Speaker 1 (00:00):

There is a lot to like about LRAP, but one thing that stands out to many administrators, especially CFOs, is this LRAP is entirely cashflow positive. That is, you only pay after it works when students are enrolled, so you don't have to make room for it in the budget to reap its benefits. Here's why it works. Your admissions and financial aid teams are already able to identify students who are not going to enroll due to cost and or loan concerns. This is lost revenue that you will not be able to book. Instead of letting these students go elsewhere, you can offer them LRAP. If they don't enroll, you've lost nothing since there are no upfront costs to use LRAP. You only paid the LRAP fee for students who enroll at your college and borrow student or parent loans. You've just gone from having no revenue from a non enrolling student to having an enrolled student and their revenue minus the modest LRAP fee. So by leveraging LRAP, you can increase net revenue without committing any budget dollars upfront. Using LRAP just makes sense. With zero financial investment upfront, you can still enjoy a substantial return. Not to mention that your students and their parents receive a significant long-term benefit in the process, it's truly a win-win. So wouldn't it be great to enroll more students without any upfront costs? Contact info@ardeo.org today to get started.