside of Louisiana. So I want to make sure he doesn't get locked into a school where traditionally people stay there after they graduate. Do you look at those characteristics, too? Is it more of a. It's a school away from home, but you're not gonna. Not necessarily gonna come home.

Chris

12:33

But do you look beyond college to see what their goals are beyond just college? Or is it just getting them into college? Because college is supposed to be a preparation for your future, not just to go for four years. Right.

Intl College Counselers

12:44

Absolutely. So what we do is we obviously do this for undergrad, but however, to answer your question, yeah, you know, they do have those conversations. We do grad school.

Chris

12:52

Okay.

Intl College Counselers

12:53

A lot of our students stay with us. So you mentioned. No, it was a call before you. Sorry. You mentioned Stem, but I mentioned Stem.

Chris

13:01

Yes, yeah, yeah.

Intl College Counselers

13:02

You mentioned Stem. But like, even, yeah, even, like, if, let's just pretend he's doing engineering and he wants to do a master's in, you know, for example, aerospace.

Chris

13:10

Sure.

Intl College Counselers

13:10

You know, our counselors could definitely help him with that and getting, you know, getting him to the right programs.

Chris

13:15

Right.

Intl College Counselers

13:16

And we're going back to that target list. We're making sure that those programs look right. They're in the right area. And, you know, basically not just because I had another call earlier today. Oh, my son likes to ski. He wants to go to Iceland. But do we know what programs are in Iceland? Right, right. So it just really depends. You know, they're going to always plan a timeline for the admissions process, even though it's early on, it's going to start immediately because it's by giving little soft suggestions. Right. What are we doing? Summer of 2025, counselors going to start nudging you. And that's where that value, excuse me. Value starts to build up because not a lot of parents know. You probably know, but not a lot of parents know. That summer, you know, enrichment applications do come out in the fall.

Chris

14:02

Yes. Right.

Intl College Counselers

14:04

And there's deadlines. Right. So before the new year, we would have to definitely start planning 2025, you know, summer of 2025, identifying extracurricular. So this is another part where definitely we're building value. So let's just pretend Georgia Tech was something that he was dreaming about. Right. Or MIT. It doesn't matter, you know, but we're going to look at the. You know, we're going to definitely start working on that path like we just talked about regarding extracurriculars and also making him a leader. Right. Showcasing him his strengths, not just sports. You know, I was talking with another student who was really into it yesterday, and they're doing some AI internship with a company that sets up job opportunities, you know, based in third world countries, and they talk in their native language, Portuguese or Spanish, and all of a sudden, they're connecting them.

Chris

14:57

Right. So, a question for you. So you brought up a good point, if I will, if I may. So, do you have relationships with those types of organizations that do these internships and things of that nature that reach out to you for students, or do you proactively do it, or how does that work?

Intl College Counselers

15:13

Both. So we do have third parties where, you know, in medicine, for example, we have a bunch of research companies, but I do think they span out to other industries as well.

Chris

15:24

Sure.

Intl College Counselers

15:25

Yep. And, you know, we also help kind of think out the box. So, for example, I had one family in Chicago. Dad is heavy in it, you know, and he, you know, he's the first one that says I'm heavy in it. If she wanted something, it. I can help her with my eyes closed. But she wants to be a doctor. I have no doctors in my family.

Chris

15:43

Right.

Intl College Counselers

15:44

I can't ask for an internship. So we're very simple suggestions. Like, have you talked to your pediatrician?

Chris

15:50

Right?

Intl College Counselers

15:51

Have you talked to your specialists? Maybe she can shadow. And these are things that sometimes parents don't really think about or they're too shy to think about.

Chris

16:00

Yeah, I've been down that, what I'm gonna call normal path. So I have a little bit of this approach. Again, I tried a different approach with my daughters. I was more of a helicopter parent. This case, I want to have somebody guide and coach him, and then I want to behind him, kind of scouting the field and making sure he's on the right path. But I really want somebody that has expertise to drive this with me taking an active, yet not pushing him towards a certain thing, letting him make decisions, but making sure we ask the right questions and do the right due diligence. Right. And so I think in that case, I mean, we did things like that where we had doctor friends, where they shadowed teacher shadows. They did a lot of shadowing. Right.

