



THE LGBTQ+ JOURNEY TO HOME OWNERSHIP

3rd Annual LGBTQ+ Real Estate Alliance Report



7.2%

Societal acceptance levels are allowing the LGBTQ+ community to grow despite the attacks we face in statehouses around the nation. Gallup has reported that a record 7.2% of all American adults self-identify as part of our community led by the younger generations who report dramatically higher numbers.

49.8%

As the LGBTQ+ community grows, so does the opportunity to grow our 49.8% homeownership levels which are far behind the national average. The LGBTQ+ community will continue to overcome barriers, including discrimination, and this report utilizes a variety of research to fully understand these concerns.

The LGBTQ+ Real Estate Report utilizes data and information from nearly 30 different sources along with the 2023 LGBTQ+ Real Estate Alliance member survey where nearly 400 participated. This groundbreaking report follows LGBTQ+ people on their journey to homeownership as we discover the triggers for buying and why communities are chosen for the first, second, third and fourth purchased homes. We also uncover the importance of "formalized" relationships, marriage and children have on LGBTQ+ buying decisions.



LETTER FROM ERIN MORRISON—

The LGBTQ+ movement has never been a steady upwards climb. Dating back to the summer of 1969, we have come a long way with more wins than losses. But today we are in one of those downward swings where a minority is trying to derail societal acceptance of our community which has led to millions being free to live authentically.

Despite hundreds of anti-LGBTQ+ bills being written, debated and voted on, the LGBTQ+ community continues to grow with a simple underlying theme: We are people, just like you. We deserve respect, dignity and the unhindered ability to be us.

This year's LGBTQ+ Real Estate Report looks at the impact of the 340-plus anti-LGBTQ+ bills that have been introduced across the nation. But more importantly, it addresses the gains that we've made. From incredibly successful real estate professionals in the LGBTQ+ Real Estate Alliance, to Marriage Equality, the increasing number of community members with children, and, of course, LGBTQ+ homeownership, it is clear that we are a rising force.

And, in what I believe is a first, we gain insight into why LGBTQ+ people tend to start their professional lives renting in urban areas, what drives us to purchase our first, second, third and even fourth homes, where we choose to go and what we value most in the communities we purchase homes in.

Some of the findings include:

- Nearly 65% of Alliance members believe LGBTQ+ homeownership levels have risen from the 49.8% figure last reported by UCLA's Williams Institute in 2020.
- Our members report that real estate agents are no longer the leading culprit in how discrimination is visible in real estate. Instead, required forms and discriminatory sellers top the list.
- Nearly 70% of cisgender gay men indicated they first lived on their own in urban centers compared to 45.5% of cis lesbian women and 42.4% of straight respondents.
- More than 90% of straight members purchased their first home by age 33 compared to 75.9% of LGBTQ+ people.
- "Formalized" relationships, engagements and marriages are major drivers for LGBTQ+ people in their decision to purchase homes.
- 16.1% of LGBTQ+ survey respondents shared that children/growing families were one of the top three reasons for why they purchased their second home, a jump from 8.2% for their first home purchase. LGBTQ+ people valued schools and access to better schools more importantly for their second and third home purchases.

I hope you enjoy our third annual report as it provides you insight into the LGBTQ+ community and our continued emergence.



ERIN MORRISON

Chairperson of Board of Directors
and President 2023
LGBTQ+ Real Estate Alliance



LETTER FROM JIM OBERGEFELL—

I never set out to be an advocate or a champion for the LGBTQ+ community and human decency. I was, and still am, just a quiet Ohioan who fell in love with, and eventually married, the love of his life. As my husband John was dying of ALS, we sued the state of Ohio to demand recognition of our Maryland marriage on John's death certificate when he died. Without our lawsuit, Ohio would have completed his death certificate incorrectly to say he was single with no surviving spouse at the time of death. It would be as if our life together had never happened. We were heartbroken, and we decided to fight.



Jim Obergefell

JIM OBERGEFELL

Even after John's death, I continued that fight alongside others who were harmed because their states refused to recognize their marriages or denied them the right to marry. After wins and losses in the judicial system, the work culminated on June 26, 2015, when the Supreme Court ruled in our favor and affirmed same-sex marriage as the law of the land.

I have since embraced my advocacy role by working to move civil rights and equality for marginalized communities forward. One of the joys of this effort has been getting to know advocates and allies in the LGBTQ+ Real Estate Alliance. The Alliance plays a critical role as it strives to increase LGBTQ+ homeownership levels through education and advocacy.

I found great value in the LGBTQ+ Real Estate Report. Along with showcasing the continued challenges we face from discrimination, it explores how important our relationships, marriages, and families are in the homebuying process for many LGBTQ+ people. We now have a clearer understanding of what motivates us as homeowners, not just in our first home, but in the second, third, and others along the way.

Our LGBTQ+ community enjoys rights and protections today that were long thought impossible, and many of us prosper in part thanks to the support of our fellow Americans. We have seen more same-sex couples marry, more LGBTQ+ people form families, and more LGBTQ+ people choose to live authentic lives as part of their communities. Although some forces continue to work against us, I am convinced that we will overcome them. We have made incredible progress, and we and our allies will continue to fight until we are fully part of "We the People".

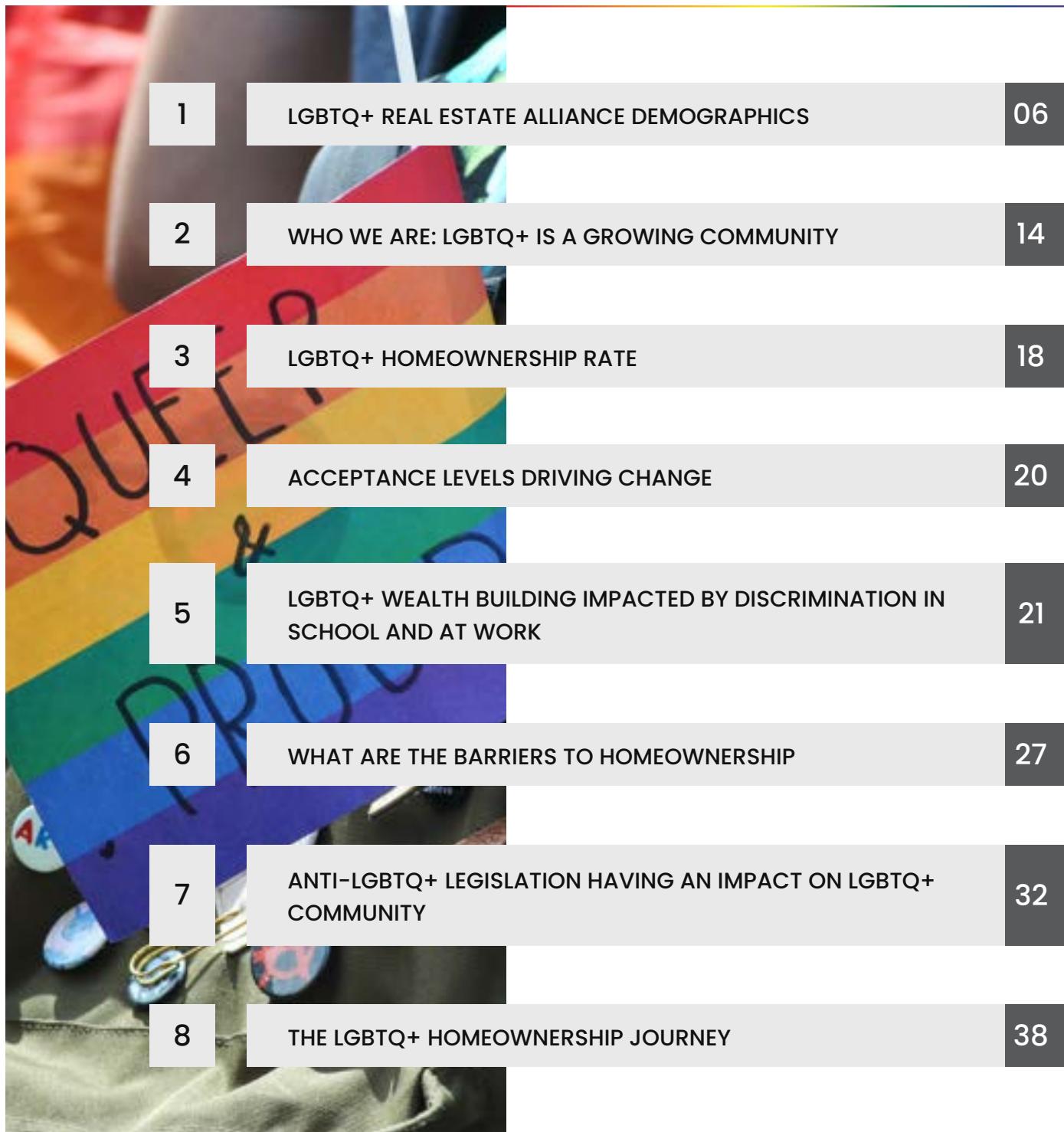
We deserve access to the same education, jobs, homes, and opportunities as others. Because we are no longer confined to known safe havens, we can become part of the fabric of neighborhoods and communities across our nation. This report proves that is already happening.

But we aren't fully there. We must keep working to ensure our community has equal access to the American Dream of homeownership. We are fortunate that the Alliance is dedicated to helping make that vision a reality!

Love wins!



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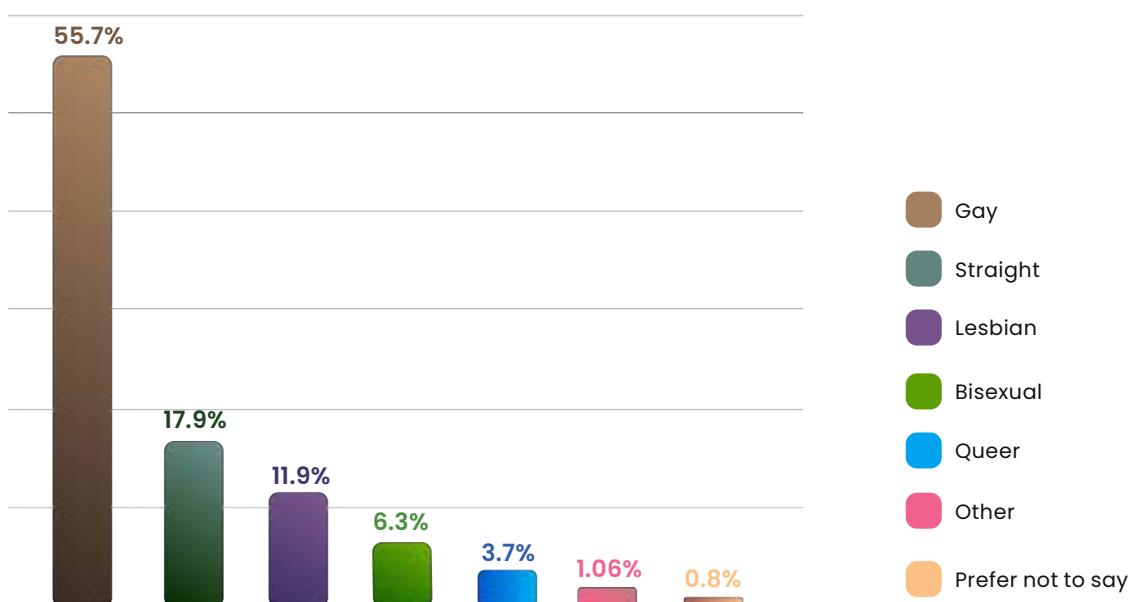
LGBTQ+ REAL ESTATE ALLIANCE DEMOGRAPHICS

In June 2020, the LGBTQ+ Real Estate Alliance was established and officially launched membership on October 1st of the same year. It has experienced rapid growth and currently boasts over 3,100 members, making it one of the premier LGBTQ+ trade organizations in the country.

