



Keys2Home™ Website Content Packet

Prepared for Web Consultant | Approved Program Messaging

1. Program Overview (Homepage)

Keys2Home™ Pathway Program is a PAID homeownership readiness program designed for workforce individuals and families, first-time homebuyers, and community members. The program helps participants understand where they are, what steps to take next, and how to prepare for future homeownership through education, personalized planning, and coordinated professional support.

2. Who the Program Is For

The Keys2Home™ Pathway Program is designed for workforce individuals and families, first-time homebuyers, and community members who are serious about preparing for homeownership and want structured guidance, professional support, and a clear path forward.

3. Program Participation Expectations

- Are interested in preparing for future homeownership
- Are actively employed or building stable income
- Are willing to engage in a structured readiness process
- Can participate in orientation and follow-up guidance
- Are open to receiving professional feedback on homeownership readiness

4. What Participants Receive

- Personalized Homeownership Action Plan
- Lender guidance
- Credit repair support
- Housing counseling
- Designated Program Specialist
- Realtor guidance

5. Applicant FAQ (Public – No Pricing)

The website should include a public FAQ that explains what Keys2Home™ is, who it is for, what participants receive, and how to get started. Program pricing should not be displayed on public-facing pages and is shared only after application and/or during orientation.

6. Application Process

All applicants must complete the Keys2Home™ Qualification & Engagement Check (QEC) form to apply. All Apply buttons and calls to action should link to the official application form.

Official Application Link:

<https://link.apisystem.tech/widget/form/NuDLvjppzljLuHBYhm0A>

7. Program Transparency & Disclosures

Keys2Home™ Pathway Program is a for-profit program. Participation does not guarantee housing placement or mortgage approval. Program services include education, professional guidance, and readiness support only.

Keys2Home™ Pathway Program, also known as Keys2Home™, is a proprietary program and trademark of its owner. Unauthorized use, reproduction, or distribution is prohibited.