



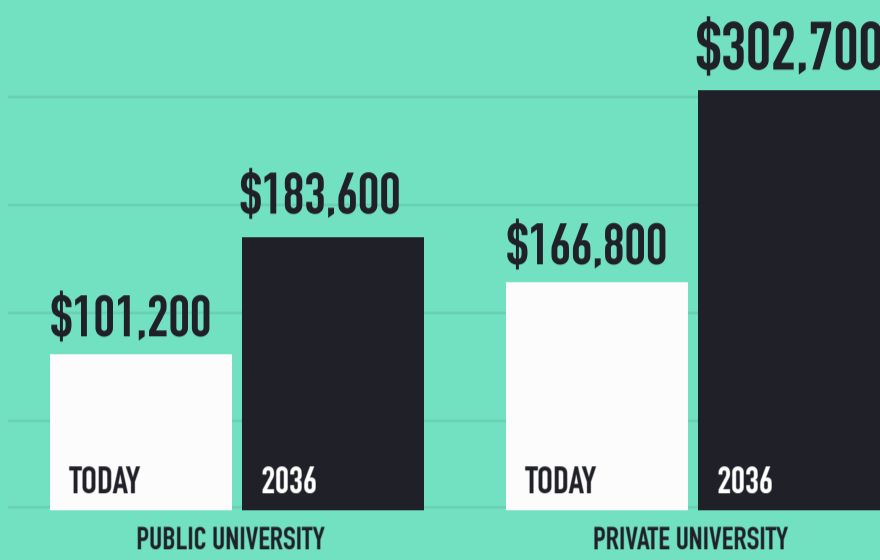
THE 411 ON PLANNING FOR COLLEGE

BY WEALTHFRONT

Our clients aren't letting the skyrocketing costs paralyze them. See how they're setting the trends when it comes to saving.

COSTS ARE RISING FASTER THAN INFLATION

THE AVERAGE COST OF 4 YEARS

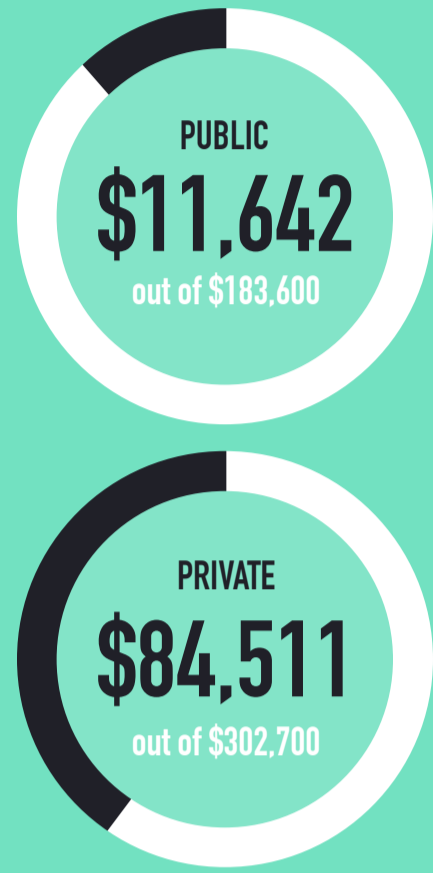


IF YOU STARTED TODAY, TO COVER THE FULL COST YOU'D NEED TO SAVE... **\$980/mo**

For illustrative purposes, the projected performance is based on a Wealthfront 529 College Savings Plan account with a risk score of 6.0, producing average net-of-fee returns of 4.0% over an 18-year investment horizon with \$0 initial contribution. See our note about hypotheticals at the end of this guide. Source: Wealthfront Research with data from from IPEDS (<https://nces.ed.gov/ipeds/>)