Members of the Alliance surpass the general Realtor® population¹ in terms of experience, with 76.2% having been in the business for over six years, compared to 61% of all Realtors®. This higher level of experience likely contributes to members generating greater sales volume than the overall Realtor® population¹, with 45.4% producing at least \$5 million in sales volume versus 31% of all Realtors®¹.

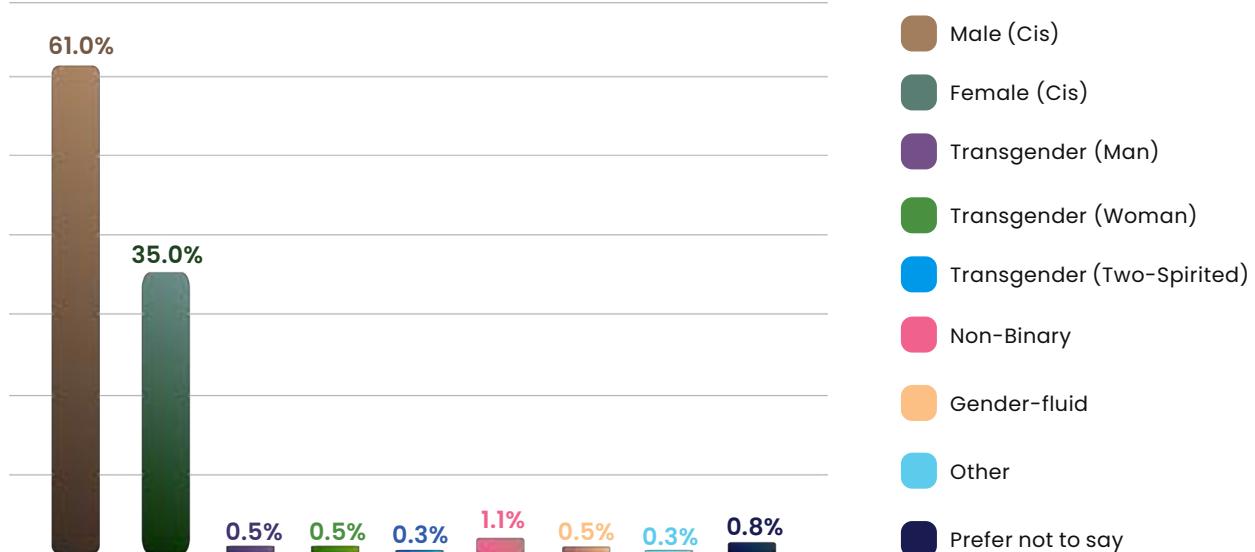
Also, 45.7% of Alliance members report gross incomes of \$150,000 or more, as opposed to just 18% of all Realtors®¹.

