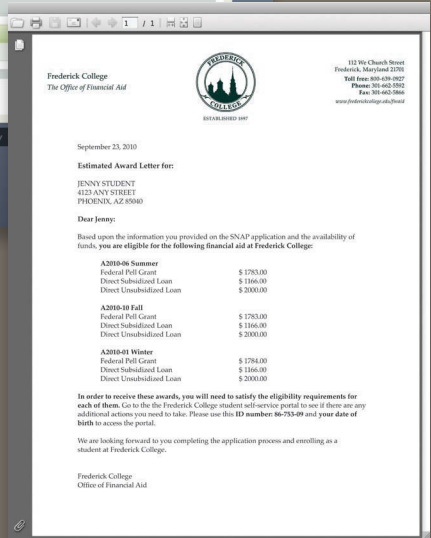
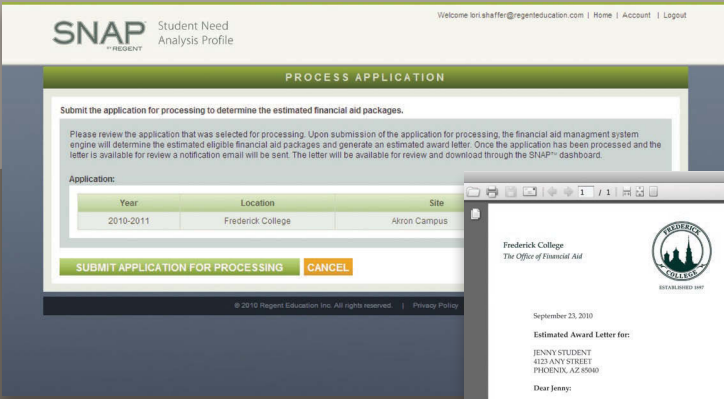


Eliminate one of the most critical barriers to enrollment—automatically.

## Introducing the Student Need Analysis Profile (SNAP) by Regent





After a student provides the necessary information and submits the application, they'll receive an estimated award letter almost instantly.

When a prospective student considers enrolling, one question trumps all others: **“Can I afford to go to this college?”** Getting an actionable answer typically takes days—or even weeks.

With Regent SNAP™, you can provide an accurate answer to that question through your web site—typically in less than 15 minutes. Prospective students have an answer instantly. A key barrier to enrollment disappears, interest is strengthened, and a pathway to their dream becomes visible in a real and practical way.

Approximately 40% of students select an institution based on the financial aid they expect to receive and 90% on the quality of support they experience during the financial aid application process. By providing quick, accurate estimates of awards and out-of-pocket expenses, **SNAP lets you become the first to demonstrate affordability—often weeks ahead of your competitors.**

**SNAP provides an actionable award assessment in minutes**—in real-time.

Delivering real-time aid qualification provides your institution with a **tremendous first-mover competitive advantage** for enrollment.

SNAP retains student information, and can be **easily customized and extended** to support and streamline financial aid, admissions, enrollment and marketing operations.

## A Powerful Way to Increase Conversion Rates

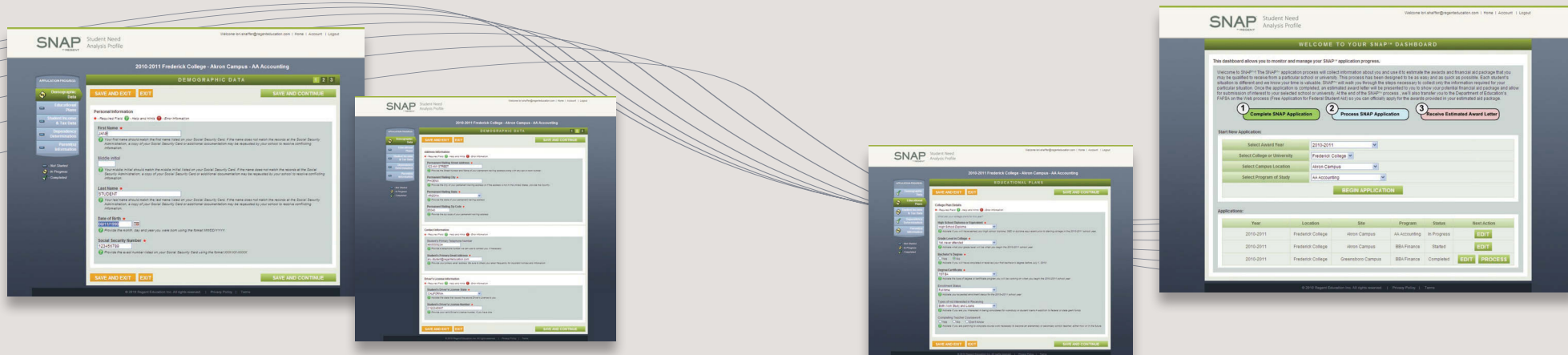
SNAP is a web-based application for prospective students that eases their way through the complicated, confusing financial aid application process. The entire experience is highly optimized to deliver **quick and accurate results**, while encouraging form completion and **reducing abandonment**.

