

FROM GAPS TO GROWTH:

Episode 5

iEMERGENT

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GROW APPLICATIONS



IMPROVE PULL-THROUGH



PRESERVE AND BUILD WEALTH

STRENGTHENING PRODUCTS AND PROGRAMS

Driven by Data

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TOPICS FOR DISCUSSION

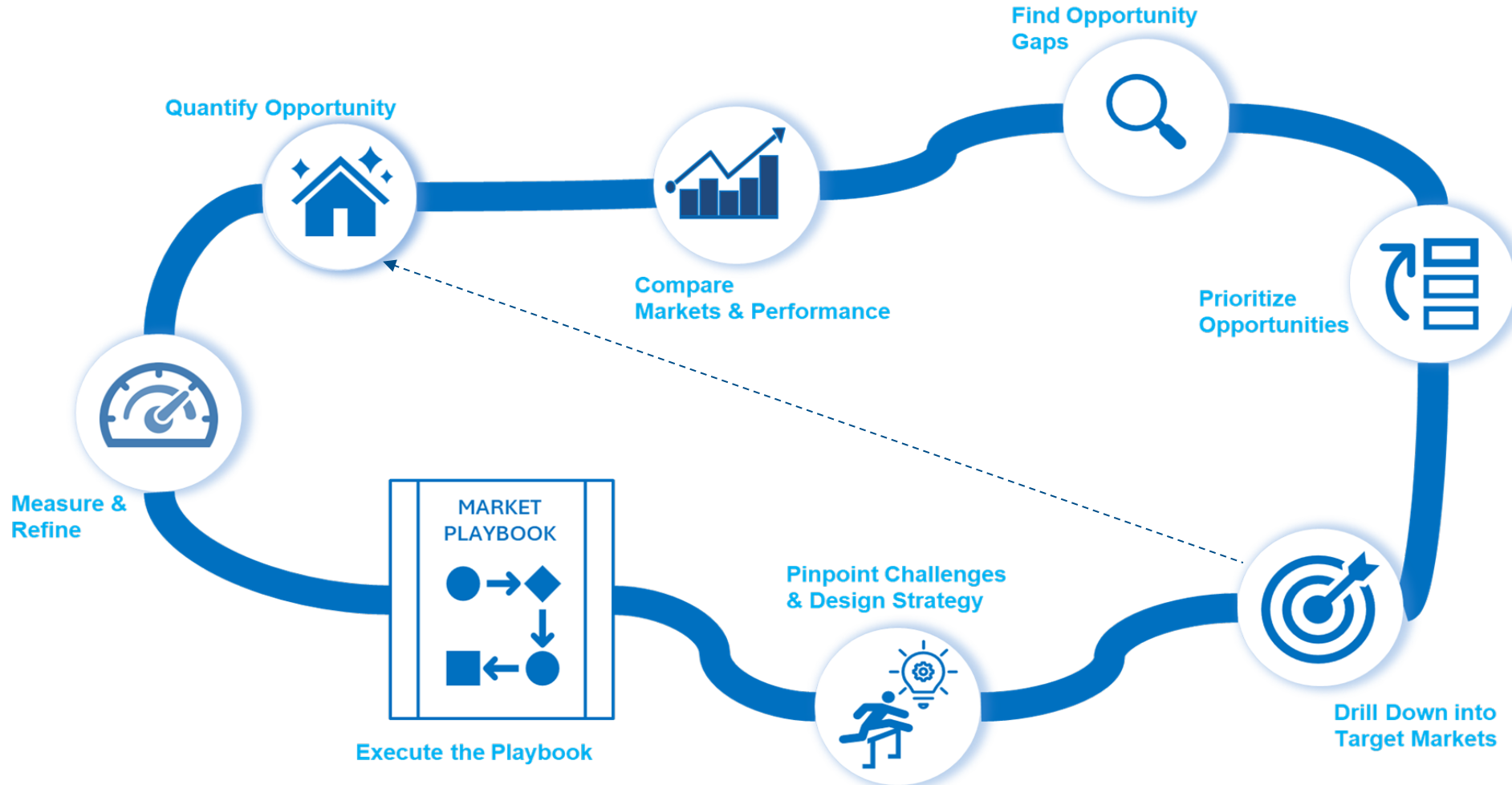


1. Welcome and Roadmap Recap
2. Products, Programs and Process
3. Reading the Whole Story
4. Goal 1: Grow Applications
5. Goal 2: Improve Pull-Through
6. Goal 3: Preserve and Build Wealth
7. Making Innovation Stick
8. Appendix

WHERE ARE WE?

REVISITING THE ROADMAP

OPPORTUNITY ROADMAP



MORTGAGE OPPORTUNITY RECAP

Discovering New Opportunities



Uncovering Missed Opportunities

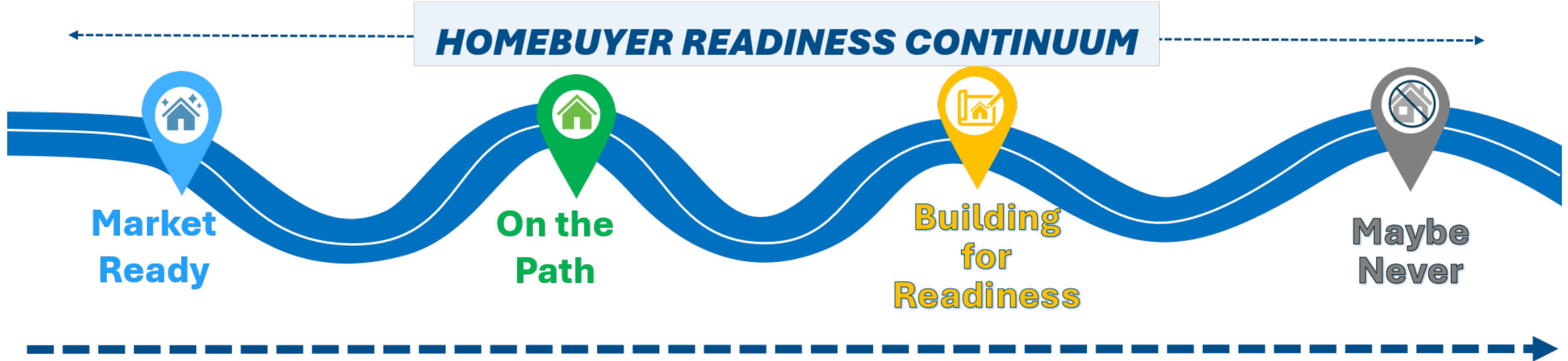


- ➔ Opportunity can be quantified in loans, dollars, growth, share, and segment penetration.
- ➔ Every market has a different mix of borrowers, products, affordability pressures, and growth drivers.
- ➔ Every lender's opportunity is different because capture depends on product fit, coverage, execution, and conversion.
- ➔ Past production shows where lending has happened; forecasts show where demand is heading.
- ➔ Turning gaps into growth starts when you identify specific, actionable opportunities by place, borrower segment, product, and strategy.