➤ Member Sexual Orientation

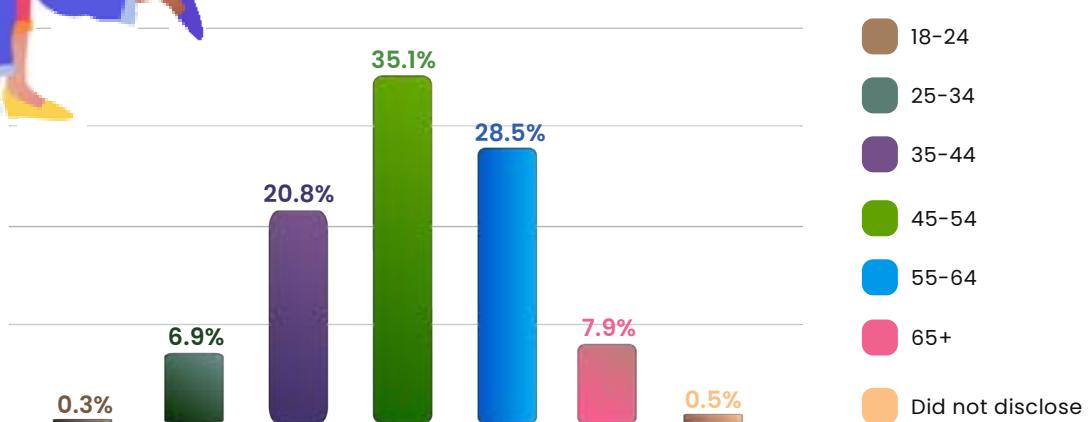




➤ Member Gender/Gender Identity

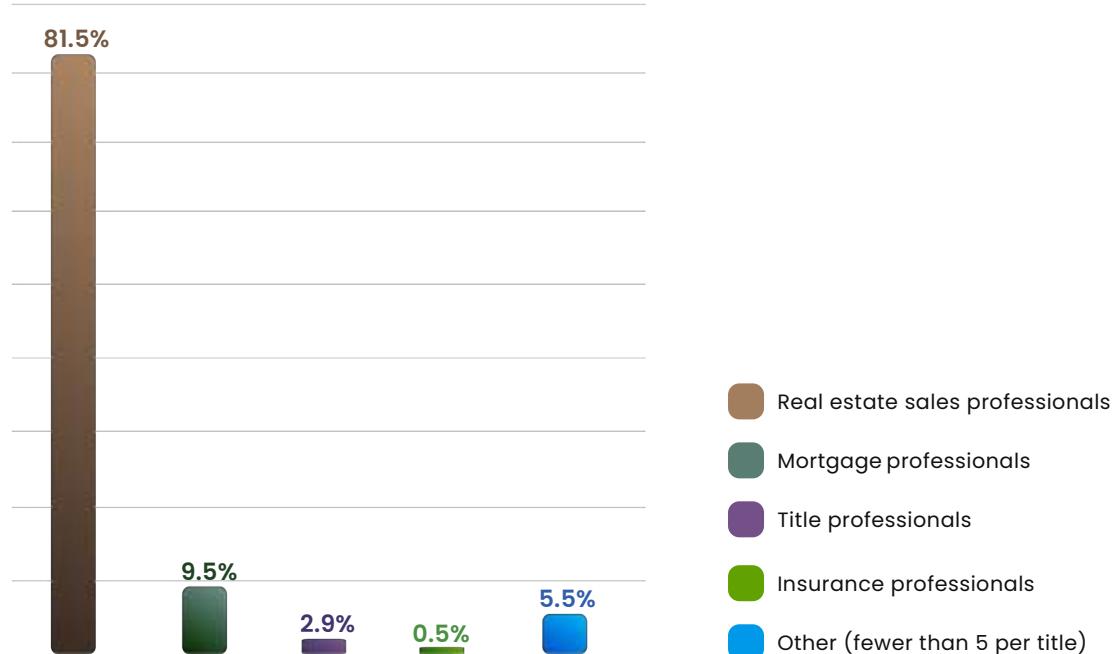


➤ Member Age

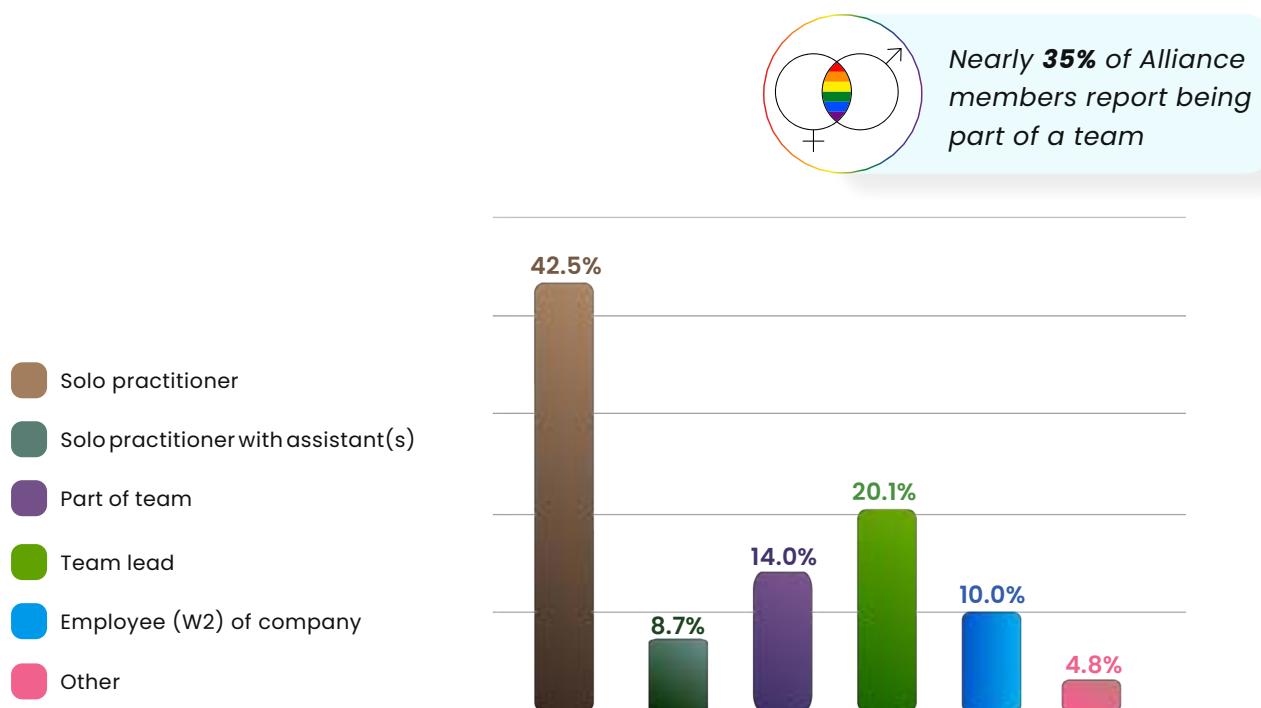




➤ Member Primary Job Title

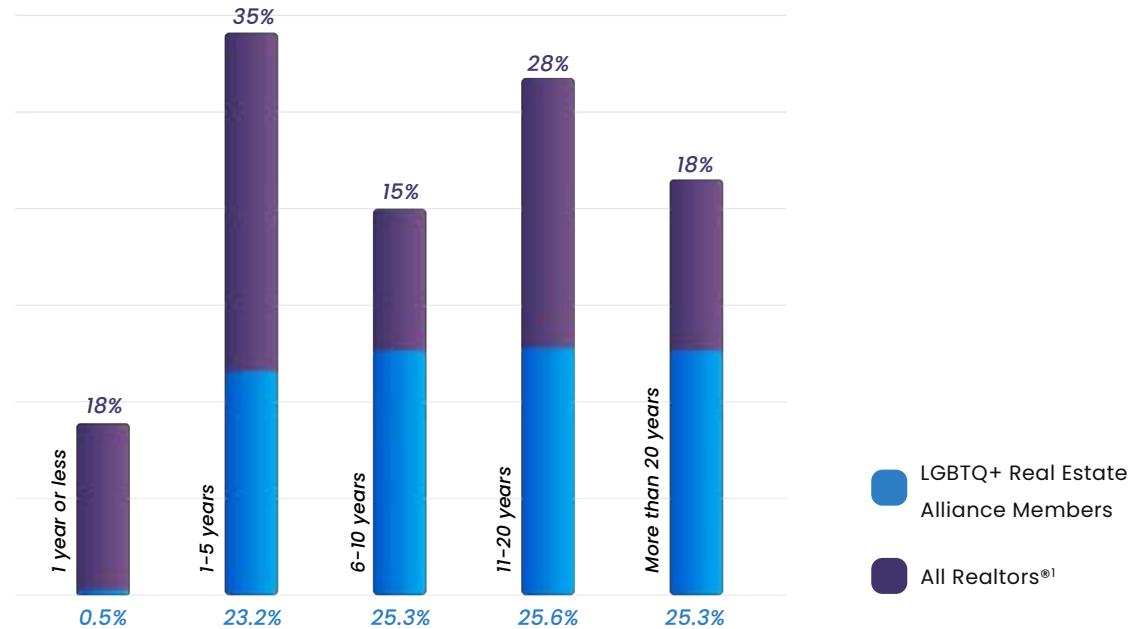


➤ Member Business Operation



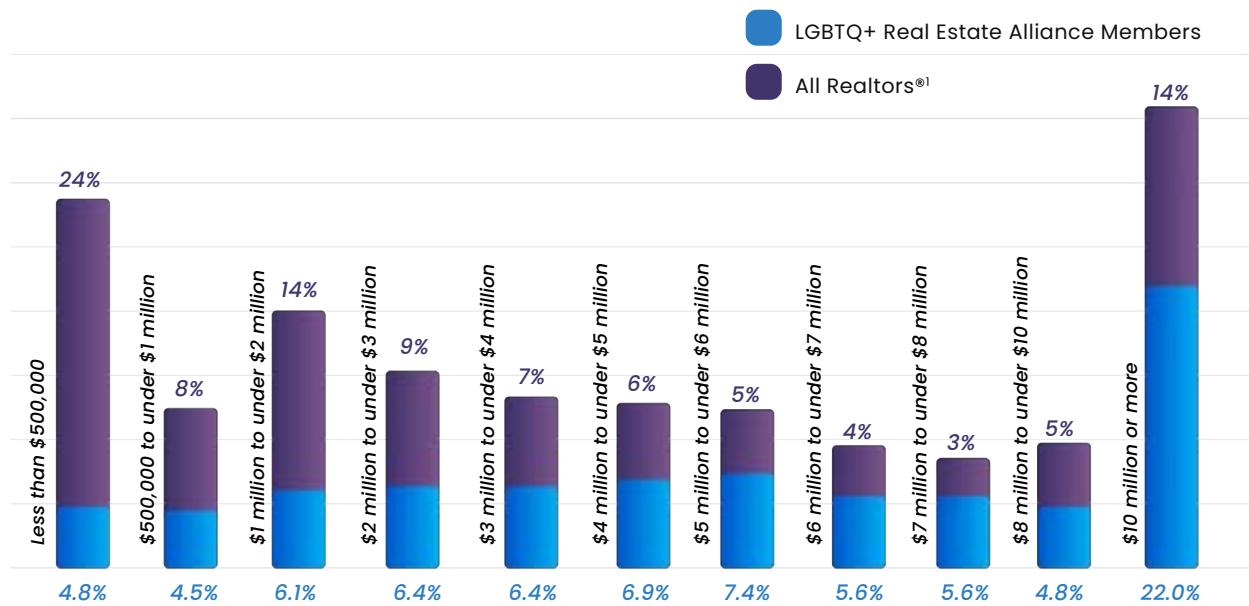


➤ Member's Years in Real Estate vs. All Realtors®



¹2022 National Association of Realtors® Member Profile

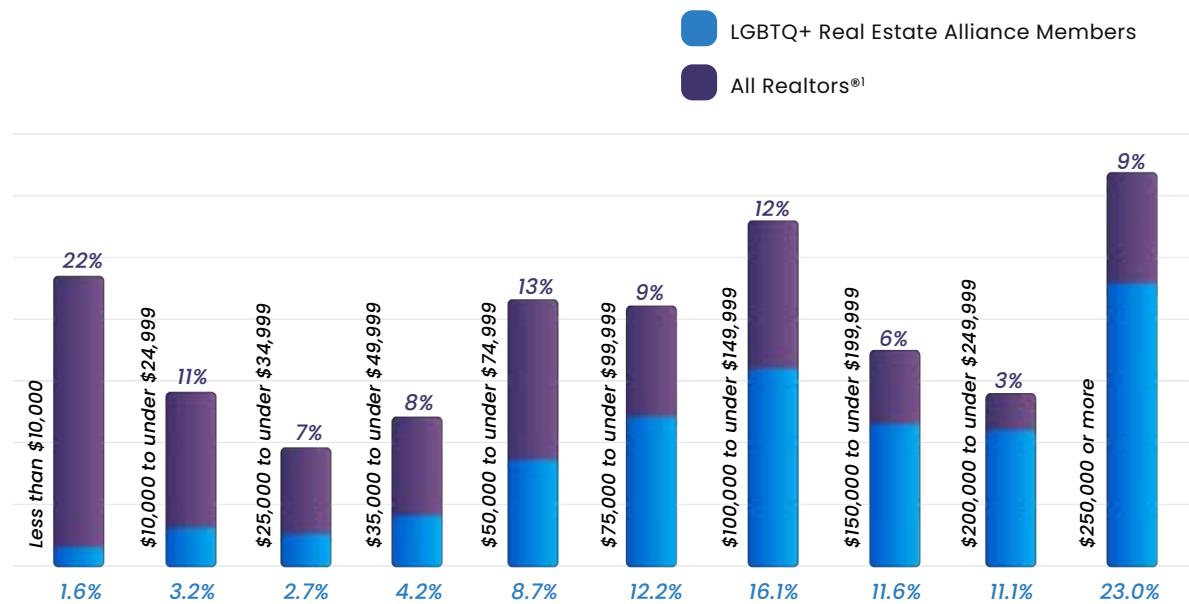
➤ Member's 2022 Sales Volume vs. All Realtors®