A simple dashboard shows progress and SNAP presents estimated awards immediately upon completion. **On the very first visit to your website, a qualified prospect can leave with a positive answer** to their most pressing question: **“Yes, I can afford to attend this college.”**

## Accurate and Customizable

SNAP provides students with an accurate snapshot of the awards they can expect to receive. Questions and calculations are based on the **actual Federal assessment methodology**, and SNAP is easily customized to incorporate state or institutional awards. You can also **brand the interface** so students associate the value of SNAP with your school.

The question set used by SNAP is fully customizable, so you can easily **extend the solution** to accommodate your specific enrollment or financial aid applications or to support other processes within your institution.



## A Solution You Can Build On

**SNAP satisfies the new Federal Net Price Calculator mandate.** But, unlike simple cost calculator widgets, the **powerful estimation engine in SNAP** is configured to match your institution's packaging philosophies, so results are accurate and reliable. **The data collected is yours,** to use in support of admissions, enrollment and marketing operations.

SNAP is constructed on an extremely flexible and configurable platform and is **compatible with all student information systems (SIS).** You can feed data directly into your back-end applications to improve student services, streamline internal operations, and reduce costs.

## Easy to Deploy and Manage

SNAP is designed so you can **get up and running very quickly** and with **low startup costs.** Regent uses a software-as-a-service (SaaS) hosting model that makes SNAP exceptionally easy to implement. **Little or no support is required from your IT department.** Regent provides high availability, fast application response times, and strong security safeguards. Regent makes sure your estimates are always based on the very **latest state and federal regulations.** You get **an essential new capability** and the highest level of support, while freeing your IT staff to focus on other needs.

## Complete Transparency to Reduce Your Risk

SNAP also helps protect your institution by **automating compliance** and **providing complete transparency** in the financial aid estimation process. The SNAP interface makes it clear to students from the start that they will be provided with an estimate only; that a full, formal financial aid application will ultimately be required; and that your school will determine their final eligibility requirements upon receipt of the official ISIR.

The ability of SNAP to collect and save data adds another **critical element of risk mitigation.** The details of the interaction are captured and calculations are well documented, so your financial aid estimates are based on a fully **transparent and auditable process.**

## A Key Advantage in a Competitive Market

By compressing a weeks-long process into just 15 minutes, Regent SNAP provides students with an incredibly rapid financial aid qualification response and **eliminates one of the most critical barriers** to enrollment. At the same time, your institution will benefit from **increased efficiency and lower operating costs.** In today's tough educational marketplace, these are significant advantages that can make your organization more competitive and have a positive impact on the bottom line.

## Next Steps? See SNAP For Yourself.

Visit [www.RegentSNAP.com](http://www.RegentSNAP.com) to learn more about SNAP and the benefits it can provide your institution—and sign up for an **online demonstration** led by one of Regent's financial aid specialists. Or, if you'd prefer a private demonstration to discuss your institution's specific needs, you can request a meeting at online or by calling us at **800-639-0927** and we'll make the necessary arrangements.



## About Regent

Since 2005, Regent has been 100% dedicated to financial aid as a core business. Our solutions have been deployed to hundreds of colleges across America. We process over 1,000,000 students every year and specialize in serving the needs of career schools, private schools, and other institutions that rely on non-standard and non-term distribution of financial aid.

To learn more about the complete family of Regent financial aid solutions, visit the Regent website at [www.regenteducation.com](http://www.regenteducation.com)



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