

THE WATERTON GROUP

STANDARDIZED TEST INSTRUCTION SINCE 2009

Stressed? Our Experts Can Help



SAT ACT PSAT GMAT LSAT MCAT GRE ISEE

As featured by . . .

The Dallas Morning News



WELCOME

The Waterton Group offers the most exclusive test tutoring program for Dallas area high school students. With a customized, results-oriented focus, we create programs and deliver results unmatched by other tutoring companies, including:

- Average SAT improvement of 380 points—a 22% percent increase
- Average ACT improvement of 6 points—a 24% percent increase
- Strategic “Test Advising” offering more than traditional tutoring
- A team of instructors with perfect scores

We hope you find this brochure informative and helpful in planning your child’s academic goals. When you are ready to find the best match for your child’s tutoring or test preparation, we look forward to speaking with you and getting to know your family—we are here to be a resource for your student’s success.

“*Waterton is a best-in-class resource for highly-motivated students seeking their personal best score.*”

OUR PROCESS

Since 2009, The Waterton Group has refined what has become the bedrock of every student lesson plan: The Assessment. Our students benefit both from our refined processes and from our years of experienced, private instruction.

We utilize this smart, agile tool that is The Assessment as a baseline predictor of student success. Our Directors gauge a carefully-crafted set of data-points, delivered through what feels like a casual conversation—which is what you would expect from an experienced professional.

Instead of being satisfied with a mediocre point increase, The Waterton Group strives to help every student achieve his or her highest score possible. Students in our programs thrive because we do not cut corners. Waterton offers the most elite approach to test prep in the Dallas area.

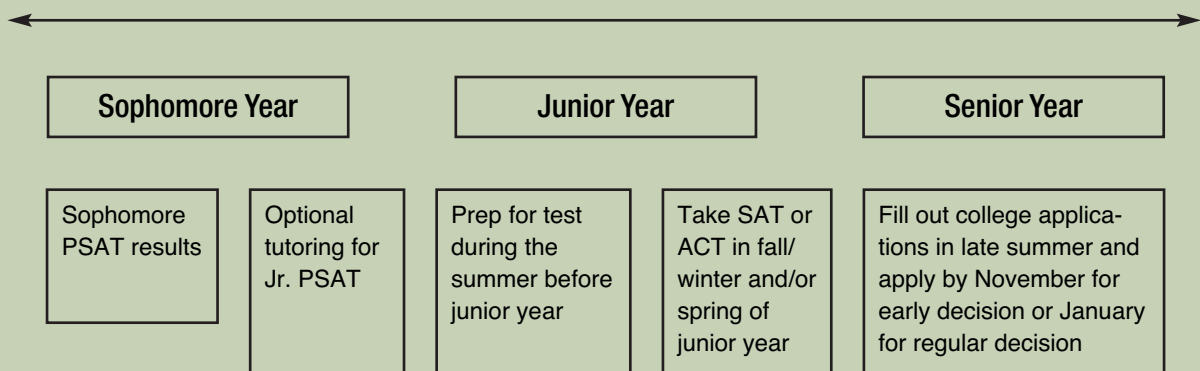
Why Should I Consider Private Tutoring for College Entrance Tests?

As a parent or counselor, there are unlimited ways to help your student(s) achieve his or her best test score. None of the alternatives are wrong, and nothing works exactly the same way for each student. At The Waterton Group, we believe private test tutoring realizes a “true return on investment” with parents who would answer “yes” to at least one of the following five questions:

- 1 Is your student trying to reach a specific goal for their entrance test?
- 2 Is your student targeting improvement in specifically tested areas (math, reading, etc.)?
- 3 Would your student be a candidate for scholarships based on test scores?
- 4 Is your student underperforming on test scores vs. his or her grade performance? And, conversely, do your student’s grades fall short of his or her overall abilities?
- 5 Does your student perform better in one-on-one learning situations than in group settings?

How Do I Build a Tutoring Timeline for SAT / ACT Tests?

The following timeline is the “perfect scenario” for test tutoring. This scenario is common for many students; however, it will not suit every student’s needs. Flexible with Dallas clients, Waterton Directors have experience meeting the needs of students at any point on the timeline:



WHY WATERTON

Test scores fall second only to grade point average (GPA) as a factor in college admission, yet most students spend limited time preparing for tests. The Waterton Group believes that students should strive for the highest possible point increase and feels that with the proper guidance, an expert instructor, and practice, this is possible.

“The SAT and ACT are high-stakes tests and require the best instruction available.”

Waterton offers the most comprehensive test prep in Dallas because of the following keys:

Tutor Experience. Our founder, James R. Denke, has prepared students for the SAT and ACT since 2000. He built The Waterton Group to satisfy local students’ “real world” test needs. All Waterton instructors have over five years experience with private tutoring. Few firms boast this requirement. We offer our tutors more compensation than other Dallas-area firms, allowing us to attract real experts, many of whom are Ivy League graduates that otherwise would not teach.

