



SOLUTIONS

SAT ACT Specialized Courses
www.solutionsbayarea.com



SCORE LIES & DECEPTION:

Learn about REAL vs FAKE SAT or ACT score increases

It has gotten so bad, that there have been lawsuits for false advertising:

<http://www.insidehighered.com/news/2010/05/13/scores#sthash.9T9MQJbX.dpbs>

Curbing Boasts About Test Prep

May 13, 2010

By **Scott Jaschik**

The Princeton Review, a leading test-prep company, has agreed to stop using claims about average score gains in its marketing materials. While company officials say that they believe the claims were accurate, and that they were preparing to move away from such claims without outside prodding, the decision came after **an investigation by the National Advertising Division of the Council of Better Business Bureaus**, which found the decision to stop making such claims to "be necessary and appropriate." (The organization acts as an arbitrator among companies that agree to have complaints probed.)

<http://online.wsj.com/article/SB124278685697537839.html>

The report, to be released Wednesday by the National Association for College Admission Counseling, criticizes common test-prep-industry marketing practices, including promises of big score gains with no hard data to back up such claims. The report also finds fault with the frequent use of mock SAT tests because they can be devised to inflate score gains when students take the actual SAT. The association represents 11,000 college admissions officers, high-school guidance counselors and private advisors.

Tutoring / Test Prep Companies deceive & lie to unsuspecting parents & students every day:

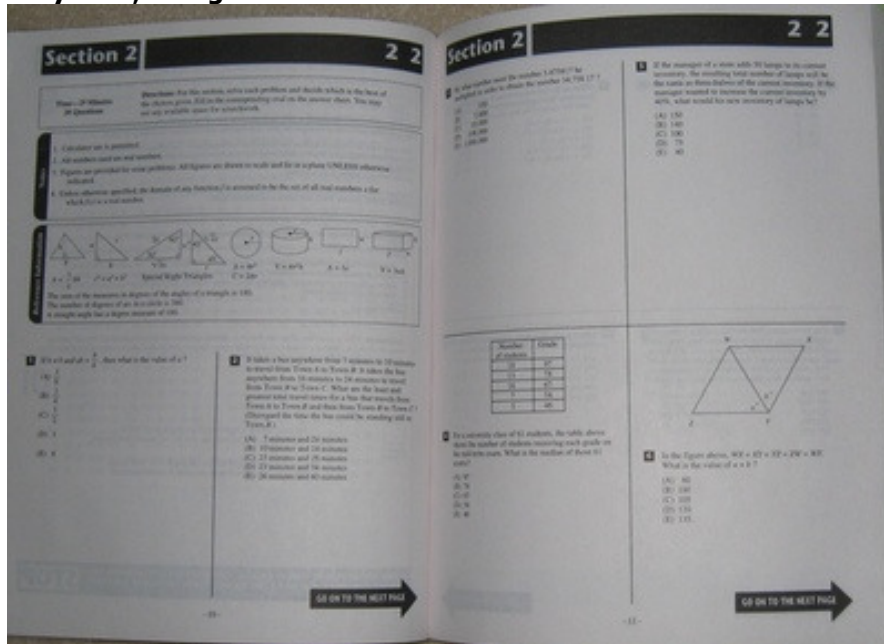
1) Making up score increases

San Ramon 1,900 (520 point score improvement)
Campo 1,840 (490 point score improvement)
San SRVHS 1,800 (480 point score improvement)
Monte Vista 2,000 (480 point score improvement)
Carondelet 2,230 (460 point score improvement)
Monte Vista 1,770 (460 point score improvement)

2) Harder first "SAT" which leads to lower first score

Those PRACTICE SAT/ ACT tests given at your high school are harder, fake tests, designed to give lower scores.

This test looks so SO real. But it was given to students at a local high school. Very fake, and gives much lower scores.