Chris

16:39

And determine what was not for them, which is a good thing. Right. I want them to determine what they, you know, Scott, Google, they work on 98% of the stuff they don't actually plan on implementing because they. The mistakes that they make are opportunities to improve. Right. So I want to use that kind of approach. I guess what I was asking, you know, those are kind of tips and tricks, but do you have, like, direct, intimate relationships? Like. Okay, so, like, with people?

Intl College Counselers

17:01

Yeah, we do. So what I was trying to explain was, yes, we have third parties, but we also have, you know, suggestions based on. Yeah, obviously the counselor is going to give them, you know, give the students soft nudges and talk to them, you know, not, you know, especially if you're. You want to have the approach and just watch what's going on, which is fine. You'll be. I'm actually doing the same. So we would definitely do that. But the council will also copy you on everything and you have access to everything at any moment. Yeah, and. But we also. But we do. I hear you. We do want to give him the, you know, the moment to be accountable for himself and also have his own voice. That's really important.

Chris

17:42

Right. So I kind of get the mentorship and the counseling. Are your counselors by specific discipline, or are they just generic and across the board? So in other words, you don't have, like, specifically stem counselors that, like, are more geared towards that? Because I know some of the counselors from the places that I've talked to are, like, somebody came from Princeton and went to, like, law or whatever. Right. So they have more of a background in a specific area. I don't really have a preference. I'm just curious as to whether or not you have counselors kind of in buckets like that, or is it just. They're just generalist, if you will?

Intl College Counselers

18:17

No, we do have buckets like that, to be quite honest with you. With stem.

Chris

18:22

Yeah.

Intl College Counselers

18:23

You know, I would definitely say all counselors can do stems.

Chris

18:26

Right, right. Sure.

Intl College Counselers

18:28

Yeah. But no, but I do have specialists. If you're looking for someone, for example, you know, that does heavy engineering, and I'm kind of going away from the list, but, you know, that does have the engineering. But she also is amazing, learning a little bit about the student and guiding them because she has a neuroscience background.

Chris

18:48

Oh, sure.

Intl College Counselers

18:50

She's amazing. Her name is Nicole. She's based out of Maryland.

Chris

18:53

So how do you pair up? Is it just an availability of counselors availability? Or do you do some type of assessment to determine what the freight fit? Because, I mean, I think that's important. Having the right mentor slash the person they're going to be spending three or four years with is going to help guide them to their future. Right. And I'm sure you've heard this. I'm putting my kids future in you guys hand. So, you know, I want to make sure that whatever we do is. Is correct for them.

Intl College Counselers

19:18

So the way that we pair them up is a few ways. Right. Our counselors are also on different tiers by expertise.

Chris

19:25

Okay.

Intl College Counselers

19:26

And that would be great. So that would be actually, you know, basically a budget question.

Chris

19:31

Right.

Intl College Counselers

19:32

Because, you know, if I. If I tell you, hey, you know, Chris, I really do think Nicole is the right fit, and I do think, based on our conversation, because she's easygoing, but she'll. She'll keep the student accountable, and she's very soothing to talk to.

Chris

19:45

Right.

Intl College Counselers

19:46

You know, and she has a wealth of knowledge. You know, she is at 18,995. Now, if you were to say, Martha, you know, my budget, you know, I love this, but my budget, you know, I'm comfortable more staying around, perhaps 13,000, then it would be another counselor. So there's different ways of looking at this.

Chris

20:06

Yeah. I mean, we can get into pricing. Like I told command education, I mean, they charge 120 grand a year. So for me, it's not about the cost, it's about the return. So, again, I'm putting my future for my son. Can you put a price tag on it? Right. I've spent millions of dollars on private education already.

Intl College Counselers

20:22

Yep.

