DISCRIMINATION

AND ITS IMPACT ON
LGBTQ+ COMMUNITY:
REAL ESTATE PROFESSIONALS AND CONSUMERS

NUMBER OF LGBTQ+ HOMEOWNERS (change since 2015)

LGBTQ+ homeowners*
13.6% | 44% | 18.4% | 0.4%

LGBTQ+ couples as homeowners
18.9% | 45.8% | 0.4% / 0.4% / 11.7%

LGBTQ+ singles as homeowners*
7.6% | 34% | 25.2% | 2%

- ■ Dramatically increased
- ■ Somewhat increased
- ■ No change
- ■ Somewhat decreased
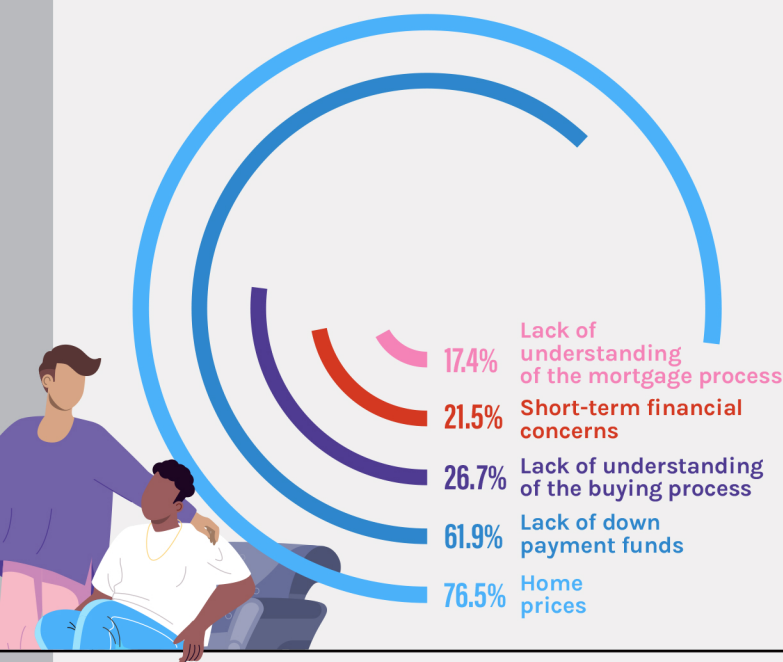- ■ Dramatically decreased

*0% reported "dramatically decreased"

29% of respondents believe **they have not been given the same opportunities** as others for committee assignments and advancement in their local MLS or Realtor® Association **because they are part of the LGBTQ+ community**

46% of respondents reported **they are known in their company as an "LGBTQ+ agent"**

LGBTQ+ COMMUNITY BARRIERS TO HOMEOWNERSHIP

- 17.4% Lack of understanding of the mortgage process
- 21.5% Short-term financial concerns
- 26.7% Lack of understanding of the buying process
- 61.9% Lack of down payment funds
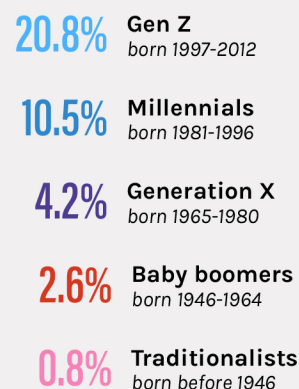- 76.5% Home prices

Since 2015, **64%** of LGBTQ+ Real Estate Alliance members have seen an uptick in the number of LGBTQ+ couples as homeowners
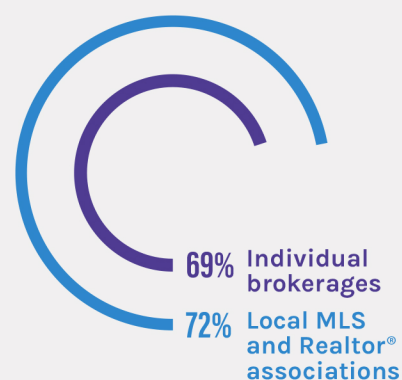
LGBTQ+ U.S. ADULT POPULATION
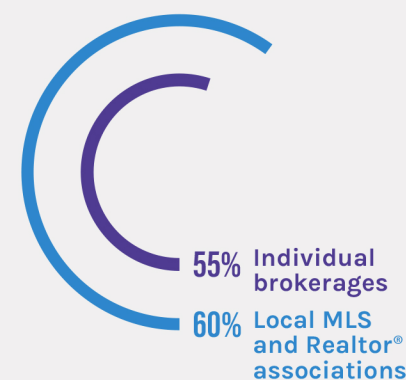**7.1%**

LGBTQ+ U.S. POPULATION BY GENERATION
- **20.8%** Gen Z *born 1997-2012*
- **10.5%** Millennials *born 1981-1996*
- **4.2%** Generation X *born 1965-1980*
- **2.6%** Baby boomers *born 1946-1964*
- **0.8%** Traditionalists *born before 1946*

Local real estate industries are making an effort...

