

# FinanceFirst®

College Raptor's FinanceFirst® service provides you with personalized estimates of Expected Family Contributions (EFCs) for every prospect, inquiry, and applicant—even before they file the FAFSA. This unique insight allows you to optimize comm flows, addressing affordability and communicating value earlier in the cycle, and it can also help you identify strategic opportunities based on your specific prospect pool.

## Personalized Estimates for Every Student

Using aggregated financial data based on the student's location (down to the ZIP+4 level) we give you personalized EFC estimates for every prospective student in your database—earlier than ever before.

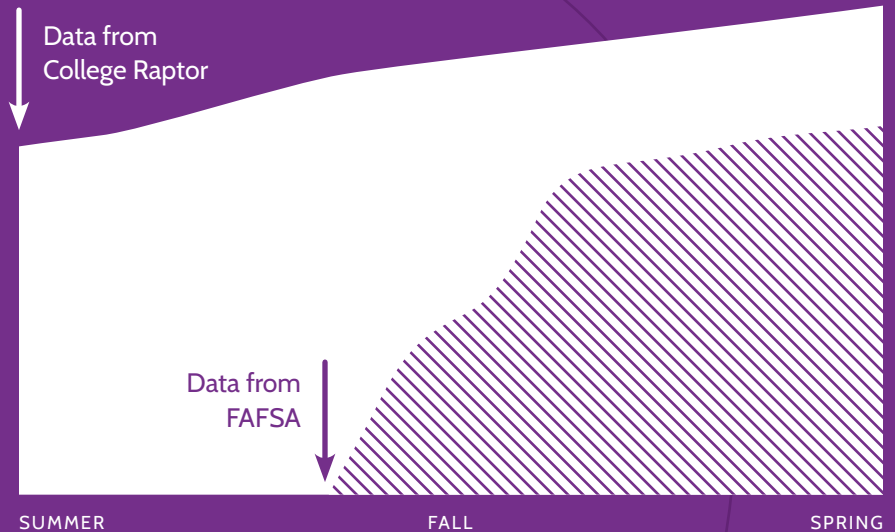
## Tailor Your Communications

With this metric in hand, you can segment communication flows and shape content to address potential affordability concerns early. You can deliver the right messages about cost and aid to the right students at the right time in order to increase conversions and give students the insights they need to enroll.

## Create Better Forecasts and Strategies

Incorporating EFC data for all of your prospective students into your funnel analysis at the beginning will give you deeper insights and better understanding. You'll have the tools to develop more accurate forecasts and identify more opportunities for strategic outreach.

## EFC Data



# ESTIMATE

# A more intelligent approach to enrollment services

College Raptor is a strategic enrollment management service provider like no other. Powered by artificial intelligence (AI) and built on our revolutionary college matching platform, we leverage unique competitive data and analysis to help you make the best strategic decisions and achieve your enrollment goals.

Our customized higher education solutions include financial aid leveraging and optimization, predictive modeling for recruitment and retention, early EFC estimates, competitor financial aid insights, student lead generation, and the best net price calculator available today.

We're trusted by hundreds of colleges and universities across the country and have helped them effectively communicate affordability, target the right students, boost yield, grow headcount, increase net revenue, shape class profile, and more.

We are committed to the success of our campus partners and we invite you to learn more about what College Raptor can do for you and your institution.



# ENROLLMENT



Let us help you achieve your enrollment goals. Contact us by email at [sales@collegeraptor.com](mailto:sales@collegeraptor.com) or by phone at (319) 849-7101.