Chris

20:23

I'm not gonna, you know, look for the quality. I'm not gonna look for that. I'm not gonna look for the lowest price because, you know, there's value here. So I'm gonna put the value to the return and see what the best fit is. Not necessarily picking on a budget. Right. So I'm not. I'm not sticker shopping.

Intl College Counselers

20:40

No, no. For sure. But, you know, I just definitely want to answer this question.

Chris

20:43

Oh, absolutely. Absolutely.

Intl College Counselers

20:45

Yeah. So I would definitely say Nicole's a great fit. Beth is an amazing fit. And then I do have another counselor. These are senior counselors. Her name is Jillian. You know, and all of these counselors have amazing experience when it comes to Sam and getting students into the top 20 I know that's. But we also want to get him into the right fit.

Chris

21:05

Right, exactly. That's what it's all about. I mean, the right fit may be somebody, again, taking price off the plane. It just may be the right fit for me. It's about the right fit. So that's my first.

Intl College Counselers

21:15

Absolutely.

Chris

21:16

But I understand people have a budget, parents, and I get that and totally respect that. Right. And I command, commend them for, you know, doing what they have to do to make sure their kid gets that education. I mean, I'm firmly all about it, always have been.

Intl College Counselers

21:29

I mean, I'm the same way. My son transferred back, he was over at Emory Riddle in Daytona beach. He's on the spectrum. So sure. He ended up having a really nice scholarship over there, about 40k, but he transferred back and, you know, when he left high school, he got into, and they offered him 27,000. But when he transferred, they only offered him 2000. And I'm not really about the brand. He's. He's over at FIU honors.

Chris

21:59

Right.

Intl College Counselers

22:00

FIU is an amazing school. Mechanical engineering wise, they're almost the same program. It's just a different price. So I'm all about, you know, basically the program versus just like you know, just versus saying that my son goes to, .

Chris

22:15

Right.

Intl College Counselers

22:15

You know, it makes those.

C

Chris

22:16

Right, exactly.

Intl College Counselers

22:18

Yeah. But, okay, so going back to, you know, our list here, you know, I already talked to you about summer programs. You know, we would help him when the time comes with essay writing. Obviously, we're not going to do that essay for him, but we're going to do brainstorming, developing and editing. A lot of our counselors, if you've gone online and researched a little bit about our bios, a lot of our counselors are award winning writers. Okay, so that is a huge piece right there. College selection. So obviously that's the target list. And we talked about that already.

Intl College Counselers

22:49

You know, as the year goes, all these years go by, the counselor is going to learn a little bit about Max and, you know, makes, you know, gentle suggestions and work, you know, with you guys as a family, you know, it's not really Max saying, I'm going to Iceland because it's cold over there. Right. It's more about making sure it makes sense to you. Standardized testing. We don't tutor, but we can do a timeline for you. And when the time comes, we can start suggesting tutors for standardized testing as well as academics and AP's and ids.

Chris

23:18

Okay.

Intl College Counselers

23:19

Resume building and writing definitely will support him on that application review. And this is where it gets interesting, because we're a firm, you know, we're going to not send any applications out or tell families, submit your application until there's a double application review and a double essay review.

Chris

23:37

Okay.

Intl College Counselers

23:39

And not a lot of people know that we have a company within a company. It's called edit the work. So the owner sister basically owns edit the work. So for those cases, for those students who cannot think whatsoever, have writer's block, it's more of a guided approach when it comes to the essay. Okay. That's usually not a problem because a lot of our counselors, all of our counselors actually have experience with writing and do tremendous work. But if that were ever the case, we will definitely let you know. Hey, you know, you might need the support.

Chris

24:11

Well, I'm in technology, and as you know, the tectonic plates are shifting with AI. So there's a lot of. There's a lot of competition that's very hard to discern between. And there's a lot of debate over whether or not AI assisted is just like reading a book, right? Because it is knowledge. So, anyway, a lot more to come, as you know. But I expect by the time he gets into school in 2028, the whole world will have changed upside down again.

Intl College Counselers

24:37

So anyway, well, believe it or not, right now they're having conversations about how college reps are looking at these applications and these essays.