THE HOMEBUYER POOL OF OPPORTUNITY

QUESTION:

HOW FAR AWAY IS THE START OF THEIR JOURNEY?



SUPPORT THE HOMEBUYER JOURNEY

QUESTION:

WHERE ARE THEY IN THEIR JOURNEY?



PRODUCTS, PROGRAMS AND PROCESS

QUESTION:

WHAT TOOLS TURN A HOUSEHOLD INTO A HOMEOWNER?

Products, programs and process turn the **DESIRE TO OWN A HOME** into a mortgage.



PRODUCT

What you lend

Loan terms, underwriting, pricing and the kinds of property you will finance.

Examples: conventional financing, FHA loan, portfolio product, small-balance mortgage, low down payment (3% down)



PROGRAM

What surrounds it

Assistance, education and support that help a borrower reach the loan and keep it.

Examples: Down payment assistance, matched savings, counseling



PROCESS

How the file moves

Speed, communication, second looks and handoffs between people.

Examples: Document support, turn times, status updates, standardized intake

Most gaps and barriers need strategies that touch more than just one of these. The data tells you which to reach for first.

THREE MILESTONES, ONE JOURNEY

QUESTION:

WHEN DO PRODUCTS AND PROGRAMS MATTER?

BEFORE THE APPLICATION

1 GROW APPLICATIONS

Help more people begin

Households who could buy but have not applied

- Stacked down payment assistance
- Savings and readiness programs
- First-time and first-generation programs

DURING THE APPLICATION

2 IMPROVE PULL-THROUGH

Help more applicants finish

Applications that end without a loan

- Readiness in the file
- Process improvements
- Supply-focused products

AFTER THE CLOSING

3 PRESERVE AND BUILD

Help homeowners stay & build

Owners after the closing

- Repair and improvement lending
- Responsible access to equity
- Long-term relationships

READ THE WHOLE STORY

QUESTION:

WHAT DATA MATTER?

DATASET	EXAMPLE METRICS
Census / ACS	Households by income, age, tenure; renters who could afford to buy
Market forecasts	Expected purchase demand by tract and segment
HMDA	Who applied and who didn't; denial reasons, withdrawals
Current property loans	Top lenders in each market and the loan products they use
Appraisal and property	Appraisals below contract, age of housing stock
Your loan files	Incomplete files, turn times, where files stall
Intake, credit, servicing	First-time and first-gen status, repeat borrowers

WHO'S MISSING

UNTAPPED DEMAND

Households who could buy

—

Households who applied

=

Who's missing, by tract and segment

WHY THEY'RE MISSING



PRODUCT

Is it the loan?



PROGRAM

Is it readiness?

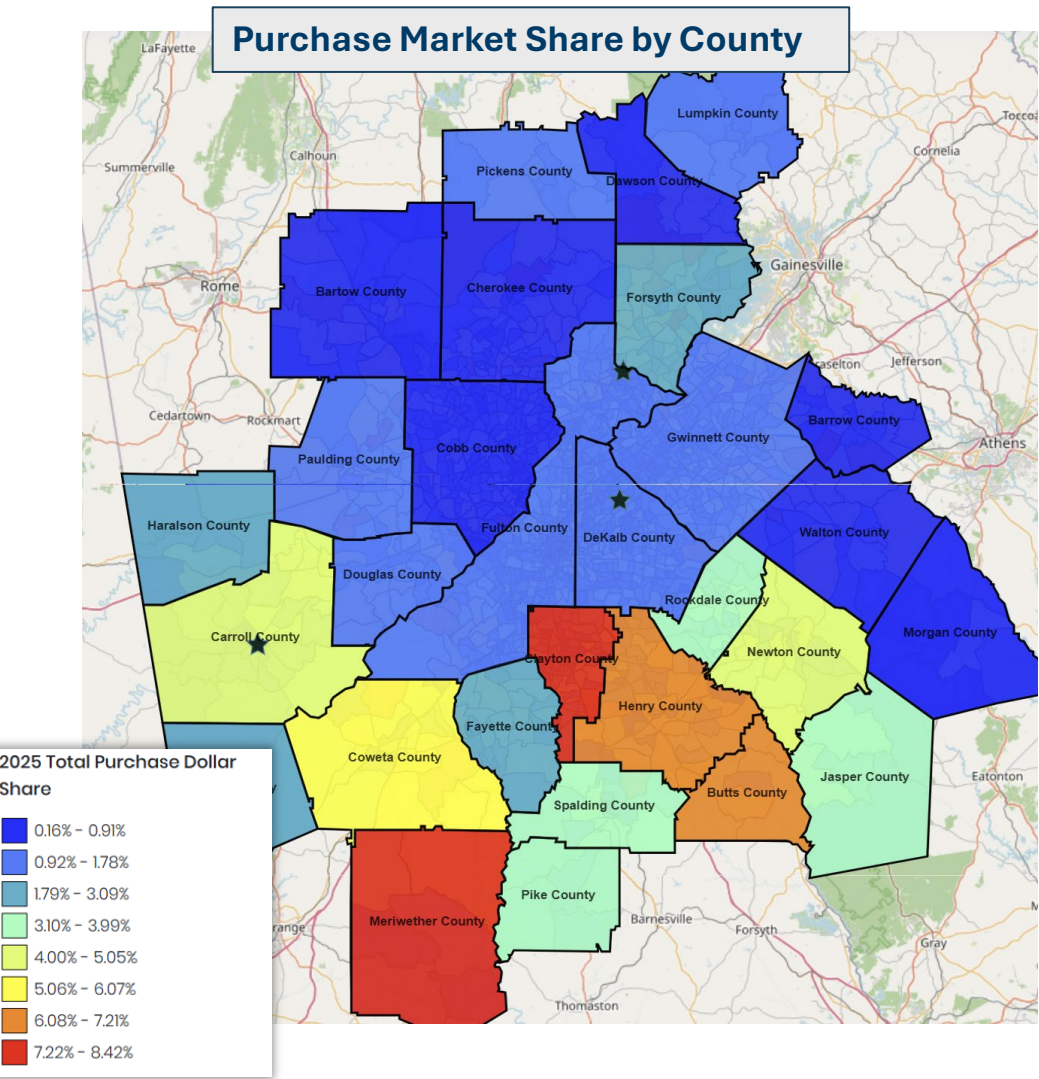


PROCESS

Is it the path?

Start with **WHO** ...and move to **WHY**.

