

Homebuyer Education That Actually Gets Buyers to the Closing Table

A gamified, mobile-first readiness app that turns HUD-aligned education into merit badges, warm hand-offs, and closing-ready buyers.



50

MERIT BADGES

14

INTERACTIVE ACTIVITIES

12

LEARNING GAMES

27

STEP, SELF-DRIVEN JOURNEY

100%

HUD & NIS ALIGNED

Most homebuyer education still assumes buyers have a laptop and a free evening — but today's first-time buyers are learning in the gaps between shifts, on the phone in their pocket.

ReadyOwn Pathway breaks HUD- and NIS-aligned homeownership education into short, mobile-first lessons — most under 10 minutes — so readiness fits into real life instead of requiring it to stop. Buyers pick up where they left off across a bus ride, a break room, or a few minutes before bed, and merit badges and streaks carry their motivation from one bite-sized session to the next until the certificate is done.

USE CASE — A retail associate with no home computer completes two 8-minute lessons on her lunch break and logs her credit score at the bus stop — finishing her HUD-equivalent education in 10 short sessions, entirely from her phone.

WHAT'S IN THE APP



MERIT BADGES

50 collectible badges turn the homebuying journey into a visible, motivating path from first budget to keys in hand.



LEARNING GAMES

A dedicated games area reinforces credit, budgeting, and mortgage concepts through play — not static PDFs.



VISION BOARD

Buyers build a personalized vision board early in the journey, anchoring the curriculum to an emotional “why.”



WARM HANDOFF

Generates a complete HUD intake and FNMA 3.2 data file from the buyer's profile — no duplicate entry, no dropped referrals.

CURRICULUM AT A GLANCE

Six core chapters — credit, budgeting, mortgage basics, the homebuying process, closing, and post-purchase sustainability — plus an 8-lesson down payment assistance module. 14 interactive activities and randomized quizzes (80%+ to pass) lead to a downloadable Home Buyer Education Certificate. Custom illustrated content spans five living contexts (urban, rural, suburban), and Pathway integrates directly with ReadyOwn's consumer DPA discovery platform.

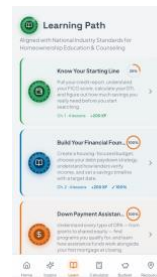
SEE IT IN ACTION



Track XP, streaks & merit badges



A guided, step-by-step journey



HUD- & NIS-aligned learning path



38 merit badges to unlock

Beta is live and in final testing ahead of public launch.

Built for: prospective homebuyers on their own timeline; buyers referred by lenders, CDFIs & housing counseling agencies; and partner banks, CDFIs & state HFAs offering a co-branded edition to their members.

DEMO & BETA LIVE

readyownpathway.app

Coming Soon to the Apple App and Google Play Stores for Free Download

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