

Fight for  
LGBT+  
liberation  
Pride is a  
protest

# ADVOCACY UPDATE

## Our Commitment to Advocacy Continues

**AS WE ENTER 2025**, the rhetoric and attacks against the TGX community have increased and the fear and anxiety among the LGBTQ+ community is on the rise. It remains critically important for the LGBTQ+ Real Estate Alliance to focus on housing advocacy work.

Since our founding in late 2020, advocacy brought our membership together. In a short period of time the Alliance made a name for itself within the real estate industry as we focused on the housing needs of the LGBTQ+ community and LGBTQ+ real estate professionals. We identified how prevalent discrimination remains in the real estate industry and how it impacts LGBTQ+ homebuyers, sellers and renters. We have also worked with National Association of REALTORS® (NAR) and local, regional and state REALTOR® associations to address our concerns and brought the diverse communities together with our Stop Hate in Real Estate initiative.

This year will be important for us to grow the Alliance membership beyond our nearly 4,000-members. Along with welcoming more LGBTQ+ professionals, we believe that there are at least 150,000 real estate professionals who have an LGBTQ+ child. We came to this number by reviewing the figures from the 2024 Gallup poll that found that 22.3% of Gen Z self-identified as part of the community along with 9.8% of Millennials. If we use 10% as a base, that means 10% of the 1.5 million REALTORS® would have an LGBTQ+ child.

These allies “have skin in the game” and obviously want to ensure that their child has an easy, safe and successful path towards a great future and homeownership. Our problem is their problem.

Here are some other Alliance objectives for 2025:

- We plan to **cement our relationships with major national and regional LGBTQ+ non-profits**. While HRC, GLADD, PFLAG, Lambda Legal, Advocates for Trans Equality and others are working hard to defend LGBTQ+ rights, they are also helping TGX and others in the community who are considering leaving their current homes for safety, security or need for proper medical care. The Alliance and our members can play an important role in these discussions as we can help facilitate moves to more welcoming communities.
- To supplement our LGBTQplusHomes.com and the LGBTQ+ Home Buyers Guide, the Alliance will **create a TGX-focused Moving Guide**.
- The Alliance leadership team will **work closely with our partners** on how they can best serve the LGBTQ+ community and their employees.
- **Our annual LGBTQ+ Housing Policy Symposium will be held this Spring in Washington, D.C.** Along with discussing the challenges the LGBTQ+ community faces in becoming homeowners, and the sustainable financial security homeownership provides, attendees will again visit Capitol Hill to speak with their elected officials about the importance of protecting the LGBTQ+ community.
- Once again, **the Alliance will stand up loud and proud during Pride Month** with local industry events and partner engagements along with our annual LGBTQ+ First-Time Homebuyer Seminar.

The path forward will present new challenges. We must stay unified in our collective actions and work together to counter the myths and misinformation about LGBTQ+ people. We encourage you to get involved and bring this important work to your local communities.