THE WHOLE STORY: A CASE STUDY

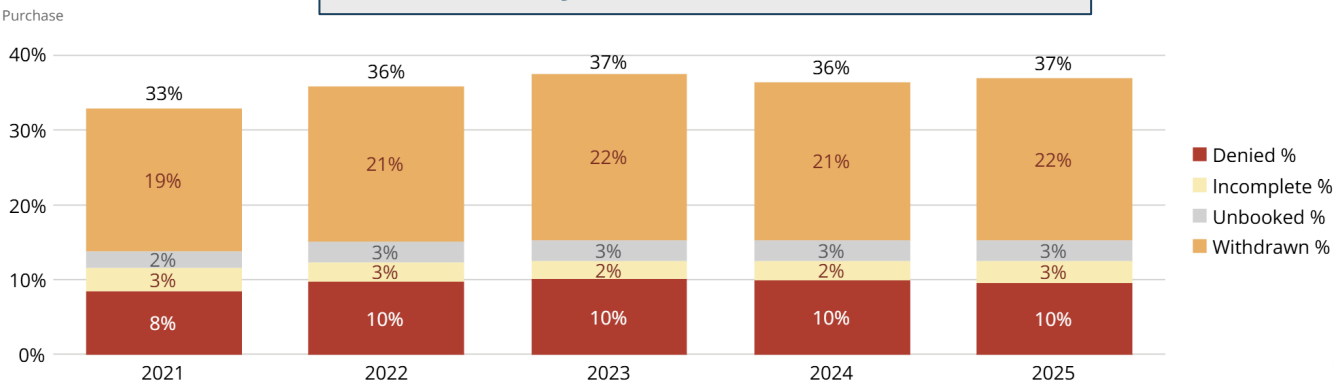


Atlanta Metro
Market \$ Share: **1.7% - Ranked #9**

Fulton County
Market \$ Share: **1.1% - Ranked #21**

Fallout Type 2021-2025

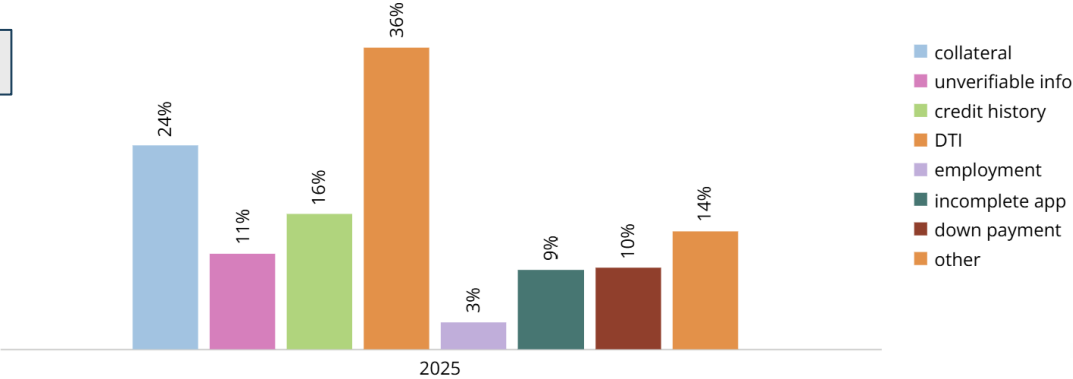
Fulton County Purchase Loan Fallout



THE WHOLE STORY: A CASE STUDY

DENIAL REASONS: FULTON COUNTY

Denial Reason Categories



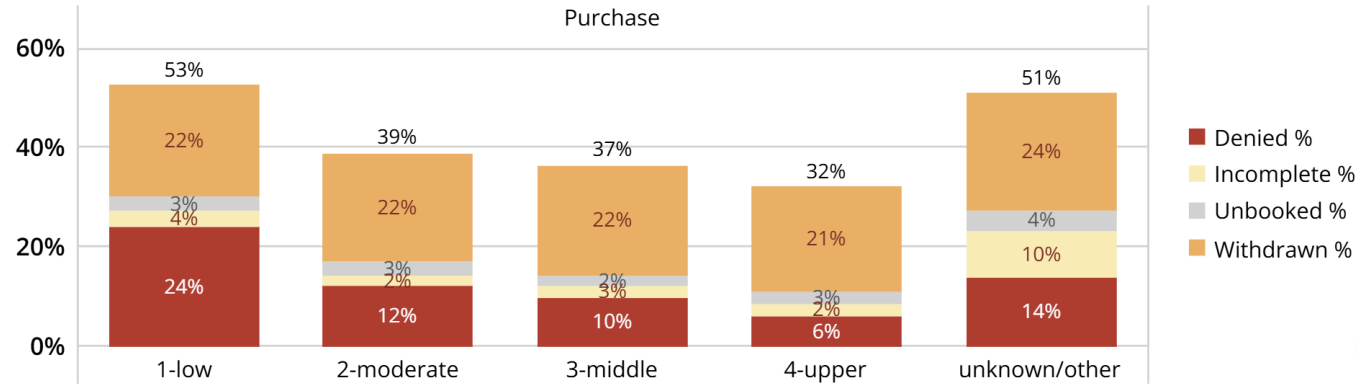
Change in Denial Reasons

Name	Chart					Pct Chg
# reasons	1.19	1.23	1.25	1.20	1.23	▲ 3.84%
credit history	16%	15%	18%	16%	16%	▲ 1.72%
down payment	6%	8%	8%	8%	10%	▲ 48.72%
DTI	32%	34%	39%	33%	36%	▲ 12.68%
employment	4%	3%	5%	4%	3%	▼ -25.61%
incomplete app	18%	18%	12%	9%	9%	▼ -46.63%
other	15%	14%	12%	13%	14%	▼ -4.96%
PMI denied	0%	0%	0%	0%	0%	▼ -100.00%
unverifiable info	9%	10%	13%	11%	11%	▲ 20.13%
collateral	19%	20%	18%	26%	24%	▲ 28.31%