Program Length. The Waterton Group does not have a predetermined program length. The Executive Director, instructor, and parent create a customized lesson plan in

order to reach each student’s particular goals.

These lesson plans typically span from 10-60 hours

depending on the student; however, most students receive an average of 30 hours of tailored instruction.

Test Simulation. Throughout the program, students take mock tests. For this process, Waterton utilizes real, previously administered tests and attempts to simulate the actual testing environment. This makes Waterton students much more comfortable on test day.

What does private tutoring cost?

Most private tutoring costs \$150 per hour at The Waterton Group. With an average tutoring length of 30 hours, the total cost is approximately \$3,000 to \$6,000. This equates to one year of investment in sports like baseball, dance, crew or tennis, and yet the results of tutoring will benefit your child for a lifetime. The results will show up in test scores, scholarship opportunities, and general performance in school or career. It is an investment that has a high return.



STUDENT PROFILES

Meyer: Maximizing the Score

ACT: 35, 6-point Improvement + Accepted at West Point

While a junior in high school, Meyer set a goal to be accepted at West Point. To reach this goal, he needed excellent test scores.

After a thorough search of tutoring groups in the summer before Meyer's junior year, Meyer's mom selected The Waterton Group. She believed that its experience with test preparation and its reputation in the Dallas community would give Meyer his best chance at optimal performance. From a value perspective, she believed her son would have the most effective tutoring and her investment would be efficiently spent.

The tutoring paid off, as Meyer landed a near perfect ACT score of 35. After the 6-point improvement on the ACT, Meyer was accepted into West Point. ■

Lily: Creating an Edge

SAT: 2170, 180-point Improvement in 7 Weeks

Lily was the consummate young woman who had a clear vision for herself and a college in her sights, but just needed the test score to get her there. A junior at a premier Dallas private school, she excelled in many areas. Lily had already undergone months of instruction from another local program but still wanted improved test scores.

Waterton's Executive Director assessed Lily in all three areas of the new SAT, and he designed a strategic set of lessons leading up to the final SAT of her junior year. Lily worked closely with a Waterton instructor during the 7 weeks before the test. Together, they boosted her knowledge base and confidence.

Even though Lily had worked with another program in before Waterton, she was able to boost her score an additional 180 points. Lily achieved a 2170 on the SAT, including a 750 reading, 750 writing, and 690 math score. She now stands well-equipped to apply to a broad range of universities. ■

Ryan: Securing the future

SAT: 2130, 420-point Improvement + \$76,000 in Scholarships

As a junior, Ryan wanted to study engineering at one of the flagship Texas universities, including SMU, A&M and UT. Ryan faced a sophomore PSAT score of 171 (1710 SAT equivalent), so his parents contacted Waterton. After assessing Ryan's abilities, Waterton's Executive Director executed a lesson plan that ultimately boosted Ryan's SAT score to a cumulative 2130, including a 700 math and a 760 reading score. His school guidance counselor even commented that his PSAT score did not accurately predict his final SAT scores.

Before Christmas of senior year, Ryan was accepted to the three schools that he applied to. He was auto-admitted to his first and second major choices at A&M. SMU not only accepted him into the Honors Engineering program, but also offered him both a Provost Scholarship of \$48,000 and a Founders scholarship of \$28,000. After their son received \$76,000 in scholarships, his parents were very satisfied. ■

Kyle: Writing His Ticket

SAT: 2050, 300-point Improvement + Accepted at Villanova

Kyle, a junior, was a sports enthusiast who had dreams of attending a notable northern university. Playing varsity basketball at a top-notch private school in DFW, Kyle excelled in all areas related to math; however, his reading and grammar skills needed serious improvement. His junior year PSAT score was a 175 (1750 SAT equivalent), including a 53 writing score (530 SAT equivalent). Naturally, his parents began a search for a premier group to help their son dramatically improve his test scores.

After a month of comparing Dallas test prep options, his parents engaged The Waterton Group. The Executive Director implemented a series of lessons that accommodated Kyle's busy sports schedule, while still allowing him time to maintain his 3.8 GPA. Because of the private instruction and his rapport with his instructor, Kyle took ownership of the tutoring process. He prepared diligently during the 3 months prior to the SAT. On test day, Kyle felt confident that his rigorous preparation had paid off.