¹2022 National Association of Realtors® Member Profile

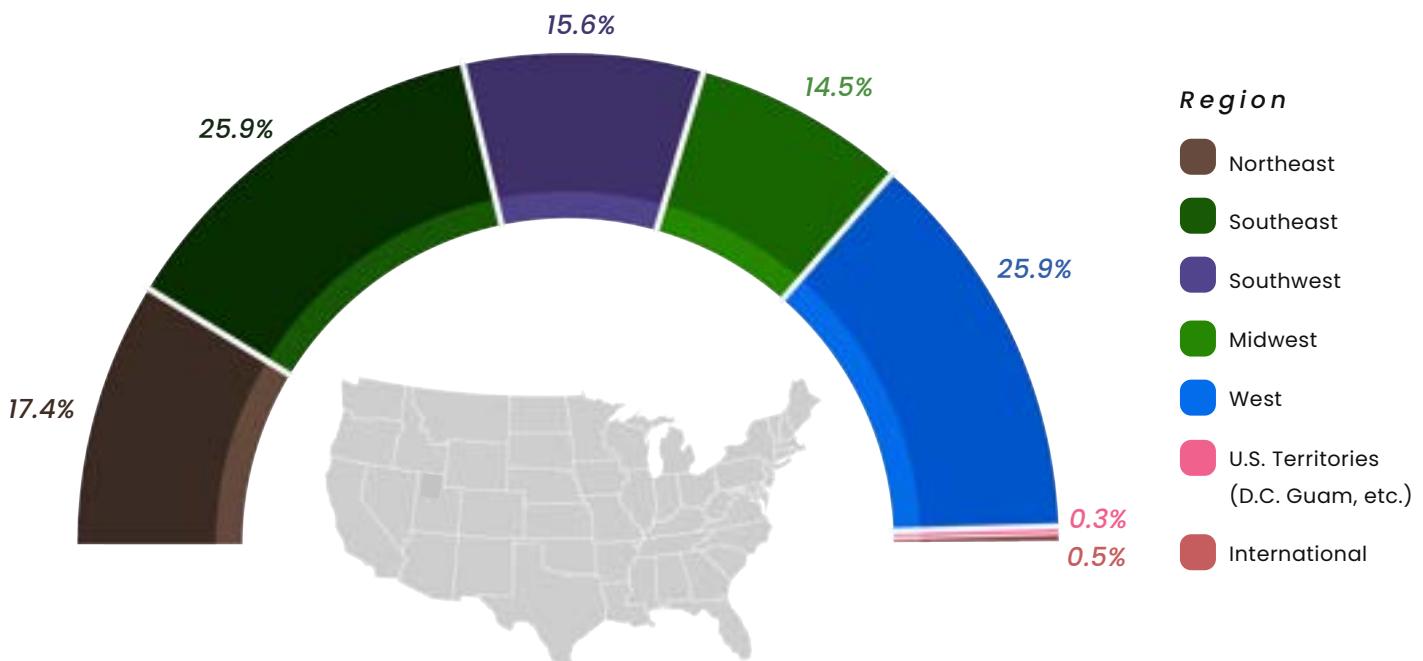


➤ Member's 2022 Gross Income vs. All Realtors®



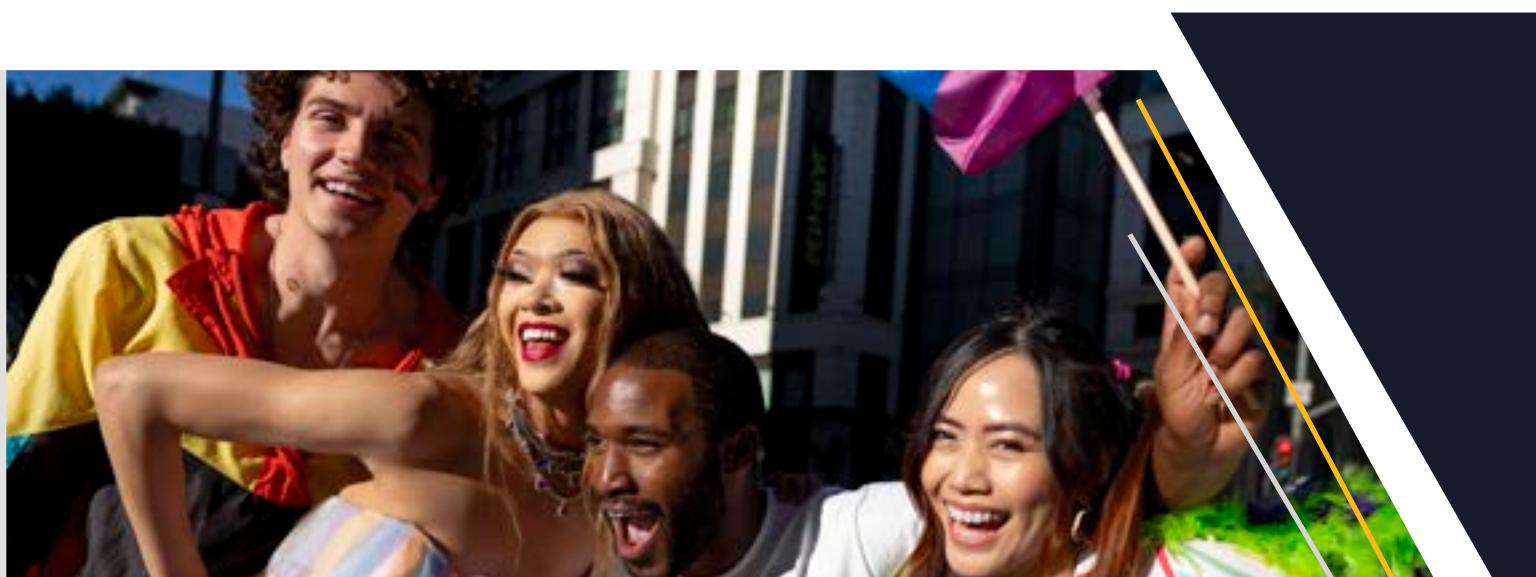
¹2022 National Association of Realtors® Member Profile

➤ Member by U.S. Region/U.S. Territory/Country



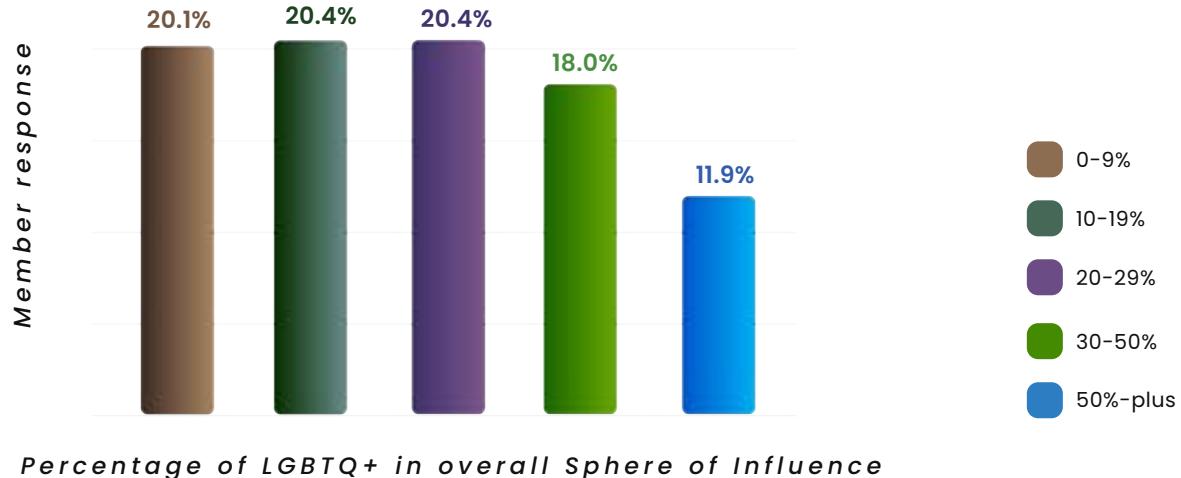


➤ Top ten states with the largest number of LGBTQ+ Real Estate Alliance members:

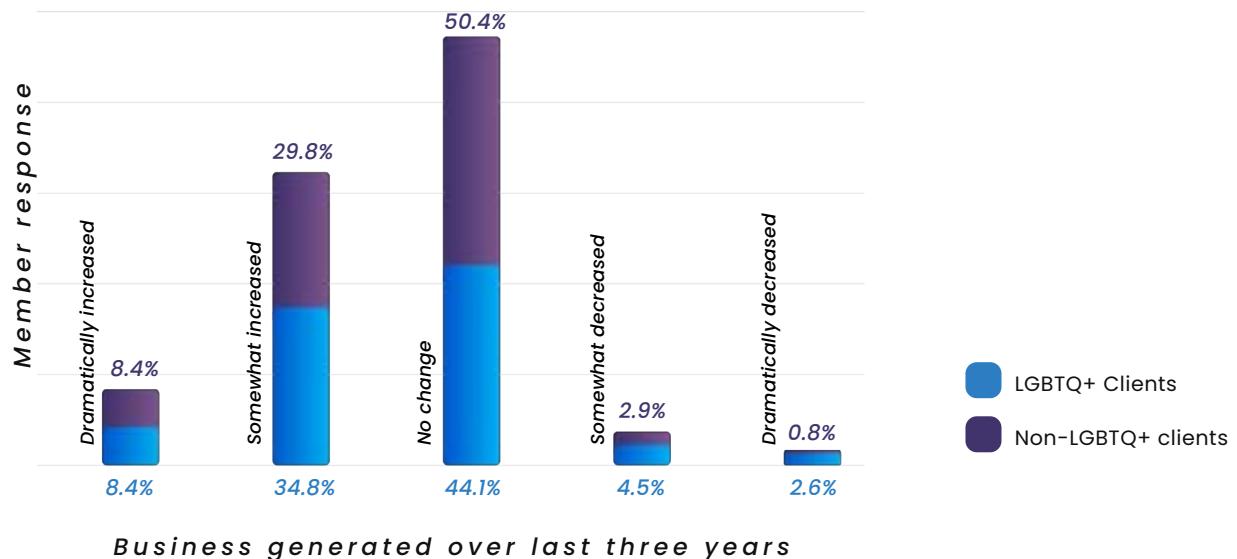




Business Sources



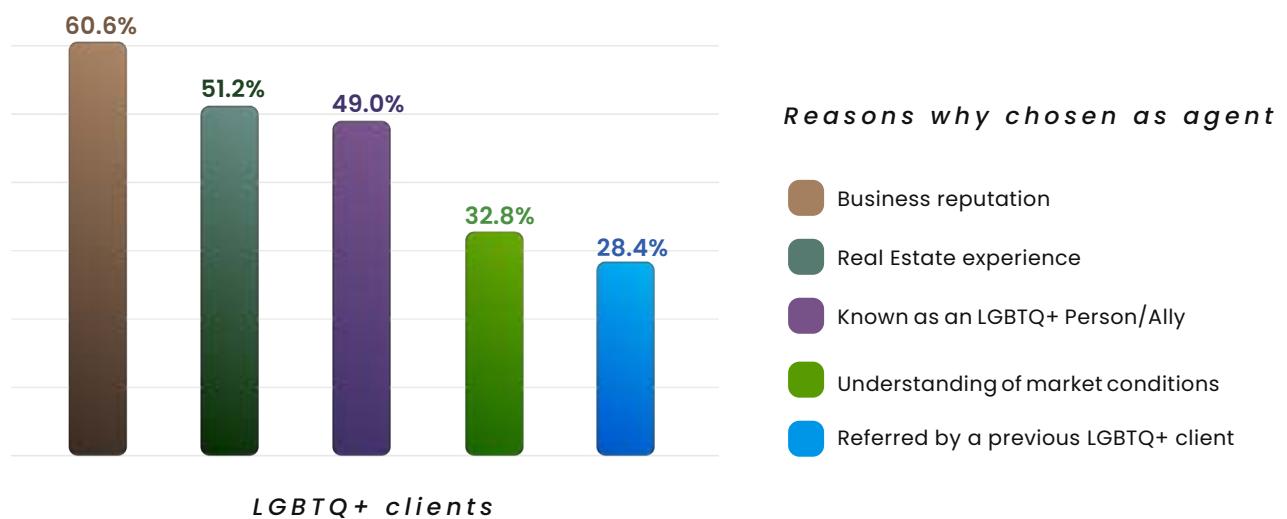
Almost 30% of Alliance members report that LGBTQ+ buyers and sellers make up at least 30% of their "Sphere of Influence".



43.2% of Alliance members reported they generated increased business from LGBTQ+ clients over the last three years while gaining just 38.2% more from non-LGBTQ+ clients.



➤ Why LGBTQ+ Clients Choose to Hire Members



Alliance members report their business reputation, real estate experience, and their status as an LGBTQ+/ally agent being the top three reasons why LGBTQ+ clients chose them as their agent. Notably, 28% of Alliance members report that they were referred to by a previous LGBTQ+ client.





WHO WE ARE: LGBTQ+ IS A GROWING COMMUNITY

Undoubtedly, the younger generations are leading a significant transformation in societal acceptance of the LGBTQ+ community, allowing an increasing number of individuals to live as their true selves and embrace their identity.

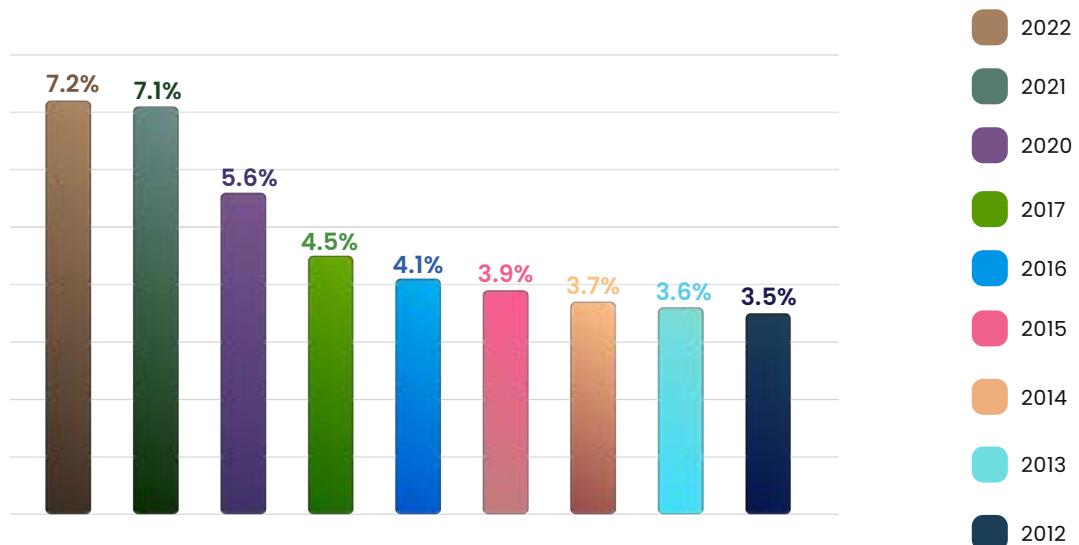
The LGBTQ+ community now constitutes 7.2% of all U.S. adults according to Gallup's annual survey² which also reveals that the percentage of LGBTQ+ individuals has more than doubled since 2012, from 3.5% to 7.2% currently.