THE WHOLE STORY: A CASE STUDY

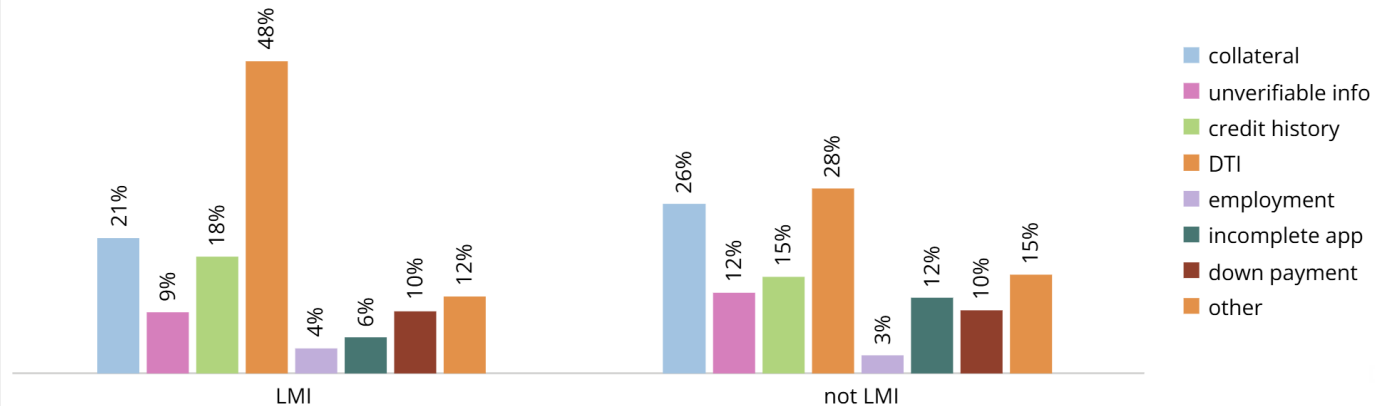
Fulton County: Fallout by Income Levels

2025 Application Fallout Rates and Type by Applicant Income Level and Purpose



Denial Reason Categories by LMI Applicant Status

2025 Purchase

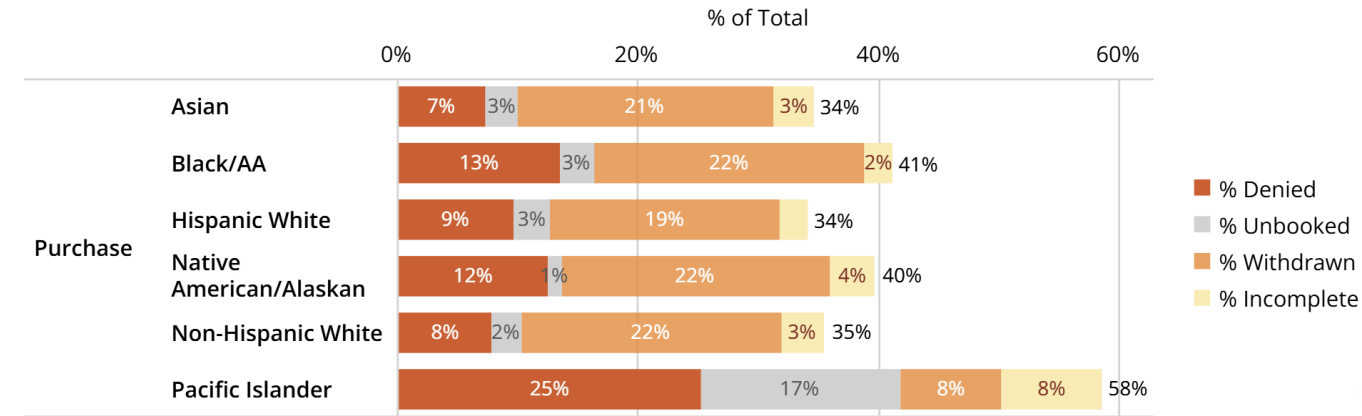


THE WHOLE STORY: A CASE STUDY

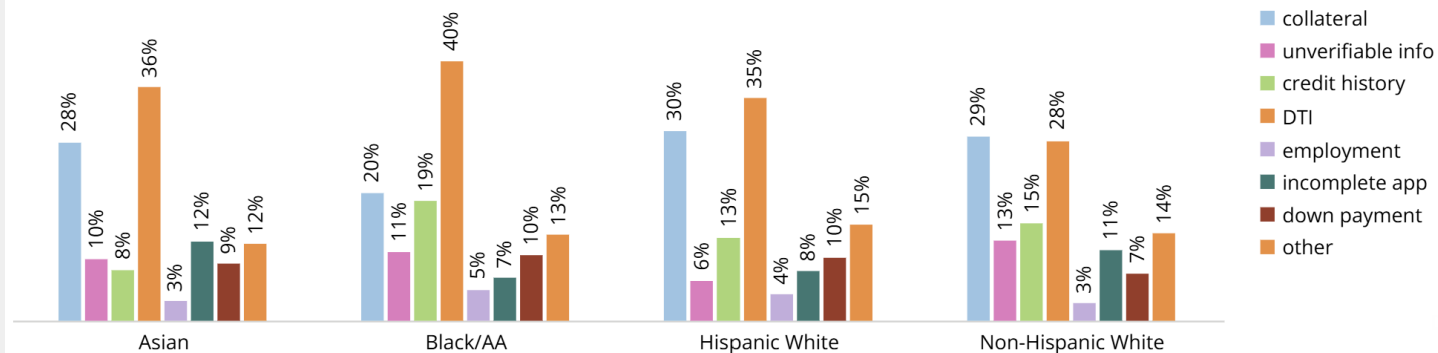
Fulton County: Fallout by Race- Ethnicity

Fallout Rates by Applicant Race/Ethnicity by Year

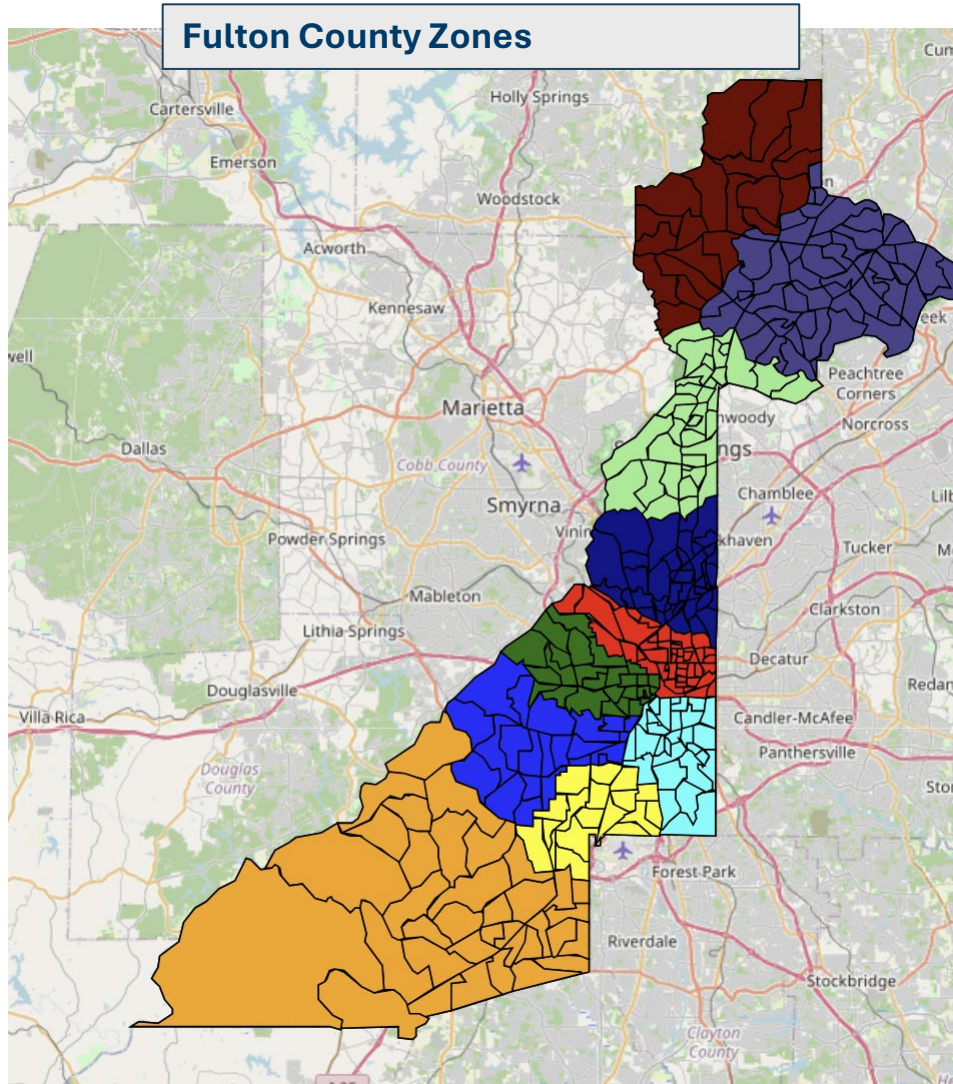
Purchase:



