

HELOC Customer Journey Pipeline

Seven acquisition domains orbiting a single brand hub—**HELOC.com** anchors the home-equity consumer journey end to end.

STRATEGIC OBJECTIVE

Build an impenetrable, seven-stage direct-acquisition engine that captures the full home-equity consumer journey—from first question to signed offer—under a single, coordinated domain portfolio.

PHASE ARCHITECTURE

The Seven-Stage Customer Journey

HELOC.com sits at the center; every acquisition domain is a spoke that feeds it.

