

Press release

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Moving for schools? SchoolGuru can stop you from making a £16,500 mistake.

Spring is in the air - and for many parents house-hunting is, too. Top of the wish list is usually a 'good state school'. But it's possible to get it very, very wrong - for example, moving to an area where you won't get the school that you want, or missing the deadline for applications. That could be an extremely expensive and stressful mistake - as the average cost of moving in the South East is now almost £16,500* according to research by Lloyds TSB.

The school application season starts up in the Autumn and most parents will want to be in their new home by then, so the pressure is on. At SchoolGuru we help our members choose schools - and find properties that will get them into the schools that they want. Our online Admission Calculators cover Hertfordshire and Kent and are invaluable for parents on the move. Put in an address, and in seconds, you can see whether you would have got into your favourite school in previous years, based on the official data.

SchoolGuru's Catherine Bassindale, a mother of two, says: "People think that they're guaranteed to get into the school around the corner - but they're often in for a shock. There are some schools in the country that have up to 18 applicants chasing every place - and the top schools are so competitive that there aren't even enough places for siblings. We give parents the ultimate reality check."

"When we moved from London to St Albans, we had no idea how competitive it was, and assumed we'd get into our closest school, 522m away. We didn't - and we were devastated. When you make assumptions, rather than relying on the facts, you can get it terribly wrong, as we know to our cost. But now parents using our site can make decisions based on data - rather than gossip. That's a much better way to move forward!"

There are tips for homemovers on SchoolGuru's website:

<http://www.schoolguruherfordshire.co.uk/movinghouse.html>

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* Source: http://www.lloydsbankinggroup.com/media/pdfs/LTSB/2012/2701_Cost.pdf



Press photo: SchoolGuru founder Catherine Bassindale, with her sons Arthur (left) and Finlay