Denial Reason Categories by Race-Ethnicity

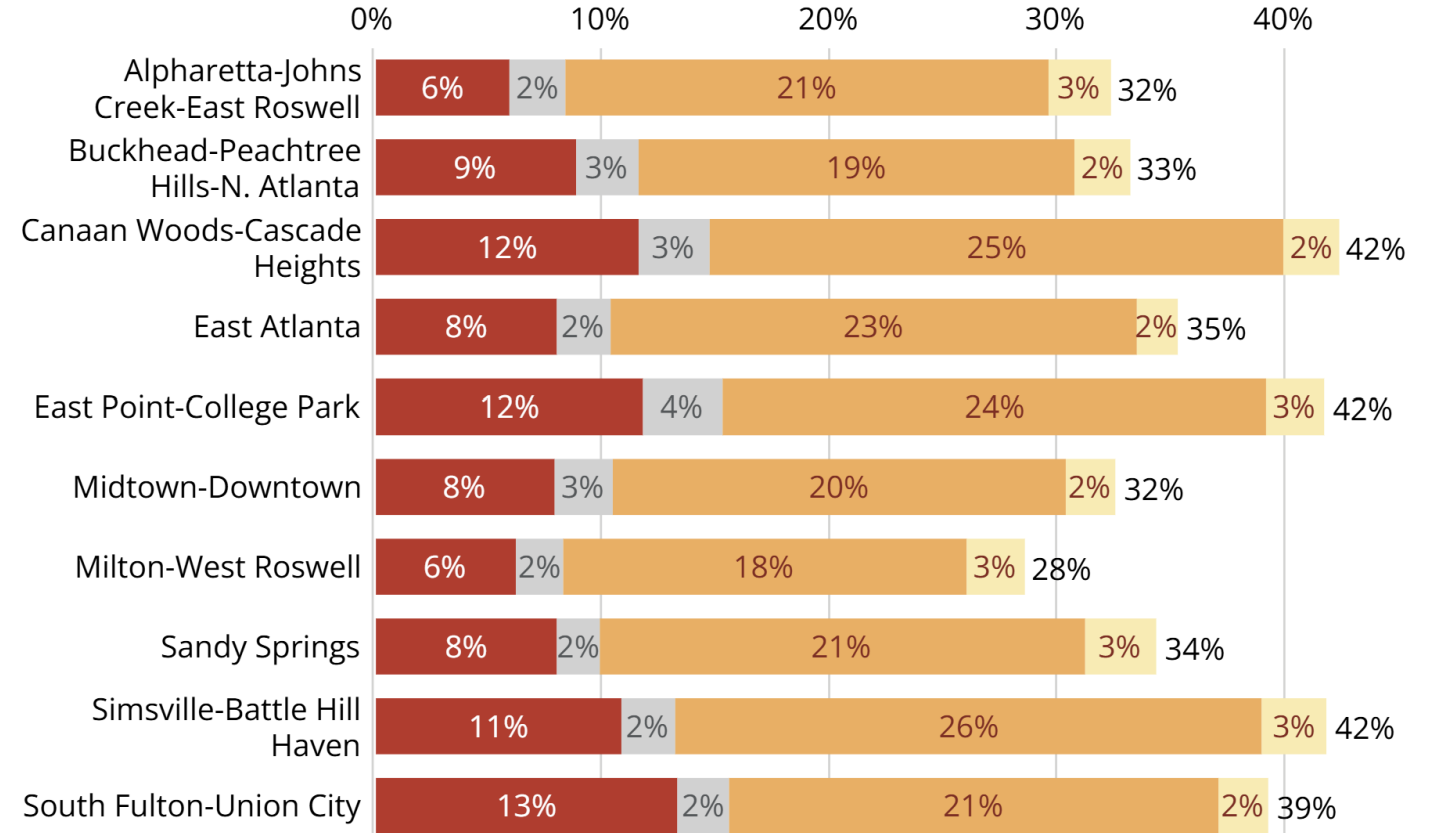


THE WHOLE STORY: A CASE STUDY



Fallout Type - Apps by Zone ⓘ

Purchase



GOAL 1: GROW APPLICATIONS

QUESTION:

WHO NEVER APPLIED, AND WHY?

1 APPLY

2 CLOSE

3 BUILD

The biggest gap is not in the fallout report. It is the households who never applied.

“I’m not ready yet.”



SAVINGS AND READINESS PROGRAMS

Give “not yet” a timeline and a next step

“No one in my family has done this.”



FIRST-TIME AND FIRST-GENERATION PROGRAMS

Pair money with guidance

“I will never save enough.”



STACKED DOWN PAYMENT ASSISTANCE

Combine sources until the help is big enough to matter

15

Size the gap first: compare households to applications by segment and tract (Episode 2).

GOAL 1: GROW APPLICATIONS

QUESTION:

WHICH LENDERS ARE WINNING WHO WE'RE MISSING?

1 APPLY

2 CLOSE

3 BUILD

Lenders who outperform you are already **reaching the borrowers you miss.**



WHO THEY LEND TO

Their borrower mix by income, race, ethnicity, age and first-time status, tract by tract

Data: HMDA

→ **WHO'S MISSING**



WHAT THEY OFFER

Loan types (FHA, VA, USDA, conventional), loan size, down payment and LTV

Data: Property loans, HMDA

→ **PRODUCT**



HOW THEY GET YES

Approval and withdrawal rates for borrowers like the ones you deny

Data: HMDA

→ **PROGRAM**



WHERE THEY WORK

Application share by tract, channel, and branch or loan officer presence

Data: HMDA, property loans

→ **PROCESS**

GOAL 1: GROW APPLICATIONS

QUESTION:

HOW DOES “NOT YET” BECOME A PIPELINE?

1 APPLY

2 CLOSE

3 BUILD

A readiness program gives “not yet” a timeline and a next step.

