

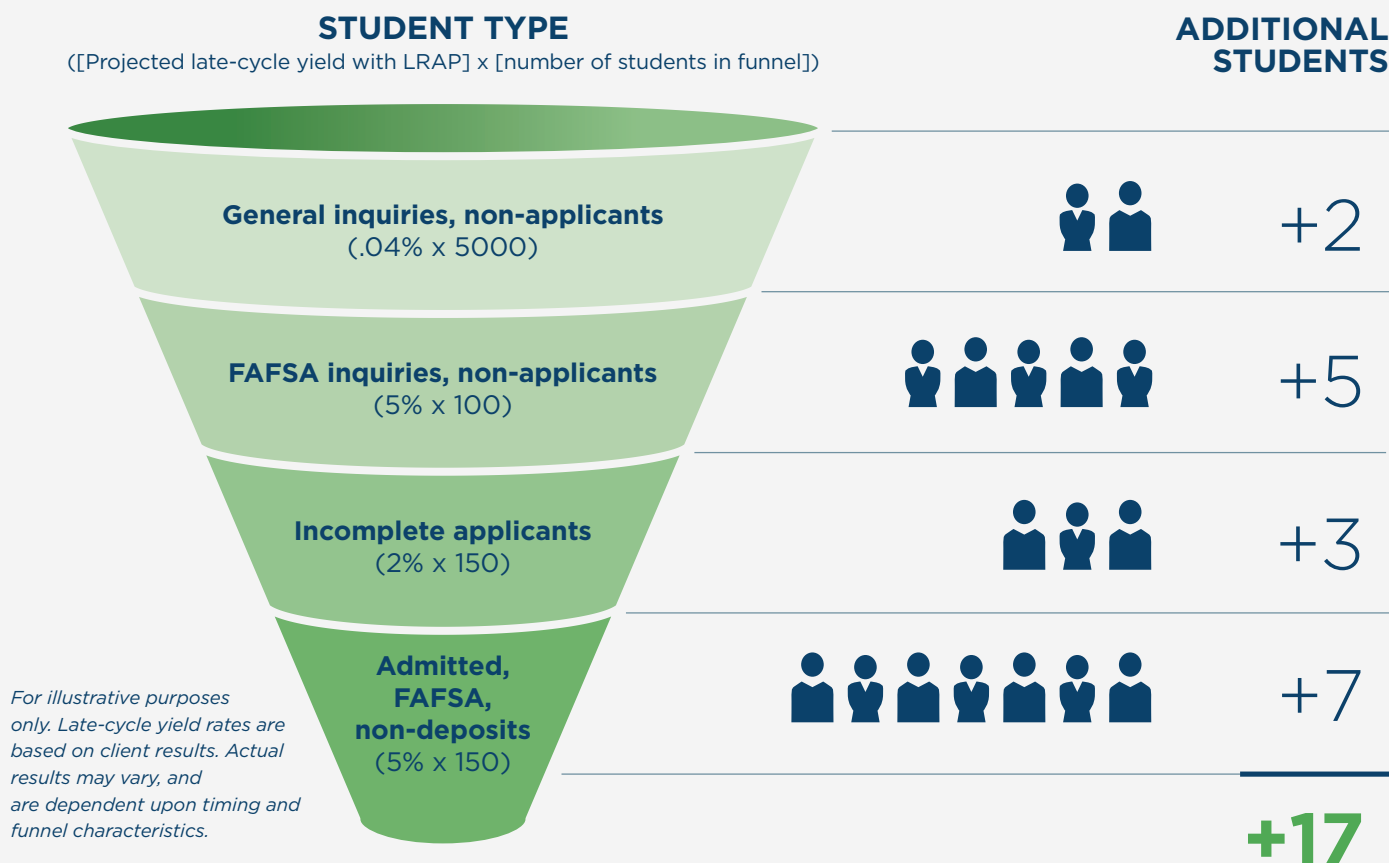
Are Prospective Students **Stuck** in your **Funnel**?

LRAP HELPS MOVE STALLED PROSPECTS THROUGH YOUR ADMISSIONS FUNNEL

Awarding LRAP to traditionally low-yield groups is a proven way to get students and families who are concerned about borrowing student and parent loans 'off the fence' and enroll.

Late in the admissions cycle, the following four groups typically comprise a very small share of the upcoming fall's incoming class. But after the unique value of LRAP is introduced, these groups represent a tremendous upside.

A SAMPLE LATE-CYCLE FUNNEL ENHANCED BY LRAP



LRAP engages stalled prospects by addressing concerns about student and parent debt.

You could have dozens of students in your funnel who are stuck due to fear of borrowing. LRAP can give peace of mind to these students, incentivizing them to apply, enroll and graduate.

additional students yielded after May 1st with LRAP

WANT TO LEARN MORE? LRAP.ORG

