



Attract, Engage and Retain Your Best Employees

Easily offer a student loan benefit program with BenefitEd

Much of today's workforce is faced with student loan debt. Employers can help their employees pay off that debt with a new innovative benefit. With a student loan repayment program, employers contribute funds to be paid directly toward employees' student loans as a part of their benefits package. Reducing an employee's student loan debt directly improves their financial situation - and reduces the stress created by debt.

The case for student loan repayment:

71%

of students graduating from four-year colleges have student loan debt¹

70%

of borrowers have delayed saving for retirement due to their student loan debt²



Three out of four job seekers believe their choice to take a job would be considerably affected based on an employer's willingness to offer a student loan repayment program⁴

Among companies that have implemented loan repayment as a benefit:

- **44%** believe the benefit has improved employee **morale**³
- **41%** believe the benefit has improved **recruitment**³
- **38%** believe the benefit has improved **retention**³

Student loan repayment has three direct benefits:



Recruitment



Retention



Engagement

The BenefitEd Effect

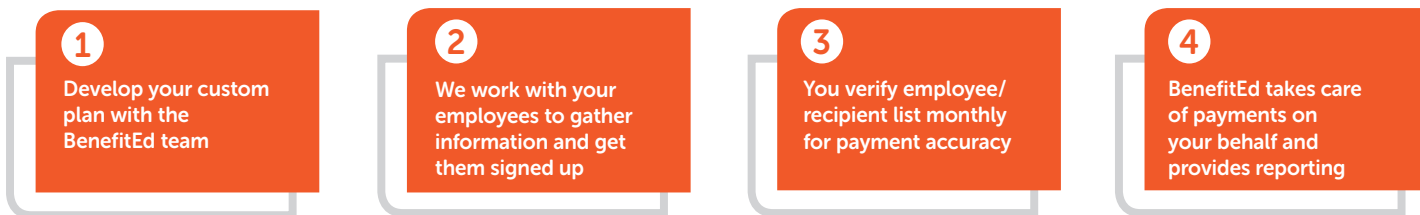
Including BenefitEd in your benefits package does more than give your company a competitive edge. Helping employees lower their debt at a quicker pace has an immediate positive outcome on a person's financial wellness, which pays dividends in other areas. You will spend less time recruiting and training employees and increase productivity due to fewer vacant positions.

Here are two implementation examples that show the positive effects BenefitEd can have on your workforce:

Industry	Company A	Company B
Total Employees	500	1,000
Average Industry Turnover	25.0%	16.8%
Average Cost of Each New Employee (recruitment, training and onboarding)	\$25,000	\$16,000
Annual Onboarding Costs	\$3,125,000	\$2,688,000
Employees Eligible for BenefitEd	350	630
Monthly Company Contribution to Employee Loans	\$100	\$50
Annual Program Cost	\$420,000	\$378,000
Annual Impact (savings) of a 3% Increase to Retention	\$375,000	\$480,000
Annual Impact (savings) of a 5% Increase to Retention	\$625,000	\$800,000

Easy Implementation

BenefitEd creates a program that fits your specific needs based on your size, employee demographics, and unique recruitment and retention goals.



Contact us to start building your customized student loan repayment solution. YouBenefitEd.com



BenefitEd is a joint venture between Ameritas  and 

Sources: 1. studentloanhero.com, 2012. 2. LendEDU's 2016 survey on student loan debt. 3. Society for Human Resource Management survey (SHRM), 2016. 4. American Student Assistance, 2015.