



International Schools
for Bright and Gifted Children

King's College School

King's College School, Caledon, Ontario hired Reed Sumida just over a year ago to help us with our marketing in order to increase our enrollment. The whole process of working with Reed has been delightful from start to finish - and hasn't finished yet! Even though our formal contract was finished months ago, Reed is still an invaluable member of our team, continually advising us as we work to put into practice what Reed advised and helping us when sticky situations arise.

Reed is the consummate professional. He helped us identify what was working and what was not working, while still maintaining and respecting who we are, what we had created so far, and our philosophy of education. Reed's work did not change who we are, but rather helped us identify our strengths and our essence and express ourselves more clearly and consistently in all our actions. Reed helped rally all of us - faculty, staff, parents, and students - around our school community and helped us to understand and celebrate who we are. Since Reed worked with us, our retention rate has increased substantially and our recruitment of new students has doubled. We now have a new Director of Admissions, chosen and trained by Reed, who follows up on every call and is able to clearly, competently, and compassionately discuss our school with prospective parents to help all concerned decide if we are the right school for them and their children. We are very grateful to Reed for what he has brought to King's College School, and for his continued support, encouragement, and guidance. I most highly recommend Reed Sumida and would be happy to answer any questions that prospective clients of Reed's may have.

Barbara Lord, Principal, King's College School - a small, university-preparatory, grade 3 to 12 school in Caledon, Ontario, Canada

(Mrs.) B.H. Lord
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King's College School offers boundless leadership opportunities in academics, arts, sports, and contributions to the world!

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Grades 3 to 12

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