Gallup also discovered that 19.7% of Generation Z (born 1997-2003) identifies as LGBTQ+, a significant increase from 10.5% in 2017. Additionally, 11.2% of millennials (born 1981-1996) identify as LGBTQ+ today, up from 10.5% a year ago².

The LGBTQ+ population is more present in younger generations than older generations with those 18-24 making up 30% of the LGBTQ+ population.

Notably, queer media and representation have become critical priorities among younger generations, as a WPP³ report highlights that 93% of LGBTQ+ individuals aged 18-24 and 85% of non-LGBTQ+ individuals in the same age group seek out queer media, suggesting a promising trajectory of growth for the LGBTQ+ community.

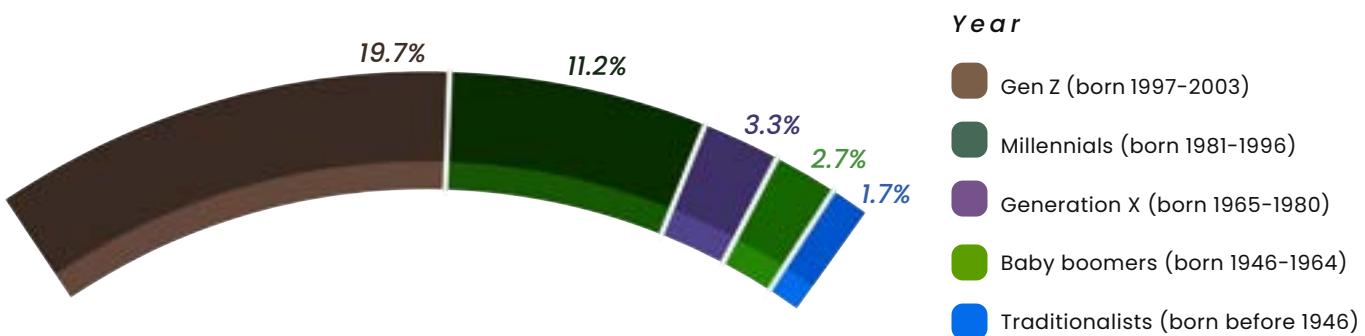
➤ **Gallup reported that the LGBTQ+ community has grown to 7.2% of all U.S. adults**



²Gallup, February 17, 2022

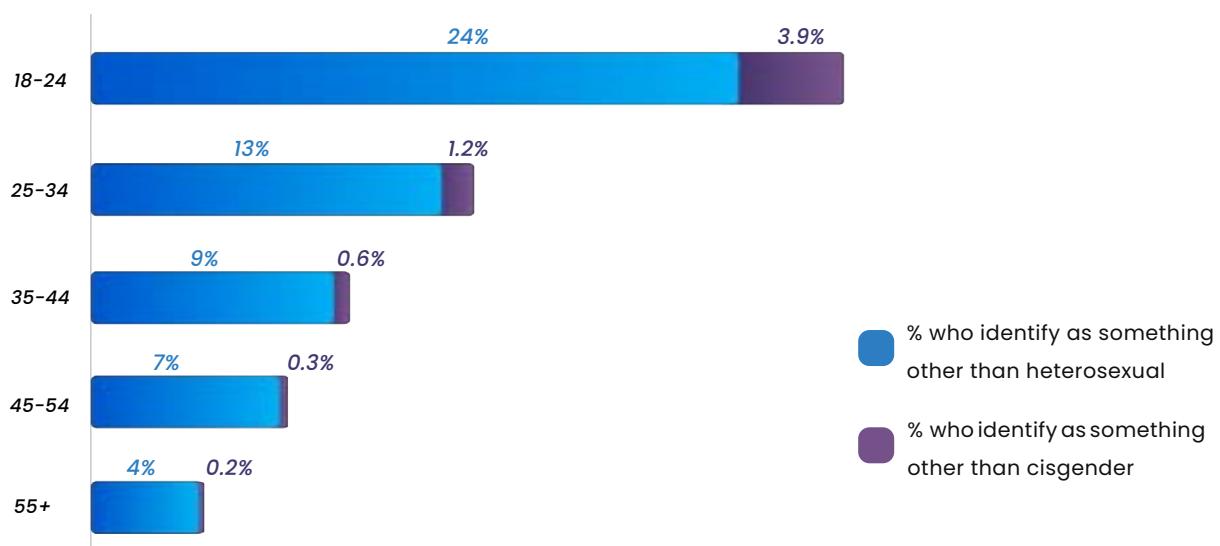


➤ Percentage of generations identifying as part of the LGBTQ+ community



² Gallup, February 17, 2022

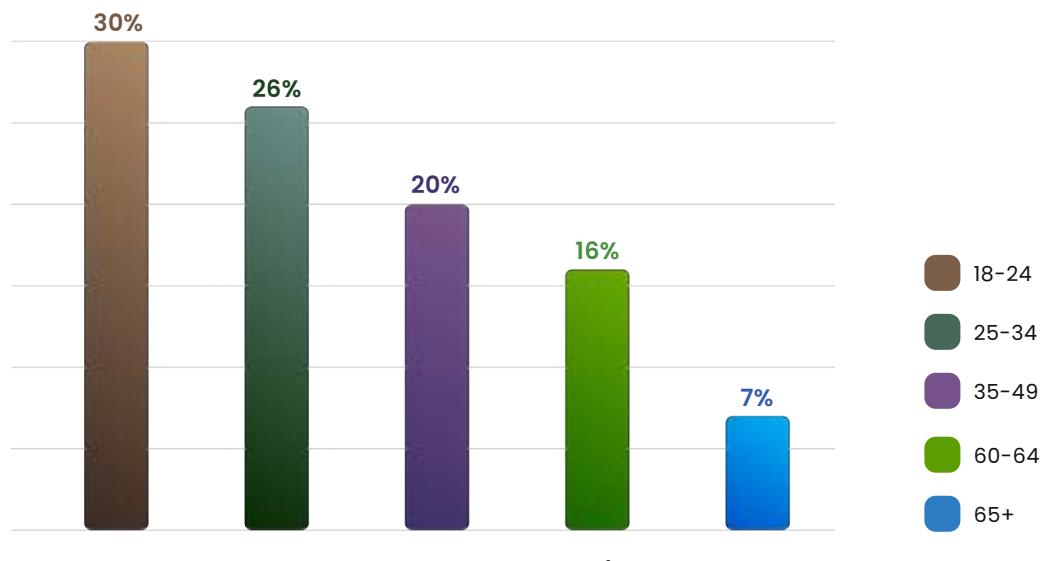
➤ Percentage of age groups identifying as LGBTQ+



² Gallup, February 17, 2022



➤ LGBTQ+ Population by age



A LOOK AT LGBTQ+ COMMUNITY DEMOGRAPHICS

➤ Top 10 States with the Highest LGBTQ+ Population



Top 10 States

Washington D.C.
Oregon
Nevada
Massachusetts
California
Washington
Vermont
New York
Maine
New Hampshire

⁴ UCLA Williams Institute: LGBT Demographic Data Interactive, January 2019

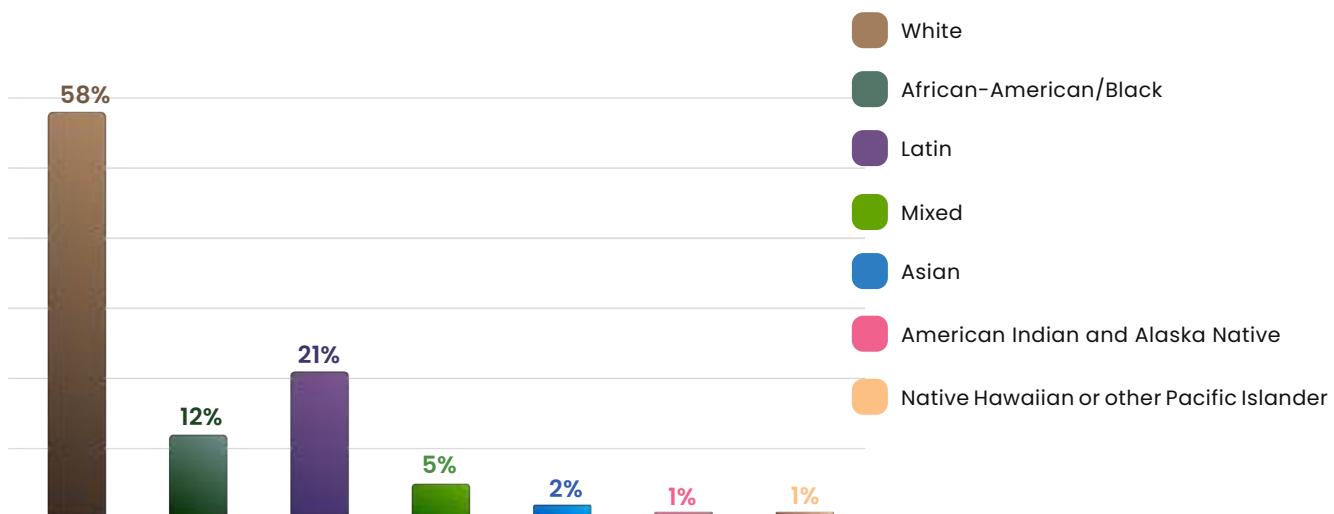


➤ Top 10 Cities with highest percentage of LGBTQ+ people



⁵ UCLA Williams Institute: Date in Review 2021

➤ Breakout of LGBTQ+ people by ethnic group

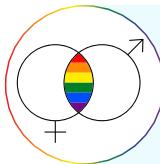


⁴UCLA Williams Institute: LGBT Demographic Data Interactive, January 2019



LGBTQ+ HOME OWNERSHIP RATE

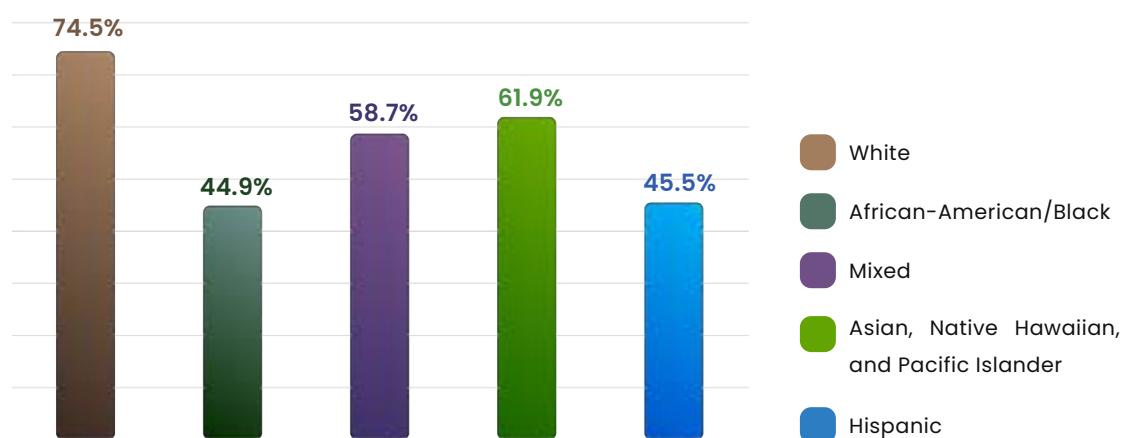
The LGBTQ+ community has a homeownership rate of just 49.8%⁶ which is far behind the American average of 65.9%⁷ and non-Hispanic whites at 75.8%⁷.



