OWB School Search · For schools

Families who can afford you, sent to you

OWB School Search is a free tool for parents in Bucks, Chester, Delaware, Montgomery and Philadelphia counties. Parents enter their ZIP code, income and children's grades. We show which aid programs they can apply for (Pennsylvania's EITC and OSTC scholarships, and the new federal scholarship tax credit) and what nearby schools would cost them after that aid.

WHAT YOU GET

- A parent picks your school on our site and checks a box agreeing to share their information with you.
- You get an email with their first name and email (and phone, if they give it), their ZIP code and distance, their children's grades, their household income range, and their aid results.
- We never share exact income or children's names. We record the exact words each parent agreed to.

WHAT COUNTS AS A LEAD

A family that:

- picked your school on our site
- checked a box agreeing to share their information with you
- has a child in a grade you teach
- lives within 10 miles of your school

WHY THEY ARE READY TO TALK

- They have already seen your price and their likely aid, so the first conversation is about fit, not sticker shock.
- They know which scholarships they can apply for.
- Your profile shows your tuition and fees. You can correct them, and add the scholarship groups you work with, any time.

THE PILOT

- We are looking for five schools in the Philadelphia region for a pilot.
- Being listed is free. Schools in the pilot pay for each family that asks to hear from them. We set the price and terms together.
- Leads go only to an admissions email you choose.

SAMPLE LEAD (MADE-UP FAMILY, REAL AID RULES)

Subject: New family interested in Your School

A family asked OWB School Search to connect them with Your School.

Grades for 2027-28: grade 9
ZIP code: 19111 (about 3.1 miles from your school)
Household income range: $75,000 to $99,999
Aid results (estimates, not award decisions):
- Grade 9: EITC: can apply; OSTC: can apply; Federal tax credit scholarship: pending a state decision

Contact: Sample, parent@example.com
Please reply by email.

The family agreed to share this with your school. Please do not share it with others.

WHY FAMILIES TRUST THE NUMBERS

- Every aid rule links to the official source and shows when we last checked it.
- Contact details are encrypted. We do not use ad trackers. Families can ask us to delete their information.

Aid results are estimates, not award decisions. Scholarship groups, the state and schools decide. Rules last verified November 23, 2026.