



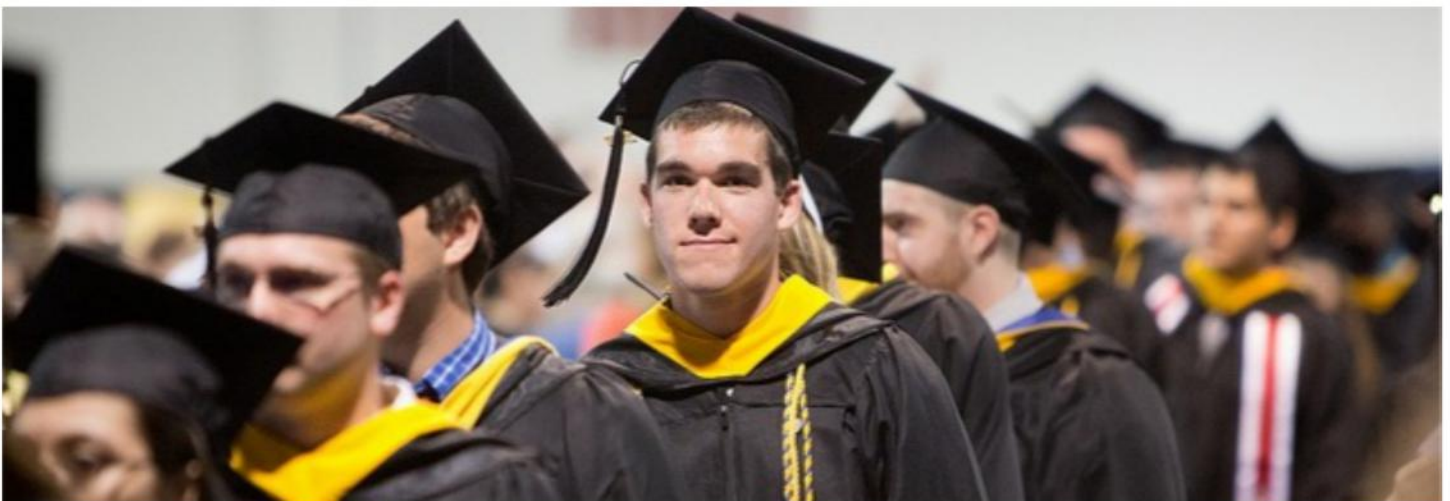
FinanceFirst[®]

ESTIMATE EVERY PROSPECTIVE STUDENT'S EFC TO GUIDE RECRUITMENT

Many college-bound students will dismiss schools out of cost concerns. FinanceFirst provides campuses with personalized estimates of Expected Family Contributions (EFCs) for every prospect, inquiry, and applicant—even before they file the FAFSA. This tool allows institutions to address affordability and communicate value earlier to generate and sustain interest throughout the admission process.

MORE KNOWLEDGE. BETTER STRATEGY.

FinanceFirst by College Raptor provides campuses with an estimated EFC for every prospective student by gathering aggregated financial data based on the student's location, down to the ZIP+4 level. With this metric in hand, colleges can segment communication flows and shape messaging to address potential affordability concerns. Campuses using FinanceFirst will see more prospects inquiring and applying, giving them the tools they need to meet enrollment goals.



For more information, contact College Raptor at sales@collegeraptor.com or 319-849-7101