EMPHASIS ON DEI INITIATIVES
- 69% Individual brokerages
- 72% Local MLS and Realtor® associations

LGBTQ-FOCUSED MARKETING
- 55% Individual brokerages
- 60% Local MLS and Realtor® associations

...it's just not enough

> The real estate industry has taken positive steps toward education and DEI programming, but we can't just sit back and relax. This report shows that we have so much more work to do.
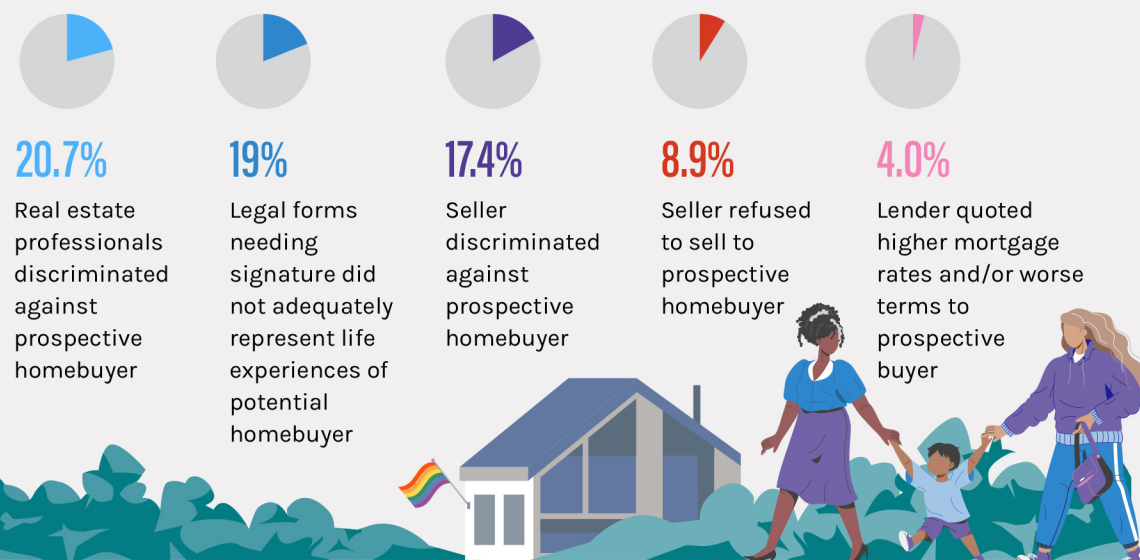
DAVE GERVASE
President
LGBTQ+ Real Estate Alliance

> We are living in unique times where the LGBTQ+ community is being attacked in the political arena at the same time that society continues to embrace us.
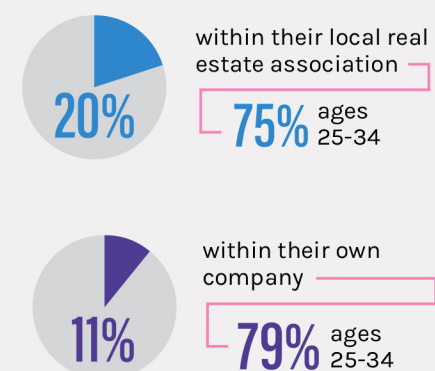
RYAN WEYANDT
CEO
LGBTQ+ Real Estate Alliance

TYPES OF DISCRIMINATION (percent of responses)

- **20.7%** Real estate professionals discriminated against prospective homebuyer
- **19%** Legal forms needing signature did not adequately represent life experiences of potential homebuyer
- **17.4%** Seller discriminated against prospective homebuyer
- **8.9%** Seller refused to sell to prospective homebuyer
- **4.0%** Lender quoted higher mortgage rates and/or worse terms to prospective buyer

EXPERIENCE HIGH LEVELS OF UNCONSCIOUS BIAS
(percent of responses)

Dramatically higher in 25-34 year olds

- **20%** within their local real estate association — **75%** ages 25-34
- **11%** within their own company — **79%** ages 25-34

BLATANT DISCRIMINATION IS RARE OR NON-EXISTENT
(percent of responses)

- **40%** within their local real estate association
- **68%** within their own company

COLLEAGUES NOT WANTING TO WORK WITH THE LGBTQ+ COMMUNITY
(cited examples in last 3 years, percent of responses)

- **17%** from industry colleagues
- **6%** from company colleagues

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LOVE IS LOVE