



## 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 an innovative tax-free 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:

**69%**

of students graduating from four-year colleges have student loan debt<sup>1</sup>

**70%**

of borrowers have delayed saving for retirement due to their student loan debt<sup>2</sup>

- **39%** of recent grads said a loan repayment assistance benefit is important<sup>1</sup>
- **53%** of employees said they would rather have student loan repayment assistance than additional vacation or time off<sup>2</sup>
- **64%** of employees said they would use the student loan repayment assistance benefit to make extra payments on their loans<sup>3</sup>



**94%** of employees want the benefits they're offered to have a meaningful impact on their quality of life, such as paying off student loan debt<sup>4</sup>

#### Student loan repayment has three direct benefits:



Recruitment



Retention



Engagement

# The BenefitEd Effect

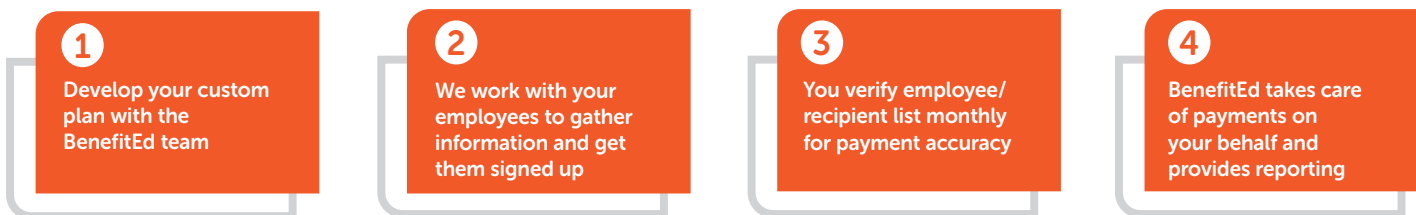
Including BenefitEd in your benefits package does more than give your company a competitive edge. Helping employees lower their debt at a quicker pace has an immediate positive outcome on a person's financial wellness, which pays dividends in other areas. You will spend less time recruiting and training 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
<b>Annual Onboarding Costs</b>	<b>\$3,125,000</b>	<b>\$2,688,000</b>
Employees Eligible for BenefitEd	350	630
Monthly Company Contribution to Employee Loans	\$100	\$50
<b>Annual Program Cost</b>	<b>\$420,000</b>	<b>\$378,000</b>
<b>Annual Impact (savings) of a 3% Increase to Retention</b>	<b>\$375,000</b>	<b>\$480,000</b>
<b>Annual Impact (savings) of a 5% Increase to Retention</b>	<b>\$625,000</b>	<b>\$800,000</b>

## 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 at <https://youbenefited.com/ameritas> or at 402-610-2648.



BenefitEd is a joint venture between Ameritas  and 

Sources: 1. studentloanhero.com, 2021. 2. LendEDU's 2016 survey on student loan debt. 3. Student Loan Hero survey, 2020 4. Ranstand, 2018.

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