Message to Avoid: **NO**

Message to Share: **NOT YET**



GOAL 1: GROW APPLICATIONS

QUESTION:

HOW DO WE MAKE ASSISTANCE BIG ENOUGH?

1 APPLY

2 CLOSE

3 BUILD

“STACKING:” AN EXAMPLE

Local, employer or nonprofit
assistance

Federal Home Loan Bank member
grants

State housing finance agency
assistance

Lender grant or closing-cost credit

FIRST MORTGAGE THAT ACCEPTS LAYERED ASSISTANCE

HFA, FHA, HomeReady, Home Possible or portfolio



WHAT MAKES STACKING WORK

- ✓ Know every source available in each market
- ✓ Confirm the sources can be combined: lien position, combined loan-to-value, income limits
- ✓ Build assistance approvals into the closing timeline
- ✓ Train loan officers until the stack is routine
- ✓ Track which stacks close and which stall

GOAL 1: GROW APPLICATIONS

QUESTION:

HOW DO WE SERVE MISSION AND GROWTH?

1 APPLY

2 CLOSE

3 BUILD



WHO THEY ARE

- First-time buyers are new to the process and short on savings.
- First-generation buyers also lack family wealth to draw on and family experience to lean on.



DESIGN CHOICES

- ✓ Define eligibility clearly: income, place, family homeownership history
- ✓ Pair money with guidance
- ✓ Ask about both at intake
- ✓ Bring compliance in early. Eligibility rules changed in 2026.



THE BUSINESS CASE

- A new homeowner is a first mortgage, then deposits, home improvement and home equity.
- In many markets these households are where future purchase demand is forming.

Data note: HMDA has no first-time or first-generation flag. Use age, renter share and household formation as proxies.

CRITICAL COMPARISONS



Type of Fallout Breakdown

The root cause or type of the problem/disparity

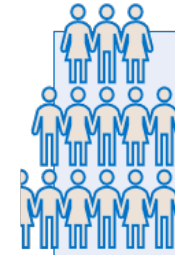
*Compare rates; check count per category —
Withdrawn often has more volume than Denied*



Geography

Where to focus outreach

Pair with representation; alone it's descriptive



Race/Ethnicity

Disparity and discrimination of particular groups

Most important comparisons are those of rates, not just counts



Applicant income / LMI status

The impact of affordability

*Look at rates by income levels alone and
when paired with other segment factors like
race and ethnicity*



Tract income / LMI-tract status

Neighborhood vs. individual effects of income and affordability

Same logic as applicant income



Lender type / lender

What the disparity means operationally – is it a problem industry-wide?

Always check count to make sure sample size is large enough to mean something



Loan purpose and type

When in homebuyer journey and what products

Rates vary significantly by purpose in particular



Denial reasons + DTI/CLTV

Why files are declined

Read alongside file composition, not reasons alone



Trend over time

Whether it's improving

Compare gap trend, not just latest-year snapshot

LIFE CYCLE OF AN APPLICATION

Only 68% of all purchase applications were originated in 2025 in US, a number which varies by geography, market segment, income, etc. **Purchase fallout was 32%.**



Fallout: all applications that enter the pipeline but do not become originated

ORIGINATED

YAY! LOAN APPROVED and ORIGINATED!

WITHDRAWN

The applicant pulled the application before the lender made a final credit decision

DENIED

The lender reviewed the application and declined to extend credit.

INCOMPLETE

The application was closed; lender did not receive info needed to complete underwriting or make a final decision

APPROVED, NOT ACCEPTED

Lender approved loan, but the applicant did not move forward & loan was not originated.



NEVER APPLIED

Not in HMDA at all. Compare households to applications to see who is missing. This is usually the largest group.

READ THE WHOLE STORY

QUESTION:

PRODUCT, PROGRAM OR PROCESS?

If the data show...	It may mean...	Reach for	Examples
Few applications relative to households	People are not starting the journey	Program	Stacked assistance, savings and readiness, first-time and first-generation programs
Denials: insufficient cash	A cash-to-close gap	Program	Down payment and closing-cost assistance, stacked
Denials: debt-to-income	The payment is too high for the income	Product + Program	Assistance sized to lower the payment, rate buydowns, a longer readiness runway
Denials: credit history	Thin or damaged credit	Program + Product	Credit building, counseling, second-look review
Denials: collateral	The property is the problem	Product	Renovation loans, appraisal-gap help
Withdrawn or closed incomplete	Friction, slow answers or a better offer elsewhere	Process	Document support, turn times, status updates, pricing review
Approved, not accepted	Lost to a competitor, or no home found	Product + Process	Product and pricing comparison, supply-focused lending

Data narrows the question. File reviews and the people closest to the borrower answer it.

GOAL 2: IMPROVE PULL-THROUGH

QUESTION:

WHERE ARE WE LOSING GOOD BORROWERS?

1 APPLY

2 CLOSE

3 BUILD

Pull-through is a readiness question, a process question and a housing-supply question.



READINESS IN THE FILE

SIGNAL IN THE DATA

Denials for credit history or debt-to-income

RESPONSE

Second looks, counseling and a path back



PROCESS IMPROVEMENTS

SIGNAL IN THE DATA

Withdrawn files and files closed incomplete

RESPONSE

Faster answers, document help, clearer steps



SUPPLY-FOCUSED PRODUCTS

SIGNAL IN THE DATA

Collateral denials and approved buyers who never close

RESPONSE

Renovation lending, appraisal-gap help, new supply

GOAL 2: IMPROVE PULL-THROUGH

QUESTION:

IS IT THE PRODUCT, OR THE PATH TO IT?

1 APPLY

2 CLOSE

3 BUILD

A program your loan officers cannot explain is a program you do not have.

If you see...	The likely cause	Try...
High withdrawals	Slow first answers, silence, or a better offer elsewhere	Faster pre-approvals, status updates, a pricing review
Files closed incomplete	Borrowers stuck on documents	Plain checklists and a guide for first-time buyers
Assistance loans closing late	Extra approvals not built into the timeline	Start assistance approvals early; set agent expectations
Low use of a program you already offer	Loan officers unsure how or when to use it	Training, a scenario desk, simpler eligibility

More on training and adoption in Episode 6: Sales Teams.

