

How it works.

Student Loan Marketplace includes two main sections.

The **Learning Center** helps students and their parents plan to pay for college, and includes helpful information on smart borrowing, budgeting and managing credit cards intelligently. Students are encouraged to exhaust their federal loan eligibility before applying for alternative loans.

In the **Loan Center**, students are provided with a simple loan submission form. After submitting, instead of linking to individual lender Web sites,

students view a list of loan terms they are pre-qualified for, as well as real pricing. Your students may sort and compare loans in detail before making a decision. This site contains help text throughout to assist your students in choosing the best loan option.

Once students login with their HESC PIN, they can select their school location, school name and level, subsequently making each page customizable by your school. Every time students log in, Marketplace welcomes them by name.

Empire Planner integration means better accuracy.

HESC's Empire Planner interactively guides students painlessly through the educational planning and funding process, and lets you deliver financial aid resources on the Web 24/7.

In the coming months, Marketplace will be integrated with Empire Planner to automatically provide

students with borrowing options and real tuition costs based on all of the aid they are receiving.

Integrating Empire Planner with Marketplace will eliminate the need for students to self-report their costs and awards, ensuring they receive an accurate figure for their need.

Let's get you started.

HESC will provide you with dedicated, knowledgeable support for the setup of Marketplace at no cost to you.

Give your Client Relations Manager a call today to set up an appointment for a live demonstration of Student Loan Marketplace and a walk-through of

the School Administration Portal.

Don't miss out on this incredible opportunity to give your students a chance to access an open network of lenders and to compare real loan products to help them finance their education.

Join forces with HESC in our mission to help people pay for college.



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David A. Paterson, Governor



Student Loan Marketplace brings schools, lenders and students together into a dynamic financing community.

Student Loan Marketplace from HESC is a dynamic new interactive Web site that lets students and parents learn about and compare multiple private loans with accurate and pre-qualified pricing. Using one site, consumers will have all the facts and information they need to evaluate college financing options.

Students will be able to compare accurate and trust worthy loan terms for private loans from multiple lenders quickly and with only one credit check — preserving their credit scores and ensuring they receive trustworthy information.

Powered by Overture Technologies, Marketplace presents students with a range of alternative loan options tailored to their needs. The system provides what students need: real financing options — not “as low as” advertisements to compare and select, so they won’t face higher rates or fees later. The system transmits the student’s selected loan product directly to the lender for credit verification.

By providing multiple loan options, Marketplace will help borrowers select the best loan product to meet their financing needs.

This site was specifically designed as an open network and with transparency of lender information. Compliance with the New York State’s Student Loan Accountability, Transparency and Enforcement (SLATE) Act of 2007 and federal regulations is a priority.

What’s in it for you.

With Marketplace, your students have access to a sophisticated comparison and selection tool to choose among alternative loans.

If you feel a particular lender provides good products or services, Marketplace lets you recommend their products to your students. You can rate lender products and lender service and support with our unique star-based system — preserving your advisement role in helping your

students choose the loan product that best fits their specific needs.

If you rate loan products, you can provide as much information as you need to justify your ratings. The system will display lenders based on your rating, and display your comments. Students may then sort by other factors such as total cost, APR and monthly payment.

What’s in it for your students.

- Students can learn, compare and make decisions about alternative loans quickly and easily on one site.
- Students can see real terms from lenders, sort and compare them easily, and select the best option with just one credit check.
- Students can sort and compare up to three products side-by-side in great detail. This feature helps identify and compare loan products that best meet their financial needs.

- Marketplace strongly encourages your student to have a co-signer to achieve the best rates and fees. Marketplace will pre-qualify for the co-signer as well.

- Extensive help text and a Learning Center support students in understanding the financial aid process and loan terms.

One credit report. No penalty.

Credit scoring agencies penalize people for “shopping” for credit. A consumer’s credit score can be impaired if several lenders obtain a credit report in response to the consumer submitting several applications.

This makes it difficult to shop for loans. Consumers avoid this outcome with Marketplace. A single credit report determines eligibility and pricing using lenders’ guidelines without each lender obtaining a new report. A lender will not necessarily need a new report to originate the loan, but may check credit again when ready for loan origination.

Marketplace gives you control over the experience.

Overture Technologies, a premier provider of software solutions for the financial services industry, has teamed with HESC to offer you a powerful content management system you can use to customize your students’ loan experience.

and your school’s policies and deadlines. This content will be presented to your students throughout Marketplace and will guide them as they evaluate their loan choices.

You may create custom content to ensure your students are well-informed about the loan process

You can also add relevant links to your own Web site to provide even more information and help with alternative loans.

Customize your students’ Marketplace.

Using the secure School Administration Portal, you have control:

- **School Reports** allow you to view summary case data to track your students’ Marketplace product selections in real-time.
- **Preferences** allow you to customize academic programs, periods and grade levels your students can select as part of their loan submission.

- **Content Management** provides your students information specific to your policies and deadlines plus any guidance you wish to give.
- **Product Rating Center** empowers you to establish a rating system for different loan products in Marketplace. You may rate each loan product on a scale of one to five stars and explain your criteria and rationale for ranking each product.