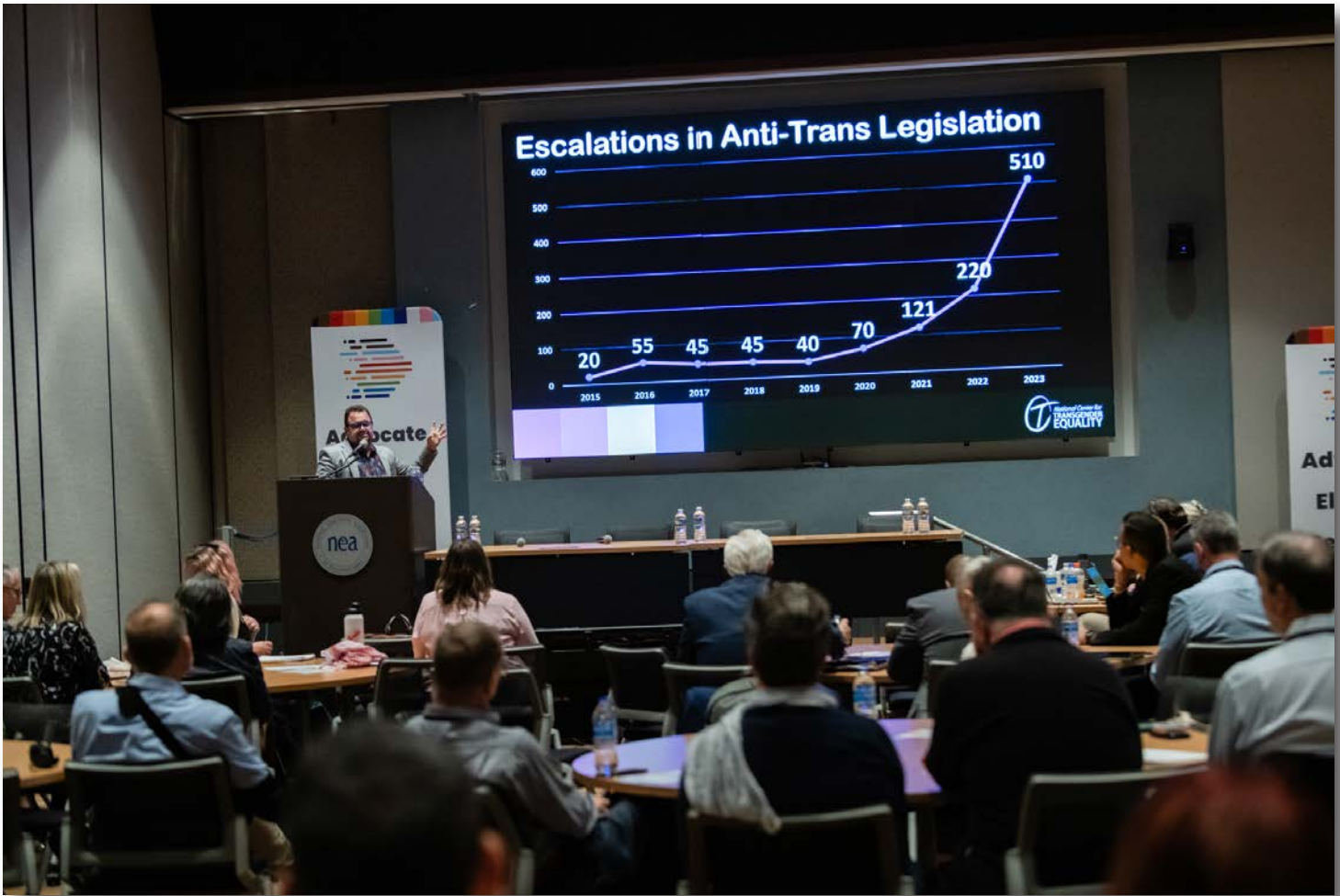
Regards,



**Justin “JZ” Ziegler**

2025 National President





## All the Ways We Advocate for YOU & the LGBTQ+ Community



- **ADVOCACY ON CAPITOL HILL:** In June of 2024, the leadership of the Alliance appeared with the Urban Institute in a joint presentation to the Congressional Equality Caucus. We shared extensive information about housing barriers that challenge LGBTQ+ people with representatives from 65 different congressional offices.



- **THOUGHT LEADERSHIP:** The Alliance publishes trade commentaries across the that focus on the importance the real estate plays in eradicating housing discrimination.



- **PROFESSIONAL STANDARDS:** The Alliance called out REALTORS® violating Article 10 of the REALTORS® Code of Ethics for their discriminatory words and actions. In several cases, the offender's company and REALTOR® organizations took action to stop it. The Alliance publicized its efforts to showcase to the industry that discrimination against the LGBTQ+ community would not be tolerated.



- **ADVOCATING AGAINST HATE:** We publicly supported numerous members who received hateful and discriminatory outreach from members of the public.



- **ACTION: STOP RPAC FUNDING FOR ELECTED OFFICIALS THE PROMOTE HATE:** The Alliance called on Florida REALTORS® and its Florida REALTORS® PAC to pull its support and funding of Florida Governor Ron DeSantis, a known adversary of the LGBTQ community.



- **ALLIANCE DEMANDS RPAC STOP FUNDING ELECTED OFFICIALS THE PROMOTE HATE:** The Alliance called on Texas REALTORS® and its Texas REALTORS® Political Action Committee (TREPAC) to stop funding several state Senators and Representatives, Governor Greg Abbott, Lieutenant Governor Dan Patrick and Attorney General Ken Paxton who have authored or supported multiple discriminatory bills against the LGBTQ+ community.



- **ALLIANCE REPORT SPOTLIGHTS DISCRIMINATION:** Our 2022 LGBTQ+ Real Estate Report showcased how pervasive discrimination within the real estate industry remains.



- **ALLIANCE DEMANDS REALTORS ADHERE TO CODE OF ETHICS STANDARDS:** We created the “Article 10 Rule” calling for local, regional and state REALTORS® associations and their Political Action Committees to refrain from endorsing or financially supporting candidates who discriminate as they write and support anti-LGBTQ+ bills. Numerous associations have supported the initiative.



- **ALLIANCE UNIFIES MINORITY GROUPS AGAINST HATE:** With the Asian Real Estate Association of America (AREAA), National Association of Hispanic Real Estate Professionals (NAHREP), and WomanUP, the Alliance launched the Stop Hate in Real Estate initiative. More than 4000 have taken the Stop Hate pledge.



- **ALLIANCE APPEALS TO NAR TO TAKE ACTION AGAINST HATE:** Called on National Association of REALTORS® (NAR) to remove offending posts and take action against those who openly discriminated against the LGBTQ+ community with their comments on NAR’s innocuous “Happy Pride” social media post in 2024.



- **ALLIANCE LAUNCHES RPAC TRACKER:** The Alliance launched an automated tracker that identified legislators who advocated for anti-LGBTQ+ bills and received nearly \$4 million in RPAC funding. In 2024 alone, RPACs funded legislators who sponsored more than 320 bills anti-LGBTQ+ bills.



- **ALLIANCE SUPPORTS LEGISLATION BENEFITTING LGBTQ PEOPLE.** This includes the Equality Act and the Fair and Equal Housing Acts. These two Congressional bills, if they had been passed, would essentially add gender identity and sexual orientation as protected classes to the 1968 Civil Rights Act.

