

How NestSTEPS™ Aligns with Maslow's Hierarchy of Needs

This long-standing psychological framework that explains the stages of human motivation and behavior—from basic survival to personal fulfillment. Housing benefits (perfectly maps to every level of this framework, helping individuals move from financial instability to long-term security, confidence, and purpose.

	Human Motivations for Each Level		HOW Homeownership Maps to this Model
1	At the top of the hierarchy is the desire to grow, realize one's full potential, and live a meaningful, purpose-driven life.	Self-Actualization	Equips individuals with the tools and confidence to build a future aligned with their values, aspirations, and long-term purpose..
2	People strive for respect, recognition, achievement, and the confidence that comes from reaching goals.	Esteem	Achieving homeownership and financial mastery creates a sense of pride and personal accomplishment.
3	Humans need connection—relationships, friendships, community, and a sense of belonging with others.	Belonging	Strengthens social connection and belonging by fostering community through group workshops and helping participants establish roots
4	Once basic needs are met, people seek safety and stability through financial security, health, housing, and protection from harm.	Security	Builds financial security through savings tools, credit guidance, and education on long-term economic stability
5	These are the most basic human needs—such as food, water, and shelter—required for physical survival.	Survival	Helps individuals secure stable shelter by supporting their journey to homeownership.