The Williams Institute at the UCLA School of Law⁶ reports that **63.8% of same-sex couples own a home** in contrast to 75.1% of different-sex couples.⁶

Surveyed Alliance members believe that the percentage of LGBTQ+ individuals who own homes is actually higher than the Williams Institute reports. Members have observed a noticeable increase in the number of LGBTQ+ individuals who own homes since 2015 and the legalization of same-sex marriage. Currently, 63.8% of Alliance members believe there are more LGBTQ+ homeowners compared to 57.6% from the previous year. 67.2% of members have even observed an uptick in the number of LGBTQ+ couples who own homes, up from 64.7% last year, while 39.9% of members think that the rate of homeownership among single LGBTQ+ individuals is on the rise.

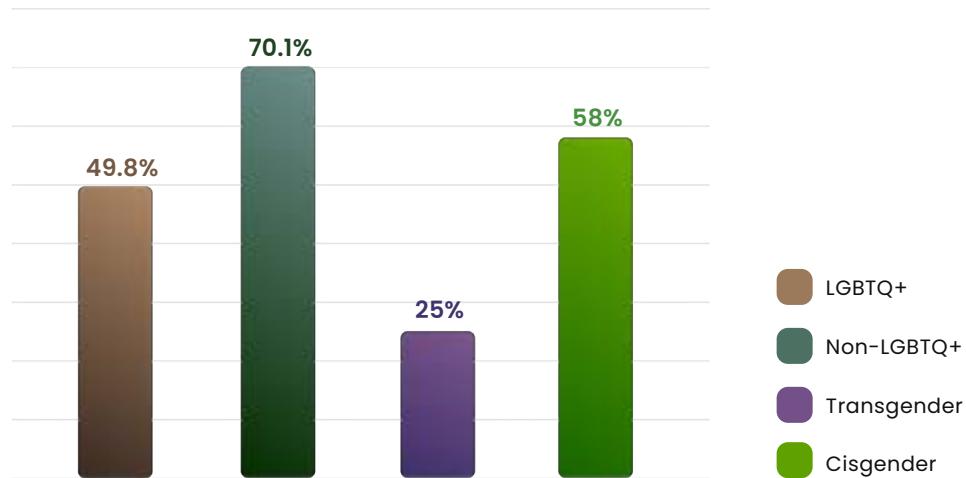
➤ Homeownership by Race and Ethnicity



⁷U.S. Census Bureau: 2022 Quarterly Residential Vacancies and Homeownership, January 31, 2023

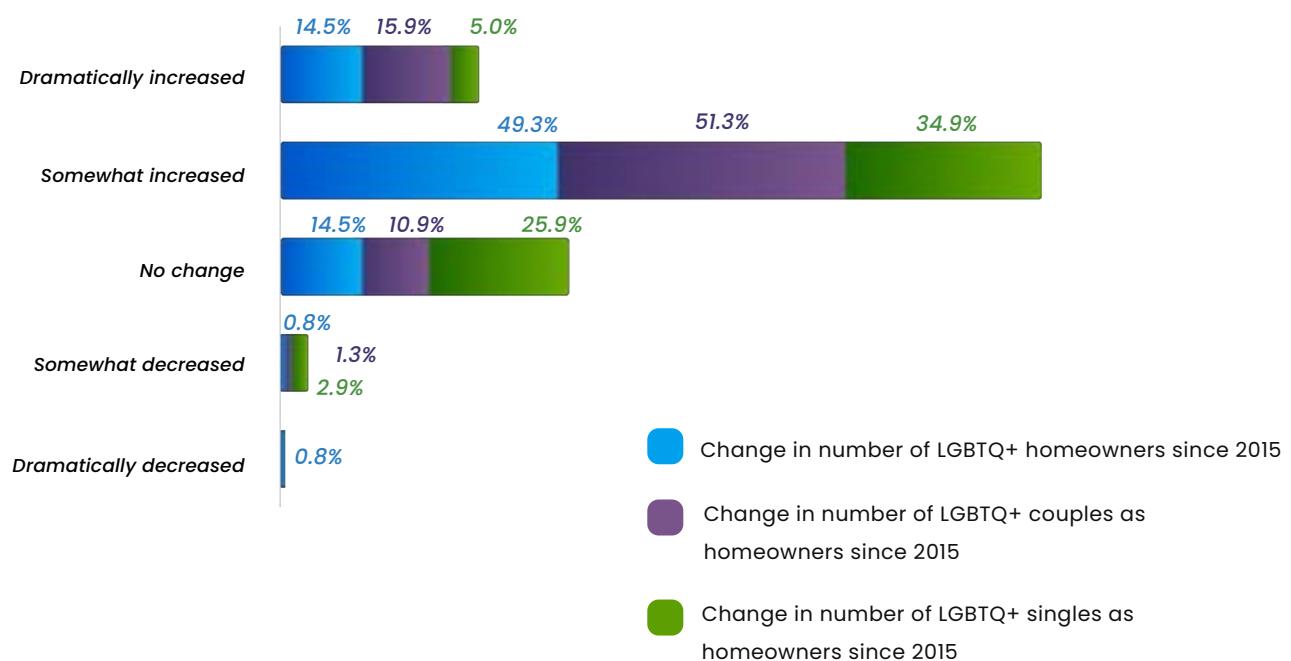


➤ Homeownership by Gender Identity and Sexual Orientation



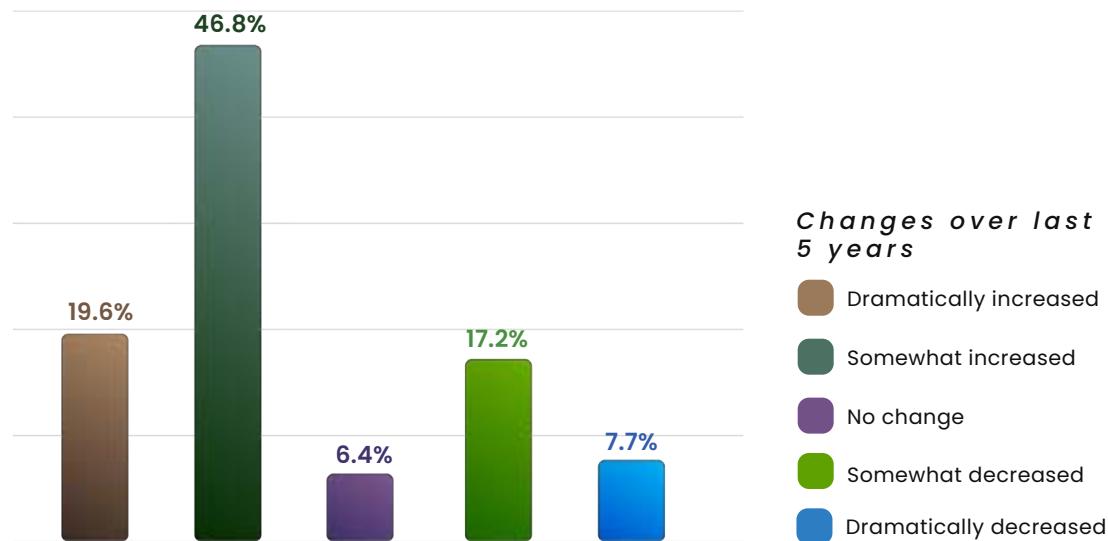
⁶UCLA Williams Institute: LGBT People and Housing Affordability, Discrimination, and Homelessness, April 2, 2020

➤ Percentage of LGBTQ+ Real Estate Alliance members reporting a change in LGBTQ+ homeownership numbers since 2015

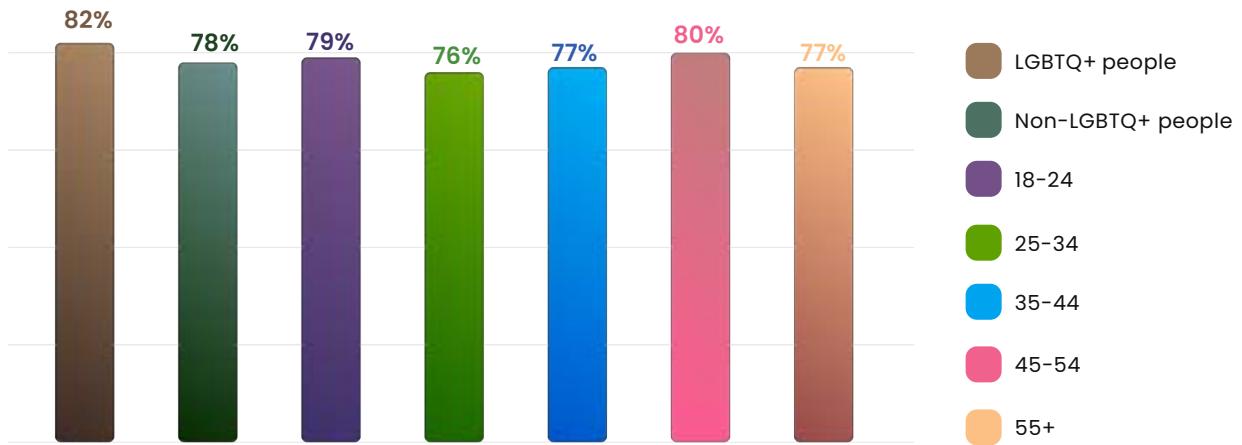




ACCEPTANCE LEVELS DRIVING CHANGE



Alliance members report change in societal acceptance levels of the LGBTQ+ community over the last five years. 66.4% of members believe acceptance levels have improved while 24.9% believe it has decreased.



⁸Beyond the Rainbow: An investigation into LGBTQ+ marketing and its future, WPP 2022

Advertising giant WPP recently shared that 82% of the LGBTQ+ community and 78% of non-LGBTQ+ people believe that society is more inclusive of the LGBTQ+ community than it used to be.