3) Deceptive scoring methods which leads to lower first score

- Giving essays lower scores
- Using score charts which give lower scores

Raw Score	Critical Reading Scaled Score
31	510
30	500
29	490
28	490
27	480
26	470
25	470
24	460

4) "Score Guarantees" to lure in unsuspecting Parents & Students:

Guarantee: 200+ gain with only 10 hours tutoring

If, after **only 10 hours of tutoring**, with a few hours of homework in between sessions, you have not increased your score by at least 200 points, I will offer

Kaplan is committed to your success. We stand behind our programs and your results with the **Kaplan Higher Score Guarantee.****

If you feel you're not ready to take the exam, you can study with us again for free for the next test date or for 3 more months for computer-based tests.

No matter how many points you improve, if you're not satisfied with your overall score, you can study with us again for free for the next test date or for 3 more months for computer-based tests.

Point Increase Guarantee

- Highest score improvement guarantee
- If your score doesn't increase by 200 points (250 points for the Hybrid), you can repeat the course for free

SURPRISING TRUTH: Most SAT / ACT courses BARELY HELP

Each day, many parents and students learn a real life financial lesson after wasting valuable time and money on SAT & ACT courses which result in little to no improvement in SAT or ACT scores.

No need to take our word –

Wall Street Journal investigative reporter **John Hechinger** corroborates what we have warned parents for years. In fact, we at Solutions helped John Hechinger uncover the deceit of other test prep companies.

<http://online.wsj.com/article/SB124278685697537839.html>

<p>THE WALL STREET JOURNAL. WSJ.com</p> <hr/> <p>EDUCATION MAY 20, 2009</p> <h2>SAT Coaching Found to Boost Scores -- Barely</h2> <p><i>Study Results Run Counter to Test-Prep Course Claims; How Colleges Fuel Industry</i></p> <p>By JOHN HECHINGER</p> <p><i>(Please see corrections and amplifications item below.)</i></p> <p>Families can spend thousands of dollars on coaching to help college-bound students boost their SAT scores. But a new report finds that these test-preparation courses aren't as beneficial as consumers are led to believe.</p>

THE RIGHT WAY to calculate a "Score Increase"

- 1) Take a real SAT or ACT before the course, trying to score as high as possible.
Don't count lower SAT & ACT start scores if the student was tired or sick or didn't really try.
- 2) Take the course.
- 3) Take a real SAT or ACT after the course, trying to score as high as possible.

-10 points after taking SAT Course

05/2009	SAT Test	
	Critical Reading	600
	Math	660
	Writing	650
03/2009	SAT Test	
	Critical Reading	590
	Math	690
	Writing	620

ZERO increase on ACT after \$2000 private tutoring

Test Date: April 2008 Test Location: National Test Option: ACT PLUS WRITING		The ACT
This is not an official ACT score report and is intended only for your informational use.		
Composite Score: 26		Test Score
Test Date: June 2008 Test Location: National Test Option: ACT PLUS WRITING		The ACT
This is not an official ACT score report and is intended only for your informational use.		
Composite Score: 26	Test Score (1-36)	Subscore (1-18)

HOWEVER, "AVERAGE SCORE INCREASES" are a useless method of comparing SAT ACT courses

Why?

- 1) Kids who are **highly motivated and work hard** will improve more than kids who do not attend classes and do not work hard.
- 2) Students **scoring higher to begin with** have less room for improvement. Students scoring lower can improve more.
- 3) Some students have already **reached their maximum potential** and won't increase scores no matter what.
- 4) The real **SAT & ACT themselves vary in difficulty**, and kids who take the SAT & ACT without studying can increase or decrease scores

The REAL DEAL

Genuine, Verified RESULTS.

- 1) These scores are the real deal: screenshots from College Board or ACT website
- 2) We never use harder "starting score" tests
- 3) We never use easier "end score" tests
- 4) We don't even count score increases from a real starting SAT / ACT where the kid was tired or sick or didn't really try that hard because he knew it didn't count.