GOAL 2: IMPROVE PULL-THROUGH

QUESTION:

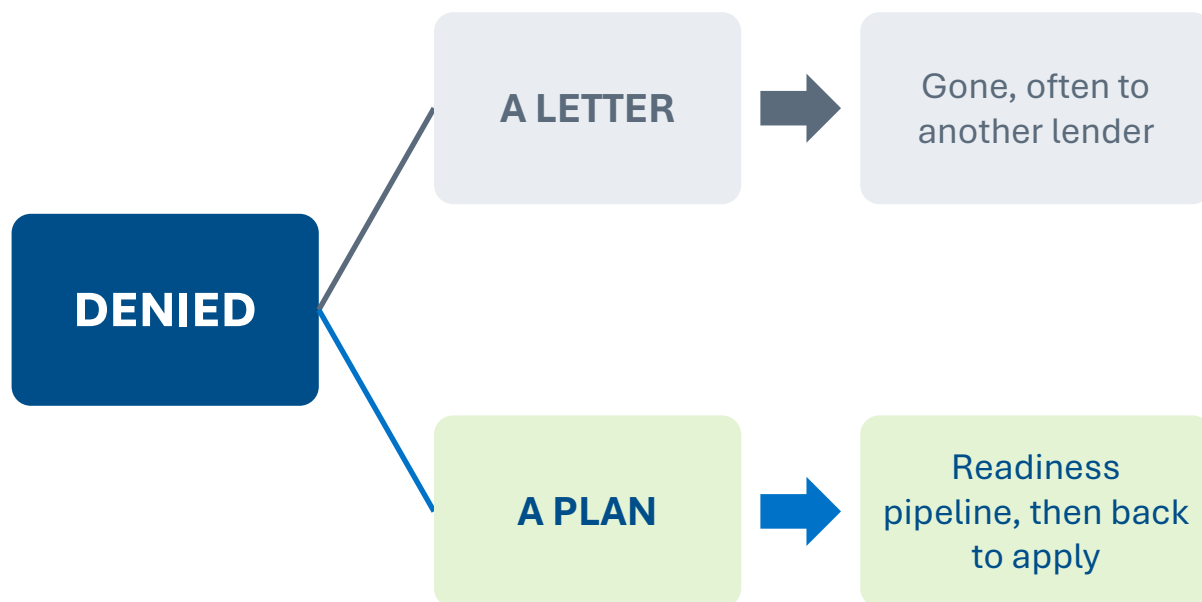
WHAT HAPPENS THE DAY AFTER A DENIAL?

1 APPLY

2 CLOSE

3 BUILD

A denial with a plan keeps the borrower. A denial with only a letter loses them.



WHAT A PLAN INCLUDES

- ✓ A second-look review before the denial is final
- ✓ Other ways to show creditworthiness, such as rent and cash-flow history, where investors allow
- ✓ A counseling referral with a named contact
- ✓ A date to check back, owned by a person
- ✓ A measure: how many return and close

GOAL 2: IMPROVE PULL-THROUGH

QUESTION:

WHAT IF THE BARRIER IS THE HOUSE?

1 APPLY

2 CLOSE

3 BUILD

When the home is the problem, borrower assistance alone will not fix it.

SIGNALS

- Collateral denials
- Appraisals below the contract price
- Older housing stock
- Approved buyers who cannot find a home



PURCHASE-RENOVATION LOANS

One loan to buy and repair: FHA 203(k), HomeStyle Renovation, CHOICERenovation



APPRAISAL-GAP HELP

Funds or flexibility when the value comes in below the price



NEW SUPPLY

Construction-to-permanent lending and infill with nonprofit developers



OVERLOOKED PROPERTIES

Small-balance loans, manufactured homes, two-to-four units

GOAL 3: PRESERVE AND BUILD WEALTH

QUESTION:

WHAT HAPPENS AFTER THE CLOSING?

1 APPLY

2 CLOSE

3 BUILD

The closing starts the relationship. It does not finish the roadmap.



PRESERVE

Keep people in their homes

- Post-purchase counseling
- Emergency repair funds
- Early outreach when payments slip
- Help with title and heirs' property



IMPROVE

Keep homes sound and valuable

- Small-balance home improvement loans
- Renovation refinance
- Energy and accessibility upgrades



BUILD

Put equity to work responsibly

- Home equity loans and lines with a clear purpose
- The move-up purchase
- Passing wealth to the next generation

GOAL 3: PRESERVE AND BUILD WEALTH

QUESTION:

HOW DOES THIS GROW THE RELATIONSHIP?

1 APPLY

2 CLOSE

3 BUILD

FIRST PURCHASE

MAINTAIN

IMPROVE

ACCESS
EQUITY

NEXT
PURCHASE

Each stage is a reason for the homeowner to come back to you, or to go elsewhere.



WHAT TO LOOK AT IN THE DATA

- Home improvement and home equity applications and denials, by income and tract
- How many of your mortgage customers return for their next loan
- Who lends to your customers when you do not



WHY IT MATTERS FOR GROWTH

- The second and third loans come from the trust built on the first
- Equity lending to existing customers builds on a relationship you already have
- Homeowners who stay and build wealth strengthen the whole market

MAKING INNOVATION STICK

QUESTION:

WHAT GETS IN THE WAY OF A GOOD IDEA?



RISK AND APPROVAL

Who has to say yes, and what do they need to see?



FUNDING

Who pays for the assistance, and for how long?



INVESTORS AND RULES

What will the secondary market and regulators allow?



SYSTEMS AND OPERATIONS

Can our systems and closing process handle it?



ADOPTION

Will loan officers and partners actually use it?



PROOF AND PATIENCE

How long before results show, and who will wait?

MEASURE WHAT MATTERS

QUESTION:

HOW DO WE KNOW IT IS WORKING?

Goal	Outcome to measure	Early signs to watch
1 Grow applications	Applications from target households and tracts; assistance used per loan	Program enrollments, pre-approvals, counseling referrals
2 Improve pull-through	Pull-through by segment; denial-reason trends; withdrawn and incomplete rates	Turn times, second-look outcomes, denied applicants who return
3 Preserve and build	Loan performance; home improvement and equity lending to existing customers; retention	Post-purchase contacts, early outreach when payments slip



Start with one market, one gap and one program. Set the measure before you launch.

KEY TAKEAWAYS

1. Read the full story and connect the dots on data.
2. Remember the three Ps when filling gaps: product, program and process.
3. Treat denial and withdrawal as two separate initiatives, not one.
4. Don't overlook withdrawal, because it's the highest-volume, lowest-friction opportunity.
5. Focus on strategies that close the gap you actually have-not a generic playbook.
6. Look to high-performing lenders to serve as examples and evidence.
7. Products and programs matter **AFTER** the closing. The closing starts the relationship. It does not finish the roadmap.
8. Engage community members – understanding how they view their gaps and barriers is step 1 to creating new products and programs.

THANK YOU FOR JOINING US

NEXT IN THE SERIES

EPISODE 6: SALES TEAMS

How market intelligence helps you recruit, train and retain loan officers.