LGBTQ+ WEALTH BUILDING IMPACTED BY DISCRIMINATION IN SCHOOL AND AT WORK

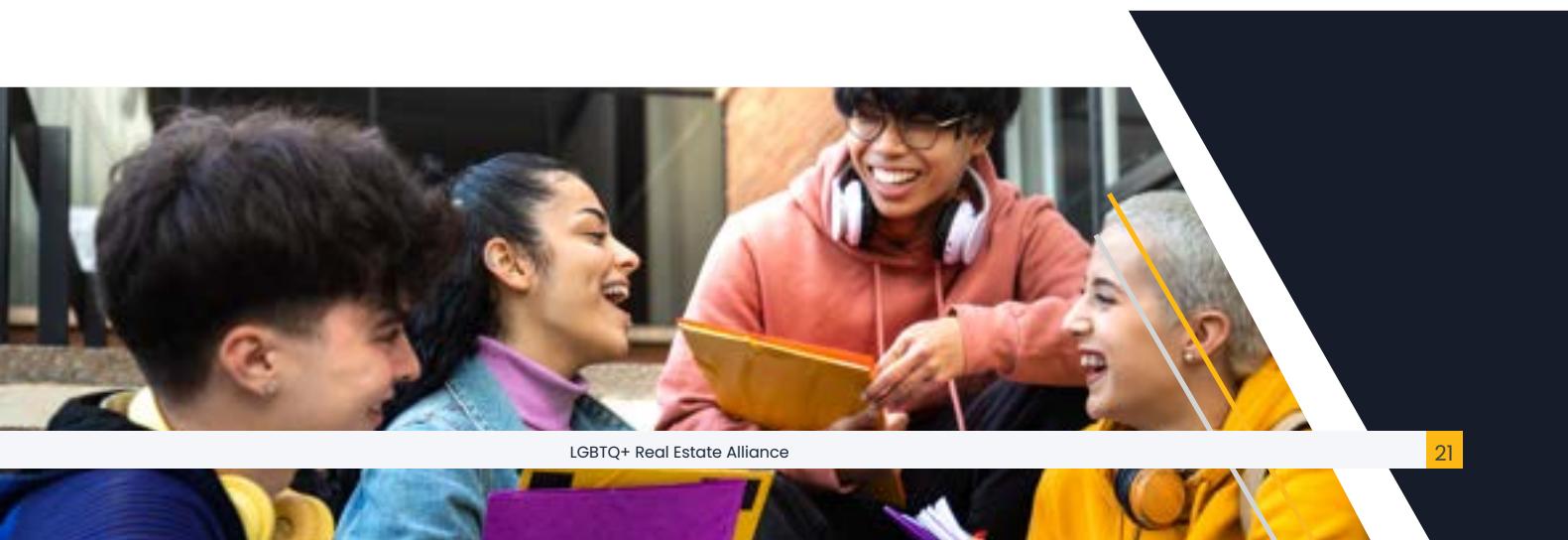
Discrimination against LGBTQ+ people starting from such a young age can have negative effects on academic performance, creating a snowball effect that can continue into college and the workforce. A 2021 Williams Institute study⁹ found that 67% of queer women and 75% of queer men were bullied as children, while the LGBTQ+ Congressional Equality Caucus' Inaugural Report¹⁰ uncovered that 74.2% of all transgender students reported feeling unsafe in school because of their gender.

More than 35% of Alliance members reported bullying and discrimination having a lasting impact on their high school academic performance which also hindered their earning potential.

College has similar concerns. While 58.3% of LGBTQ+ people ages 18–40 reported that they had attended a four-year college at some point in their lives according to a Williams Institute report¹¹, 22% picked a college away from home to find a more welcoming environment. Only 5% of non-LGBTQ people did the same¹¹.

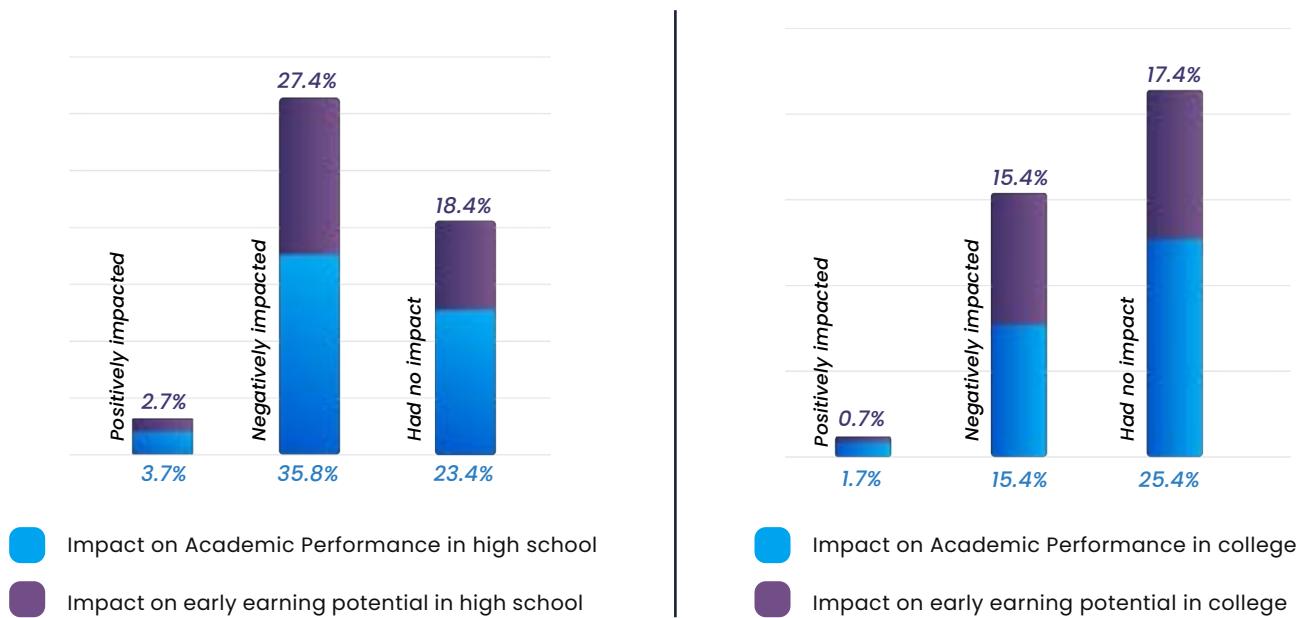
A Williams Institute report¹¹ found that 33% of LGBTQ+ college students reported facing harassment and assault as a result of their sexual orientation or gender. Additionally, 35% of LGBTQ+ respondents shared they struggled with their mental health most of the time they were in college while only 11% of non-LGBTQ people said the same.

The workplace can be just as stressful for the LGBTQ+ community. More than half of LGBTQ+ people are still not completely out at work. Data from ad agency WPP⁸ shows that only 40% of LGBTQ+ people are completely open about their sexuality with work colleagues, while 50% are open about their gender identity.

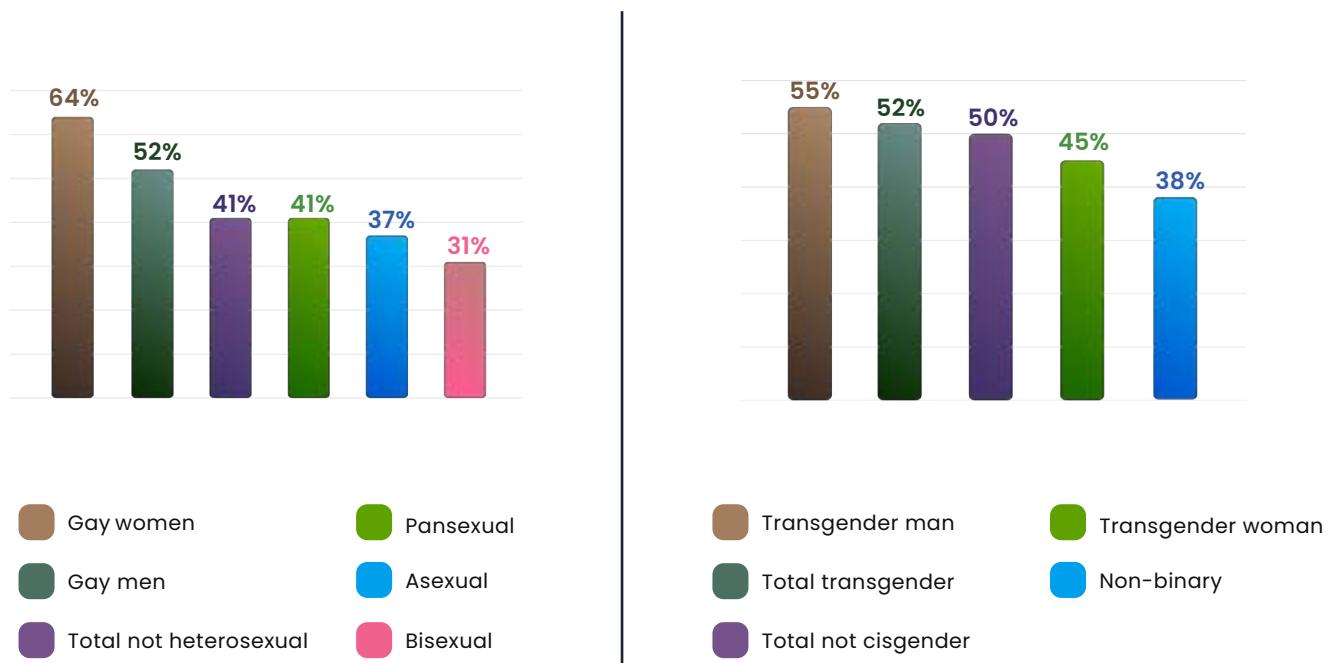




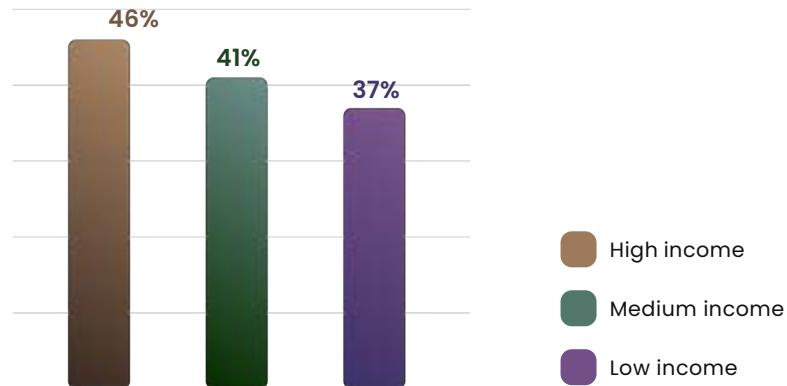
LGBTQ+ Real Estate Alliance survey respondents shared the impact of discrimination during high school and college on their academic success and potential earning power.