No fakes, deception, no lies:

The screenshot shows a 'My Scores' interface with the following data:

Test Date	Test Name	Reading	Math	Writing
May 3, 2014	SAT Test	760	780	640
November 2, 2013	SAT Subject Test	Chinese with Listening		
		800		
October 5, 2013	SAT Test	580	680	550

Additional annotations on the screenshot:

- Red text: "After Solutions: 2180 (+370 points)" is placed over the May 3, 2014 scores.
- Red text: "This student took a 6 week course elsewhere: 1810" is placed over the October 5, 2013 scores.

My Scores [See Sent Scores](#) **After: 1700 + 380** [Send Available Scores Now](#) →

October 5, 2013	Reading	Math	Writing
SAT Test	530	630	540
Understand Your Test Performance How to Improve your Scores Order Score Verification			

June 1, 2013	Reading	Math	Writing
SAT Test	440	580	440
Understand Your Test Performance How to Improve your Scores Order Score Verification			

March 9, 2013	Reading	Math	Writing
SAT Test	450	550	420
Understand Your Test Performance How to Improve your Scores			

Before: 1420

My Scores [See Sent Scores](#) **AFTER: 2080 + 370** [Send Available Scores Now](#) →

October 1, 2011	Reading	Math	Writing
SAT Test	740	670	670
Understand Your Test Performance How to Improve your Scores Order Score Verification			

June 4, 2011	Biology M	French
SAT Subject Test	740	690
Understand Your Test Performance		


January 22, 2011	Reading	Math	Writing
SAT Test	500	520	690
Understand Your Test Performance How to Improve your Scores			

BEFORE: 1710

We can't include every score, but just to show that WE DON'T JUST POST UP 1 score out of 1000 that improved, here are the scores of JUST ONE CLASS OF KIDS FROM the 10/2009 SAT.

TEST DATE	TEST	SCORE	ACTION
10/2009	SAT Test		View S... View M... Order S... Underst...
	Critical Reading	740	
	Math	770	
	Writing	730	

TEST DATE	TEST	SCORE	NATIONAL PERCENTILE
10/2009	SAT Reasoning Test		
	Critical Reading	670	92%
	Math	730	96%
	Writing	690	95%
	Multiple Choice	63 (score range: 20-80)	
	Essay	11 (score range: 2-12)	

 Check back on November 3 for your full score report, with detailed analysis! If you took the SAT Reasoning Test you'll also be able to view a copy of the actual essay you wrote.

TEST DATE	TEST	SCORE
10/2009	SAT Test	
	Critical Reading	630
	Math	660
	Writing	650
06/2009	SAT Subject Test	
	Mathematics Level 2	710
	U.S. History	700
	World History	640
03/2009	SAT Test	
	Critical Reading	520
	Math	630
	Writing	510

< After Solutions +280 points

< After the first SAT course with a local SAT prep

TEST DATE	TEST	SCORE
10/2009	SAT Test	
	Critical Reading	780
	Math	730
	Writing	660
06/2009	SAT Subject Test	
	Literature	640
	Mathematics Level 2	570
	U.S. History	690
03/2009	SAT Test	
	Critical Reading	620
	Math	620
	Writing	590

< After Solutions +340 points

< After the first SAT course with a local SAT prep

TEST DATE	TEST	SCORE
10/2009	SAT Test	
	Critical Reading	500
	Math	770
	Writing	620
06/2009	SAT Subject Test	
	Literature	480
	Mathematics Level 2	800
	Physics	720
03/2009	SAT Test	
	Critical Reading	340
	Math	630
	Writing	600
01/2009	SAT Subject Test	
	Mathematics Level 2	640

< After Solutions +320 points

< after +160 points

< After the first SAT course with a local SAT prep

< before

TEST DATE	TEST	SCORE
10/2009	SAT Subject Test	
	Chemistry	800

Check back on November 3 for your full score report, with
Test you'll also be able to view a copy of the actual essay



SOLUTIONS

SAT ACT Specialized Courses
www.solutionsbayarea.com