FINANCIAL AID DOESN'T COVER MUCH

THE AVERAGE EXPECTED FINANCIAL AID FOR FOUR YEARS FOR FAMILIES WHO QUALIFY WITH INCOME ABOVE \$110K



BUT OUR CLIENTS ARE TAKING ON THE CHALLENGE TO MEET THE RISING COSTS

THEY DREAM BIG

TOP THREE PRIVATE SCHOOLS



TOP THREE PUBLIC SCHOOLS



THEY SAVE EARLY & OFTEN

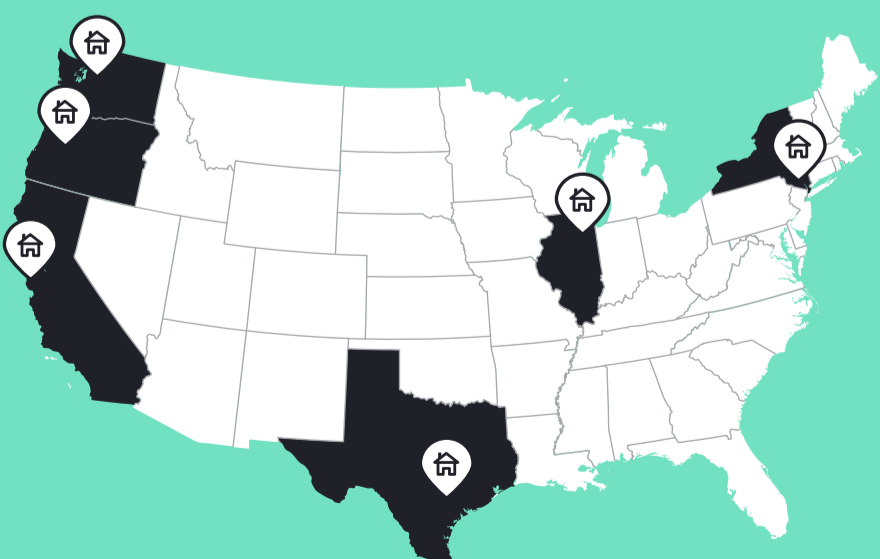
5YR
THE MAGIC AGE CLIENTS OPENED A 529 ACCOUNT FOR THEIR KID

\$17,149
AVERAGE 529 ACCOUNT SAVINGS

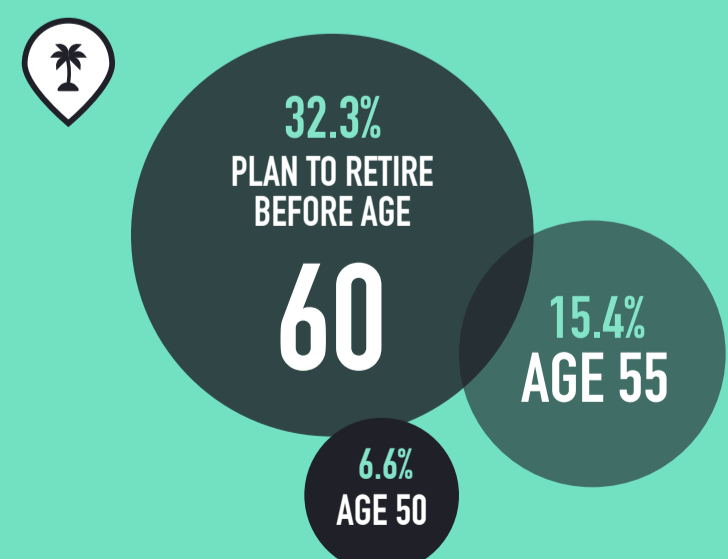
48%
OF CLIENTS CONTRIBUTE TO THEIR 529 ACCOUNT EVERY MONTH

AND THEY'RE STILL FOCUSED ON OTHER AMBITIOUS GOALS

MANY ARE SAVING TO BUY HOMES IN



SOME HAVE THEIR EYES ON AN EARLY RETIREMENT



A reminder about hypothetical calculations

This information is based on hypothetical performance calculations, which are not an indicator of any investor's actual current or future experience and is provided for illustrative purposes only. All investing involves risk, including the loss of money you invest. Hypothetical performance calculations are developed with the benefit of hindsight and have inherent limitations. Specifically, these results do not reflect actual trading or the effect of material economic and market factors on the decision-making process.

Wealthfront assumed dividend reinvestment, that we would have been able to purchase and/or sell the securities recommended by our models, that markets were sufficiently liquid to permit those trades, and the expected returns are in no way guaranteed. You should evaluate this information carefully before you invest, and consider Wealthfront's processes, the data we used, and the assumptions we made in developing our hypothetical calculations.