Chris

24:45

Right.

Intl College Counselers

24:45

You know, but actually, it's interesting, there's actually programs that they use where they see certain words like tapestry.

Chris

24:52

Right, right.

Intl College Counselers

24:53

And they know, okay, this was AI.

Chris

24:55

Yeah.

Intl College Counselers

24:55

And. But I had a customer, you know, a client in London. They say tapestry all the time over there.

Chris

25:01

Right. Again, it's about. It's a. Yeah, it's a philosophical discussion almost about. Again, is it knowledge? But yes, you can run it through tools and find out how much was AI generated, or looks like it was AI generated versus, you know, self copyright.

Intl College Counselers

25:16

Yeah, yeah. And then, you know, obviously, if you do school visits, we're gonna do preparation for you. 1 hour interview prep. But that's not just one time. If he needs countless interviews, we can help him with. We do not do financial aid, but we have information based on the ten schools regarding financial aid and merit aid, and then waitlist and deferral strategies as needed.

Chris

25:40

So where do you get your data and your knowledge from in terms of the schools? I mean, do you talk to these schools? Do you have any kind of relationships with any of these schools? Like, for example, what Harvard's looking for, what MIT is looking for. What are the trends now in terms of the best time to submit an application? You know, how do you have, where do you get that? Is that experience you have? Is that a combination of staying in touch with those schools? I mean, how do you have that? Where does that relationship start and end?

Intl College Counselers

26:09

The counselors, so the counselors, they actually are well traveled. We from international counselors to domestic counselors. So they, you know, in the summers when it's a little bit of the downtime, but they're getting busy now because.

Chris

26:23

Of.

Intl College Counselers

26:25

They actually go around visiting schools. We have a ton of reps that come and visit us. Okay. Yeah. For example, you know, I think over a month ago we had GW over at our offices, you know, definitely giving us a tutorial about what has changed. They also participate in a bunch of webinars.

Chris

26:44

Okay.

Intl College Counselers

26:45

And, you know, all of our counselors, and this is something, you know, really important. You know, you're knowledgeable, you've been doing some research, but there's a lot of parents that don't.

Chris

26:52

Right.

Intl College Counselers

26:53

You know, or I get that random parent that says, hey, I've been researching and I feel confident and I'm going to start counseling some kids, which is very dangerous for that family. But, you know, we, all of our counselors are like, you know, basically they do have, you know, licensing certification. We actually have emotional counselors as well.

Chris

27:14

Right.

Intl College Counselers

27:15

So, you know, at that, you know, at the end of the day, you know, we are validated as far as everyone that's on board has the proper experience.

Chris

27:25

Yeah, I guess that was, yeah. For me, you know, and a lot of people that I'm around subscribe to this is there's multiple types of intelligence, emotional intelligence. Eq is just as important as IQ. Right. And the overall roundness of that individual and the balance of, you know, their book smart versus culture and what they learn and the knowledge they seek and about curiosity and pushing themselves. I'm looking for that, right. Somebody that's going to give them that diversity. I mean, I can do the traveling with them and all that, but there's other diversity you need, right? So having that experience to say, hey, I've seen George Washington and I know what the admissions people are looking for. I know what they typically take.

Chris

28:09

And to be honest with you're not a fit for that, but you're a fit for this or you are a fit if you do these things, right, if you follow our plan. So I'm really looking for that.

Intl College Counselers

28:19

Right.

Chris

28:19

If we pick these schools, we bounce it with his, or match it up with his capabilities and his strengths and his weaknesses and where he needs to work. And we all decide that, yes, that stretch goal may not be a stretch or it is a stretch, but if you always say, if you want to be a billionaire, don't shoot for a million, shoot for a billion, right. Even if you don't make it, you're going to be above a million, which was your original goal anyway, right? So always have a stretch goal and push. Always move up the ladder, not stay where you're at. Right?

