



Enrollment in Ohio's 529 College Advantage
is a simple and straightforward process. You can enroll
online at www.ohios529.com or by calling
1-800-529-5299. The enrollment process is quick and
easy, and you can enroll your child for up to
\$10,000 per year. The enrollment process is
simple and straightforward. You can enroll
online at www.ohios529.com or by
calling 1-800-529-5299. The enrollment process
is quick and easy, and you can enroll your
child for up to \$10,000 per year. The enrollment
process is simple and straightforward. You can
enroll online at www.ohios529.com or
by calling 1-800-529-5299. The enrollment
process is quick and easy, and you can enroll
your child for up to \$10,000 per year. The
enrollment process is simple and straightforward.
You can enroll online at www.ohios529.com or
by calling 1-800-529-5299. The enrollment
process is quick and easy, and you can enroll
your child for up to \$10,000 per year. The
enrollment process is simple and straightforward.

Ohio's 529
COLLEGE ADVANTAGE

Ohio's 529
COLLEGE ADVANTAGE
ENROLLMENT KIT

529

Higher education isn't just a great idea, it's A SMART FINANCIAL MOVE

It's clear that a college degree pays off.

Whether a child goes to college or not is obviously a personal decision. But, research suggests that going on to earn a degree in higher education is a smart financial move. A 2016 study from The Pew Research Center found that four-year college graduates overwhelmingly believe that their higher education helped them to progress both personally and professionally.

It's far cheaper to save now than pay off loans later.

It's simple. Saving now in a 529 plan puts tax-free, compounded earnings on your side. Borrowing later means your child pays interest on the already high cost of college. Student loan debt doesn't just cost more, it can be a burden that lasts for decades. Depending on how much you want to save over time or borrow later, the cost difference can be significant.

College Grads Earn More



Which is Better?

Save \$50,000	Borrow \$50,000
Available Toward College Costs \$150,000**	Available Toward College Costs \$50,000
Repay \$0	Repay \$80,000***

* Median annual earnings among full-time wage and salary workers age 25 and older in 2017 dollars. Source: U.S. Bureau of Labor Statistics, Current Population Survey.

** Assumes 17 years to save, average current annual costs of \$22,520 for an in-state public 4-year institution, full-time student 28 tuition dollars, and a 4% hypothetical investment return on your 529 plan. Data is approximate and rounded. This savings example would provide about 67% of the future costs of college. Hypothetical earnings. Your actual earnings will depend on the investment selected and actual performance. Earnings are not guaranteed. For more, visit CollegeSavingsPlan.com.

*** Assumes \$20,000 borrowed to fund a portion of the total cost of college expenses, 4.8% interest rate current on nonsecured federal Stafford loan rate, 4 years in college, and a 20-year repayment period. Data is approximate and rounded. Estimate using the "Loan Calculator" at Pew.org.



Let's start at the beginning – WHAT IS A 529?

529 Plans Encourage College Savings

Most people are familiar with tax-advantaged retirement plans like IRAs and 401(k)s. These plans encourage people to save for the future. Well, 529 plans are similar, but with a focus on saving for college.

Named after Section 529 of the Internal Revenue Code, these college savings plans offer a way for families to build a college fund using the power of tax advantages.

Contributions to a 529 plan grow tax-free. And when you use it for qualified higher education expenses, the withdrawals aren't taxed either.

Key Facts About Ohio's 529 Plans

Established in 1988, the Ohio Tuition Trust Authority manages Ohio's 529 College Savings Program, CollegeAdvantage. Ohio offers a choice of two variable savings 529 plans with mutual fund-based investments: the CollegeAdvantage Direct Plan and the BlackRock CollegeAdvantage Advisor Plan.

You don't have to live in Ohio to use Ohio's 529 Plan, CollegeAdvantage, which makes it ideal for grandparents, too. With Ohio's 529 Plan, you can go to a federally accredited school in Ohio or anywhere in the U.S.

Investments are provided by leading, well-known financial firms and are overseen by an 11-member fiduciary board.

Investment choices for **EVERY KIND OF SAVER**

Every family has different ideas about managing money. That's why the CollegeAdvantage Direct Plan offers options for savers of all experience levels and risk tolerances. If your goals or preferences change in the future, \$25 rules allow you to exchange your investment options up to one time per year.

STEP 1 Understand Your Risk-Tolerance

Are you comfortable taking risks to seek higher returns? Is a balanced approach right for you? Or would you want the security of FDIC-insured bank products? The answers to these questions will help guide your investment selections, and you'll find a helpful risk-tolerance tool at CollegeAdvantage.com/tools.

STEP 2 Choose A Ready-Made Portfolio Or Build Your Own

Ready-Made Portfolios: Age- or Risk-Based

These are complete portfolios designed around either the age of your child and when they're going to college or the level of risk and potential return you seek from aggressive to conservative. The appeal is simplicity. The age-based portfolios automatically adjust to reduce investment risk as your child gets closer to college. The risk-based portfolios allow you to select an investment approach that matches your risk-tolerance preferences, but you will need to make your own adjustments to the investments in your portfolio as your child nears college.

Build Your Own Portfolio

For more experienced do-it-yourself investors, we offer individual investment options that let you create the diversification you want. Options include the following asset classes:

- International Equity Options (Stocks)
- U.S. Equity Options (Stocks)
- Balanced Option (Stocks and Bonds)
- Fixed-Income Options (Bonds)
- Capital Preservation Option (Cash)
- FDIC-insured bank savings and CDs (Cash)

For up-to-date investment performance information, visit CollegeAdvantage.com.



When should you START YOUR 529 PLAN?

Every day that you delay impacts the amount you need to save and/or the amount of loans that might come later. But, no matter how far or close college might be, a CollegeAdvantage 529 Plan is the core of your college-funding strategy.



Celebrate A Newborn

This is when most college savings plans get started. With a longer time horizon, you can start small and gradually increase contributions as your income grows. It is also the perfect time for gift contributions from family and friends.



Starting Kindergarten

Daycare and preschool costs can rival a mortgage payment! But some of these costs go away at kindergarten, which makes this an ideal time to start or boost your college savings fund.



Middle & High School

You can still make a significant dent in college costs. The key is to consolidate other taxable savings to take advantage of the tax-free growth of a 529. And don't forget to let your extended family know about giving the gift of college savings.



During College

Already time for college? If your plan is to help with some of the college costs, it's still smart to start a 529 now. Throughout four years of college, you'll get tax-free growth and the annual Ohio tax deduction for contributions to your CollegeAdvantage account.

So how much should you save? Some, half, or most?

You probably have some ideas about how much of college costs you want to cover. Maybe you want to help out with some of tuition, living expenses, or just books. Maybe you want to cover about half. Or maybe you're thinking you want to help by paying most or all of the costs. Whatever your choice, Ohio's 529 Plan, CollegeAdvantage, makes it easy to create your plan, your way.

We have a calculator for that!

It's important to get a general idea of a dollar amount you plan to save. You can set your savings goal and then break that down into actual contributions over time. Our tools at CollegeAdvantage.com/tools can help.



There are many ways to BUILD YOUR 529



Slow & Steady With Automatic Contributions

To save it before you spend it, just set up recurring contributions from your bank account or use payroll deduction.



Birthdays, Holidays & Firsts

Grandparents, family, and friends want to celebrate milestones – big and small. Invite them to give the gift of college.



Tax Refunds & Other Windfalls

Any time you get lump sums of cash, add some or all of it to your college savings.



Consolidate Other Taxable Savings

Having a tax-advantaged 529 plan is the smartest way to make college doable.