

# Families build shortlists on reputation, not requirements.

*It costs offers every year.*

↓ swipe

# 5

## choices all at A\*A\*A = a gamble

One bad results day and your entire shortlist collapses. No safety net. No fallback.

↑ *this happens more than you think*

*before you pick universities...*

## **Step 1: Check subject requirements (not just grades). Step 2: Check admissions tests.**

Grades are the headline. Requirements are the fine print. Both can rule you out.

*↓ then build your tiers*

## Step 3: Build three tiers.

### **Aspirational**

Reach grades  
Dream choices  
Worth trying

*stretch ↑*

### **Target**

Predicted grades  
Realistic match  
Core of your list

*sweet spot ✓*

### **Safety**

Below predicted  
Still a good fit  
Your insurance

*don't skip this*

*the bottom line:*

## **Don't build a wish list. Build a strategy.**

A strong UCAS application spreads risk across all five choices.  
Reputation alone won't get you an offer.

*Book a 30-min shortlist sanity-check.*

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