REGISTER AND CATCH UP ON EARLIER EPISODES

www.iemergent.com/roadmap-webinar-series

Laird Nossuli, iEmergent | Bernard Nossuli, iEmergent

APPENDIX: DATA FOR EACH DECISION

The question	What to look at	Where it comes from
Who never applied?	Households compared with applications, by segment and tract	Census/ACS, forecasts, HMDA
Why do applications fail?	Action taken and denial reasons, by segment and market	HMDA
Is cash the barrier?	Insufficient-cash denials, loan-to-value, income against home values	HMDA, ACS
Is the house the barrier?	Collateral denials, age of housing stock, value against loan amount	HMDA, ACS, appraisal data
Is process the barrier?	Withdrawn and incomplete rates, turn times	HMDA, your loan origination system
Are owners building wealth?	Home improvement and home equity lending and denials by income	HMDA, your servicing data
First-time or first-generation?	Not reported in HMDA; use intake questions and proxies	Intake, ACS, credit data

APPENDIX: PROGRAM DESIGN CHECKLIST

DESIGN

- ✓ Who is it for, and how will we define eligibility?
- ✓ Which gap in the data does it close?
- ✓ Is it a product, a program, a process change or a mix?
- ✓ What can it be combined with?
- ✓ Who funds it, and for how long?

DELIVERY

- ✓ Who has to approve it: credit, compliance, secondary marketing?
- ✓ Can operations deliver it without slowing closings?
- ✓ How will loan officers and partners learn it?
- ✓ What will we measure, and how soon?
- ✓ When do we decide to scale, change or stop?

APPENDIX: DATA LIMITATIONS

Fallout type	What HMDA establishes	What it can suggest	What requires lender data / research
Denied	Disposition, reported denial reasons, borrower/loan characteristics, DTI/CLTV and other fields.	Qualification barriers; interaction of credit box, affordability, cash-to-close and product structure.	Credit score and full underwriting file; overlays; exceptions; precise decision logic.
Withdrawn	Applicant withdrew before final credit decision; rates and patterns by lender, borrower, product and geography.	Process friction, shopping/competitive loss, affordability shock, property failure, or informal counseling-out.	Actual reason; whether borrower closed elsewhere; pricing/terms; staff interactions; process stage.
Incomplete	File closed because required information was not completed; disparities and lender patterns can be measured.	Documentation burden, borrower disengagement, communication or follow-up problems.	What was missing; contact attempts; cycle time; portal/process friction; borrower explanation.
Approved not accepted	Borrower reached approval but did not convert to origination; borrower and loan characteristics are more complete.	Competitive loss, pricing, timing, property failure or customer-experience issues.	Why offer was not accepted; competing offer; pricing comparison; closing/process history.

APPENDIX: WHAT DIFFERENT DATA POINTS TELL YOU

Metric	What it tells you	Why it matters
Fallout count	Number of applications that don't become originations	Measures the size of the problem/opportunity: how many people or households are impacted?
Fallout rate	The rate at which fallout occurs (# of fallout/# of all apps)	Measures the intensity/likelihood of fallout and allows comparisons across differently sized groups – allows you to compare across groups of different sizes
Fallout type distribution	Counts and percentages of apps that fallout segmented by type: denied vs. withdrawn vs. incomplete vs. unbooked, etc.	Tells you what kind of problem you're dealing with
Rate gap	The fallout rate of one group minus the fallout rate of another	Quantifies the disparity between populations, markets, products, lenders, etc.
Relative rate / ratio	The fallout rate of one group DIVIDED BY the fallout rate of another	Shows proportional disparity: e.g., “1.6× as likely to fall out”
Extra apps lost	Actual fallout minus expected fallout	Converts a rate disparity into number of potentially recoverable applications
App. penetration rate vs. fallout penetration rate	Compares a segment's % of all applications with its % of all fallout	Quickly identifies overrepresentation in fallout
Rate trends	Change in rate/count/gap over time	Distinguishes persistent structural issues from emerging or improving ones
Peer or market gap	Lender rate minus peer/market rate	Helps separate a market-wide borrower challenge from a lender-specific problem

APPENDIX: COMMON GAPS AND BARRIERS

QUESTION:

WHAT GAPS ARE CREATING BARRIERS TO HOMEOWNERSHIP?

GAPS

TRUST

As a result of decades of discrimination, many consumers in minority communities struggle to trust financial institutions for fear of being mistreated or victimized.

Data still show that minority households do not have equal access to credit products.

FINANCIAL

EDUCATION

Many myths and misperceptions keep eligible households out of the homebuyer pool; even industry professionals lack knowledge about programs and policies.

Many communities in the US have significant gaps in affordable and quality housing inventory

INVENTORY

HOW GAPS AND BARRIERS GET IN THE WAY

- ✓ A renter may not realize that homeownership is financially plausible
- ✓ An interested borrower may not understand down-payment assistance.
- ✓ A prospect may assume that imperfect credit automatically disqualifies them.
- ✓ An applicant may withdraw because the process feels uncertain or burdensome.
- ✓ An approved borrower may not find an affordable property.

BARRIERS ALONG THE WAY

Barriers to Consideration

- Lack of knowledge re: where to start
- Generational mistrust of banks and housing
- Households think homeownership is not attainable
- High rental costs and housing cost burdens impede ability to save
- Negative societal narrative for lower income households as homeowners
- Lack of connection to network of homebuyers

Barriers Before Purchase

- Misinformation about what is needed to qualify
- Systemic and generational income inequality
- Down Payment Availability
- Lower credit scores or lack of credit history
- Being “under-banked”
- Programs and resources lack cultural competence
- Higher levels of student debt

Barriers At Purchase

- Bias in the homebuying search may impede integration or movement out of lower income communities
- Cost of credit (high interest rates)
- Discrimination in lending may result in less reputable lenders and alternative products with negative terms like pre-payment penalties, interest-only periods, and higher rates

Barriers During Homeownership

- Homeownership “attrition” challenges when financial hardships occur
- Appraisal bias limits access to earned equity
- Lower-value, affordable single family homes are often torn down and replaced by more expensive properties
- Tangled title issues prevent generations from accessing equity from family home

APPENDIX: PINPOINT GAPS AND BARRIERS

QUESTION:

WHAT IS PREVENTING THIS HOMEBUYER FROM MOVING FORWARD?

Borrower Gap	What the borrower is experiencing	Data that helps identify it	Best response
Knowledge Gap	"I don't understand the process." "Homeownership is Not For Me" "I don't think I can buy."	Demographics, first-time buyer patterns, survey data, renter demographics, application penetration	Education, financial literacy, affordability examples, homebuyer journey content
Trust Gap	"I don't know who to trust." "This isn't for people like me."	Community patterns, market penetration, partner relationships, borrower behavior	Community engagement, trusted messengers, testimonials, local presence, culturally relevant communication
Credit Gap	"I don't have enough cash or qualifying income." "My credit or debt is holding me back."	HMDA denial reasons, affordability analysis, income vs. home values, DPA availability	Products, DPA, counseling, budgeting tools, savings pathways; Credit-building plans, coaching, alternative products, longer-term nurture
Inventory Gap	"I can't find any properties that I can afford."	MLS data, HMDA, affordability analysis	Find trusted real estate advisor, search for programs that help with affordability



When we remove barriers, we open doors.

Marketing doesn't just generate leads. **It helps people get home.**

