

April 02, 2012

Student Financial Resource Center  
777 Campus Commons Rd. #200  
Sacramento, CA 95825

Libby Gardner Smith  
CBS4 Special Projects Producer  
1044 Lincoln Street  
Denver, CO 80203

**Re: Response to your email dated 03/30/2012**

Dear Ms. Smith:

The Student Financial Resource Center (SFRC) organization is happy to assist you with your questions to ensure your report is objective and impartial to all. This is the SFRC official response to your inquired questions:

**1. What exactly does the consumer get when they fill out the profile form and pay the processing fee?**

The SFRC organization conducts a broad search to match students' qualifications and background to federal, state, local and private merit and need-based financial aid programs. Studies show a large number of students do not apply to all available financial aid programs and the SFRC program can increase students' chances to obtain financial aid funds. The SFRC program provides students a comprehensive guidebook package with the following information:

- a. Explains available Federal, State and Local and National Financial aid programs
- b. Provides strategies, guidelines and tips on how to fill out the Free Application for Federal Student Aid (FAFSA)
- c. Explains the financial aid myths and misconceptions
- d. Warns students about scams
- e. Explains college education tax credits
- f. Provides strategies to win merit based scholarships
- g. Provides guidelines to write essays
- h. Illustrates how to ask for a recommendation letter
- i. Provides application checklist
- j. Provides an extensive list of available Federal, State, National, Private and Local sources with complete descriptions, qualifications and contact information

**2. Where do you draw your mailing list from? How do you get the names and addresses of the folks you reach out to?**

The SFRC organization attempts to inform as many college students as possible. We purchase student names and addresses from numerous private independent companies (search the internet and you will find a great deal of companies that sell student names and addresses). Please note that the SFRC organization strongly follows the Privacy Act laws and do not share students' information with outside vendors.

**3. What is the process for getting a refund of the \$59 if the student doesn't qualify for financial aid?**

The SFRC refund process is simple and easy. SFRC clients have 90 days to use the SFRC guidebook package to obtain financial aid, if they do not receive any aid, all they have to do is return the SFRC guidebook package or provide proof of payment to us and we will send them a full refund within 10 business days.

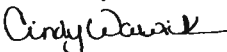
**4. How does your program differ from FAFSA?**

The FAFSA is the Free Application for Federal Student Aid and it is managed by the office of federal student aid. SFRC is an independent organization and provides a service for a fee. We are definitely aware that the SFRC material and information may be obtained from plenty of sources for deceptively free of charge. The SFRC services provide the following benefits:

- a. Save students time by conducting an extensive research for them to match their qualifications and background to the most available financial aid programs
- b. Provides students a specific convenient guidebook package
- c. Protect students from SPAM and superfluous advertisements
- d. We do not have a hidden checkbox to have students subscribe or agree to pay for unwanted goods
- e. We do not endorse, promote, advertise or attempt to sell anything to students (e.g. no magazine subscriptions, cars, books or credit cards offers... absolutely nothing)
- f. We do not sell the student names, emails or home addresses to outside vendors
- g. Encourage students to apply to all available financial aid not just federal and state programs

Ms. Smith, if you have any further questions please call 1-(888) 730-2775 or email me at [cwarwick@studentctr.org](mailto:cwarwick@studentctr.org).

Sincerely,



Cindy Warwick  
SFRC - Executive Director

cc: SFRC Legal Department