

BENEFITS OF USING AN LRAP

Higher education leaders appreciate our LRAPs because they help schools differentiate their value proposition, improve student yield and retention, and reinforce their commitment to students' long term success. Ardeo's LRAPs are a proven tool to address concerns about cost and fear of educational loans.



Increase Enrollment and Net Revenue

Institutions across the country use LRAPs to increase enrollment and net revenue, as a more cost-effective and attractive offer than additional institutional aid. By differentiating their offer with LRAPs, colleges stand out from their competitors.



Improve Yield and Discount Rates

Increase yield for students in your enrollment funnel with our budget-friendly alternative to offering additional aid, which can be detrimental to discount rates and budgets. Use an LRAP to increase enrollment, while proactively addressing the most common challenge to enrollment: finances.



Add Peace of Mind

LRAPs provide peace of mind for your cost-conscious students (freshmen, returning, and transfer) and their families, allowing you to remove financial concerns from the equation, and refocus the conversation on the lifetime value of a degree from your institution.



Differentiate Your Institution

An LRAP enhances your brand and reinforces your value proposition, and provides an edge over your competition. Offering an LRAP conveys a vote of confidence in the value of your institution's education, and a caring understanding for cost-conscious families.



Shape Your Student Profile

Which student groups are you trying to attract? Whether you have goals to support first-generation students or financially at-risk populations, offering an LRAP can help. Removing financial anxiety from a student or family's decision can change conversations from cost to value, and enrollment decisions from "no" to "yes."



Support Your Students

LRAPs put your institution and graduates on the path to success. Whether your strategic goals are to increase access and affordability, or equip students to become productive members of society, we can help make sure concerns about student loan debt don't stand in their way.