Intl College Counselers

28:49

Absolutely. And so then I'm going to actually go back to my first recommendation based on our conversation today. Right. You know, I do highly recommend Nicole. I do have higher tier counselors above Nicole. But what I like about Nicole for you is she's a great listener. You know, I love her background in neuroscience. She's really a thinker and she evaluates everything. I think it would be great to schedule a call with you guys so you guys can meet her.

Chris

29:18

Perfect.

Intl College Counselers

29:18

It's just, it's a complimentary call so you don't have to feel gated whatsoever.

Chris

29:23

Sure, sure.

Intl College Counselers

29:24

Even if you came back to me and said, martha, she was lovely, but I want to meet one more person, right between us, that's open for you.

Chris

29:32

Okay.

Intl College Counselers

29:33

So if you permit me, what I'll do is I will email you and I will copy her on the email so we can set up a meet and greet.

Chris

29:40

Excellent.

Intl College Counselers

29:41

And then I'll send you some information. I'll send you her background with her pricing, but I'm also going to send you. Let me see. I really like Julian here also. And I'm going to send you John's background as well.

Chris

29:55

Yeah. So anything you have related to their backgrounds, how we get started, what the program looks like. I'm assuming you got tiers of packages or something along those lines. I own a social media company, PR agency as well, so I kind of familiar with how packages work. And the tech company, we do something similar, too. So I'm pretty familiar with that kind of stuff. And I've seen something similar from the other one. I've talked. I've only talked to two others, actually, and I gotta be honest, so far, you have more of the comprehensive piece of it than they did. They were hands off. They got all their data from us news world report for colleges. That kind of turned me off that. I mean, that data, every time I look at it, I wonder how those schools get ranked the way they do.

Chris

30:39

And I question it because the funny thing about technology is all that information is available if you so choose to seek it 100%.

Intl College Counselers

30:48

And, you know, a lot of parents like to talk about top ten. Yes, you're really talking about iv's because some of them are ranked at the same level. So it's just in, you know, it's. Again, they're throwing names, brands, versus really looking into it. So I really do appreciate how well rounded you are in your research because not a lot of parents really know that. You know, I'm going to go ahead and send all of this over to you.

Chris

31:16

Thank you.

Intl College Counselers

31:17

And just so you, there's a ton of value. I heard you mention about 120 a year from another company. We don't work like that. And we don't. We don't throw around iv's. Even though if you look, I would invite you to look at our owner's background.

Chris

31:32

Sure, absolutely.

Intl College Counselers

31:33

He has. Yeah. If you go to our about us page and, you know, dive in and look at some of the profiles, you know, she's very interesting. She's well, world renowned. And basically she has a whole bunch of books that came out during, you know, regarding the process.

Chris

31:51

Right.

Intl College Counselers

31:51

And, you know, she is sought out all over. I mean, she's basically, right now she has a waiting list.

Chris

31:58

What's her name?

Intl College Counselers

31:59

Sorry, Mandee Heller Adler

Chris

32:02

Okay.

Intl College Counselers

32:03

Yeah, so, I mean, she's amazing, Barry's amazing, but you know, they purposely only take a set amount because they're leading the team.

Chris

32:10

Sure, sure.

Intl College Counselers

32:11

Yeah. Okay, perfect. Well, thank you so much for your time. I do recognize went a little bit over.

Chris

32:16

Oh, no worries. I really appreciate your time today, and I'm looking forward to that. And looking forward. I have sons, actually, with me until the 6 July here, so if we can get. I don't know if that's too early. We can always do it virtually. Obviously we'll be doing it virtually anyway. But if for some reason we can squeeze it in before he leaves, he'll be sitting here with me. Otherwise he'll just be virtual.

Intl College Counselers

32:36

Yeah, no, all of our calls are virtual.

Chris

32:40

I'll just physically have him with me here. It'd be interesting to see what he thinks before and after.

Intl College Counselers

32:44

Yeah, I'm going to go ahead and send over the meet and greet right now.

Chris

32:48

All right, great. Thank you.

Intl College Counselers

32:49

Thank you. Take care.

Chris

32:50

You have a good day. Bye.