

CASE STUDY

CONVERGENCE COLUMBUS®
UNITING FOR HOUSING AFFORDABILITY

Rebuild Wall Street: Connecting Homeownership, Entrepreneurship, and Generational Wealth

For many aspiring homeowners, the path to homeownership does not begin with a mortgage application. It begins with aspirations to build a successful business, create financial stability, invest in the future, and generate wealth that can be passed down to future generations. Recognizing this reality, CONVERGENCE Columbus launched Rebuild Wall Street, an initiative designed to engage community members through conversations about entrepreneurship, economic empowerment, and wealth building while illustrating the important role homeownership can play in achieving those goals.

Rather than relying on traditional homebuyer education formats, Rebuild Wall Street takes a different approach. The initiative creates opportunities for community members to explore how various wealth-building strategies, including business ownership, investing, and homeownership, can work together to support long-term financial success. By connecting housing to broader conversations that already resonate with entrepreneurs and young professionals, CONVERGENCE Columbus is expanding how people engage with the idea of homeownership.



Bringing the Conversation to the Community

One example of this approach took place at Noir Lounge in Columbus, where community members gathered for a Rebuild Wall Street discussion featuring Dravon Tyson, Vice President and Dedicated Business Relationship Manager at Huntington National Bank and co-owner of Noir Lounge.

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The event centered on a powerful question: How can communities “rebuild Wall Street” by working, investing, and building wealth together?

Participants explored topics ranging from entrepreneurship and financial growth to community investment and economic opportunity. Throughout the discussion, homeownership was presented not as a standalone financial goal, but as one component of a broader strategy for wealth creation and long-term stability. By connecting housing to conversations about business ownership, investing, and economic mobility, the event helped attendees consider how different pathways to financial success can reinforce one another.

Hosting the discussion in a familiar community space and featuring a respected local business leader helped create an environment that encouraged authentic dialogue. Rather than approaching participants solely as prospective homebuyers, the conversation reflected their broader interests and aspirations, making the connection to homeownership feel more relevant and accessible.

The Power of Partnership

Rebuild Wall Street also demonstrates the value of collaboration. The initiative has been supported through partnerships that include Classic for Columbus, Bloom614, and local young professional networks, bringing together organizations and community leaders committed to expanding economic opportunity.

These partnerships help extend the reach of homeownership education beyond traditional housing-focused audiences and create new opportunities to engage individuals who may not otherwise participate in a conventional homebuyer education program.

Why It Matters

Many communities face challenges reaching consumers who do not yet see homeownership as an immediate priority. Rebuild Wall Street offers a promising model for overcoming that barrier by starting with the goals people already have and demonstrating how homeownership can help support them.

By connecting housing to conversations about entrepreneurship, investing, financial empowerment, and generational wealth, CONVERGENCE Columbus is creating new pathways into the homeownership journey. The initiative illustrates that effective outreach does not always begin with a discussion about mortgages or housing programs. Sometimes it begins with a conversation about the future people want to build.

Through Rebuild Wall Street, CONVERGENCE Columbus is helping community members see homeownership as part of a larger vision for financial success, community investment, and generational opportunity. In doing so, the initiative provides an innovative example of how communities can engage future homeowners in ways that feel relevant, inspiring, and meaningful.