Kyle walked away with a 2050 on the SAT. This included a 720 writing score, which represented a 190-point improvement. He confidently applied to universities throughout the U.S. and now attends Villanova University. ■

WATERTON DIRECTORS



James Denke, Executive Director | james@watertongroup.com
Founder and Principal
Fordham University, BA Economics

James is the founder of The Waterton Group. After scoring in the top 2% of test takers on the SAT and a perfect 800 on the math portion, James began teaching the SAT and ACT in 1998. He was part of a team that helped build the Distance Learning department of the Princeton Review and was the principal SAT and ACT tutor for the lower Manhattan office through 2004. He then moved to build a financial training department for a boutique Wall Street brokerage firm from 2004–2005. Since 2005, James has instructed students from some of the most affluent and well-respected families in both New York City and Beverly Hills. Upon returning to his hometown of Dallas, James launched The Waterton Group in early 2009 to spread his skills and experience to families in the Dallas/Forth Worth area. James holds a bachelors degree in economics from New York’s Fordham University.



Mark McGarry, Verbal Director | mmcgarry@watertongroup.com
Trinity College, BA Humanities
Dallas Seminary, ThM Systematic Theology
98th percentile on GRE verbal section

Mark comes to The Waterton Group after a 20-year career in book publishing during which he designed and produced over 400 books. In 2004, Oxford University Press hired Mark to design and produce *Liberty and Freedom: A Visual History of America’s Founding Ideas* by Pulitzer Prize-winning author David Hackett Fischer. For his work on the project, he was awarded the Merit Award at the New York Book Show. A published author, Mark’s professional affiliations include the Dictionary Society of North America (DSNA) and the Type Directors Club (TDC).

Support Staff



Katrina C., Client Director
katrina@watertongroup.com

- University of North Texas, BA
- Over 10 years of customer service
- Dallas native

Parent Testimonial

“The Waterton Group oversaw my daughter’s progress over two years and she has now matriculated to the undergraduate Harvard Business School. I was referred to The Waterton Group by a close friend in Dallas whose son had claimed a highly successful experience. As a Yale alumnus, I obviously had high hopes for my daughter. From her first assessment with Waterton, I knew the instructors were going to give her the intimate one-on-one attention she needed to compete for the Ivy League. I consistently recommend Waterton to friends and family.”

— Robert P.

MEET SOME OF OUR TALENT



James Denke
Executive Director
Fordham University
SAT Math: 800



Coleman Carter
Harvard University
SAT Math: 800



Annie Wiles
University of St. Andrews
SAT Reading: 800
SAT II Literature: 800



Vinay Kotamarti
Rice University
UT Southwestern
SAT Math: 800



Ryan Pope
Harvard University
ACT Math: 36



Daniel HSU
Washington & Lee
ACT Reading: 36



Stacy Yuan
Pomona College
UT Southwestern
ACT Composite: 36



Ernesto Alba
MIT, University of Texas
ACT English: 36
ACT Reading: 36



Megan Herrmann
UT Southwestern
SAT Reading: 800



Mac Connelly, MD
SMU
University of Texas (Houston)

Instructor Highlights

We command higher score increases from our students because our instructors are some of the most talented, one-on-one tutors in Dallas. Other highlights include:

90% with perfect scores

50% National Merit Finalists

40% Ivy League grads

30% High School Valedictorians

COLLEGE ADVISORS SPEAK

“Results”

Marilyn Kaufman, M.Ed. | Certified College Counselor

“Results. That is the singular reason that The Waterton Group deserves your attention. Many of my students have been able to successfully compete for admission into some of the most selective colleges and universities as a result of the test preparation and confidence they gained from working with The Waterton Group, an individualized test prep company who brings out the best in each student.”

College Admission Consultants | www.collegeadmissionconsultants.net

“Expert”

Catherine Marris | Certified Educational Planner

“James Denke is an expert at helping students increase their SAT and ACT scores through his proven test preparation methodology. He and The Waterton Group have not only made a difference with many of my clients at Marris College Admission Advisors, but he personally helped my daughter increase her SAT score by over 200 points in merely seven sessions. I highly recommend James, his associates, and the powerful tools they provide to help high school students significantly improve their SAT and ACT testing results.”

Marris College Admission Advisors | www.marrscaa.com

“Confidence”

Diane Wilcox | Certified Educational Planner

“In the consumer driven hype of trying to figure out the best training for high stakes testing, James Denke and The Waterton Group fill a niche market in the Dallas area. When parents are shopping (as they should) for the appropriate test prep for their future college applicant, having solid options is encouraging and enables them to select the most appropriate style of test preparation for their student. Because James is selective about the students his company works with, his participants see impressive results. My clients who have used their services have had notable improvement in their scores. I have the utmost confidence in James Denke and The Waterton Group.”

Wings to Soar Texas | www.wingstosoartexas.com

“Well-Prepared”

Natalie Lundsteen | Certified Educational Planner

When I advise MBA and graduate school applicants who have previously worked with Waterton tutors, I know those clients will have been well-prepared for the next steps of their admissions process. I really enjoy collaborating with the Waterton group and helping students succeed.

Capital College Consulting | www.capitalcollegeconsulting.com

Contact

Contact us today to discuss your student’s needs and set up an initial assessment.

One Energy Square | 4925 Greenville Ave., Suite 200, Dallas, TX 75206

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