Percentage of LGBTQ+ people who are “out” at work

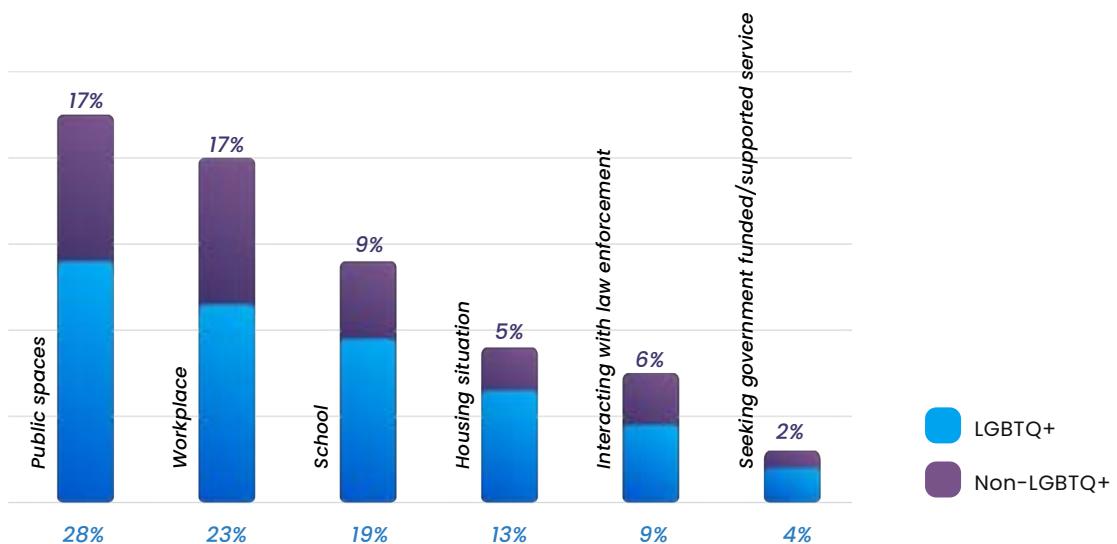


⁸Beyond the Rainbow: An investigation into LGBTQ+ marketing and its future, WPP 2022



⁸*Beyond the Rainbow: An investigation into LGBTQ+ marketing and its future, WPP 2022*

There's an income gap when it comes to being out at work: Those with the highest incomes were 37% more likely to be completely open at work than those with the lowest incomes.



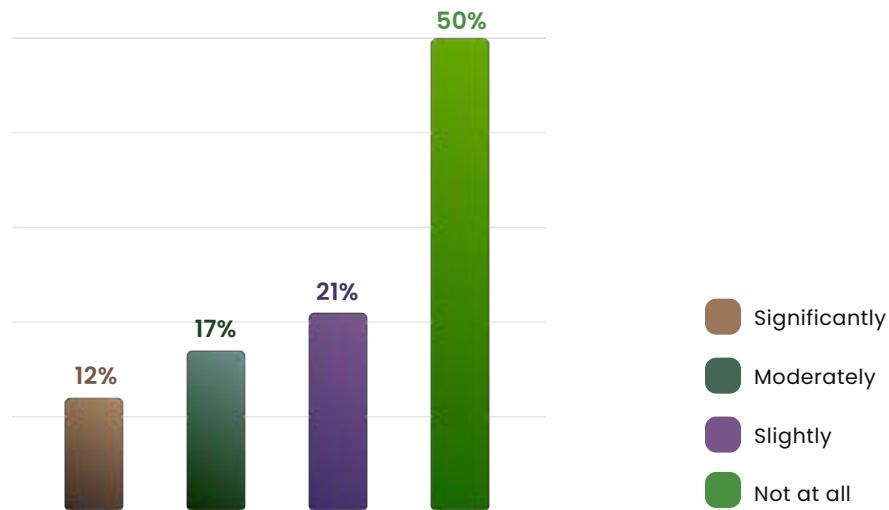
Where discrimination shows itself

¹²*Center for American Progress: Discrimination and Barriers to Well-Being: The State of the LGBTQ+ Community in 2022, January 12, 2023*

A 2022 Center for American Progress report¹² shows that half of adults surveyed have faced verbal and physical abuse, being fired, having their hours cut, and even being denied a promotion in the workplace simply because of their sexual orientation and gender identity. Fear of discrimination and job security has led to more than half of LGBTQ+ people still not being completely out at work.



➤ **Percentage of LGBTQ+ people reporting work discrimination negatively impacted their financial well-being:**



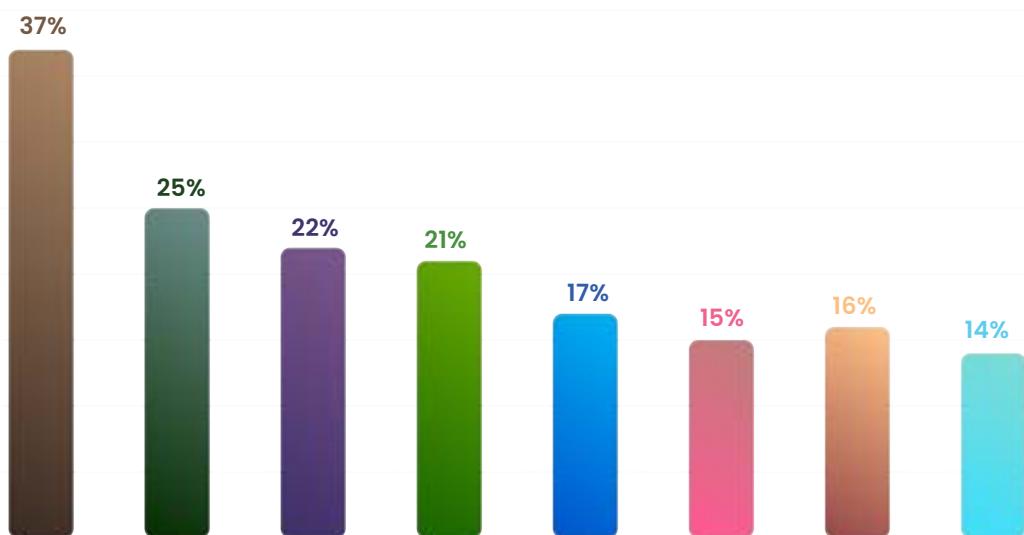
¹³Center for American Progress: *Discrimination and Experiences Among LGBTQ People in the US: 2020 Survey Results*, April, 21, 2021

As the pandemic was just beginning in June 2020, 50% of surveyed LGBTQ+ people reported discrimination in the workforce negatively affected their financial well-being¹³. Instances of discrimination at work have grown dramatically since then including 21% who were denied a promotion, raise, equal wages or training opportunities because of their gender identity or sexual orientation¹³.





➤ How discrimination against LGBTQ+ people shows itself in the workplace:



¹² Center for American Progress: Discrimination and Barriers to Well-Being: The State of the LGBTQ+ Community in 2022, January 12, 2023

	Experienced verbal harassment		Reduced work hours or change in work shifts, schedule, or responsibilities
	Experienced sexual harassment		Experienced physical harassment
	Fired or not hired		Excluded from work events
	Denied a promotion, raise, equal wages, or training opportunities		Denied equal access to benefits such as health insurance or leave policies



Demographic	Household Income	Poverty Rate %	Poverty Rate % 65-and-older
Opposite Sex Married Couples	\$96,930	4.2%	3.8%
All Same-Sex Married Couples	\$107,200	3.9%	5.4%
Female Same-Sex Married Couples	\$95,720	5.0%	6.9%
Male Same-Sex Married Couples	\$123,600	2.7%	4.0%

¹⁴Employee Benefit Research Institute (EBRI), November 15, 2022

Even with these challenges, the Brookings Institute reports¹⁵ that same-sex couples - both married and unmarried - outperform different gender couples in household income. But despite doing well financially, the Employee Benefit Research Institute (EBRI) shared that of those making \$75,000-or-more, only 55% of LGBTQ+ employees are satisfied compared to 71% of all employees.





WHAT ARE THE BARRIERS TO HOME OWNERSHIP

Rising home prices, lack of inventory, lack of down payment funds and understanding of the homebuying and lending processes are just some of the concerns potential LGBTQ+ homebuyers face. But their path to homeownership is made even more difficult because of discrimination and the fear of discrimination. The Center for American Progress¹² shared that 29% of LGBTQ+ people reported experiencing some kind of housing discrimination or harassment in a housing setting this past year.

Twenty one percent of LGBTQ+ Real Estate Alliance members believe discrimination against LGBTQ+ potential homebuyers has increased over the last three years. This was an increase from 17.9% a year ago. At the same time, only 12.7% believe discrimination has lessened compared to 25.9% a year ago.

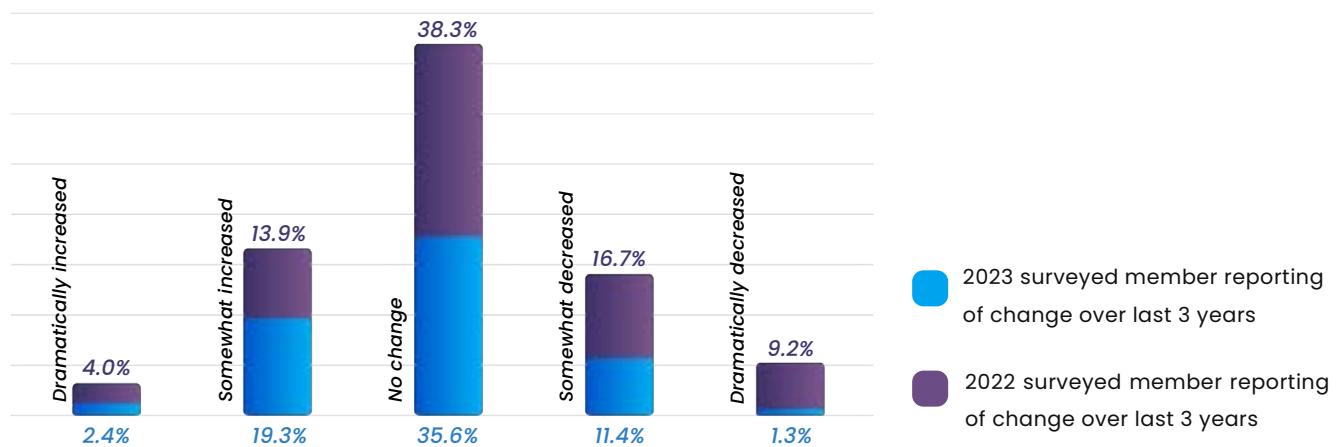
The National Fair Housing Alliance¹⁶ has reported a rise in sex-based housing discrimination complaints including those against gender identity and sexual orientation. Equating to 7.4% of all cases, this is the third most frequent form of housing discrimination complaints.

LGBTQ+ Real Estate Alliance members report that real estate agents are no longer the leading culprit in how discrimination is visible in real estate. This year's survey shows that 19.8% of members cite agents as the leading culprit, down from 20.7% a year ago. Members believe the legal forms needing signatures that do not adequately represent life experiences of potential homebuyers are now the most discriminatory with 20.3% of members citing them. Discriminatory sellers followed at 20.1%.

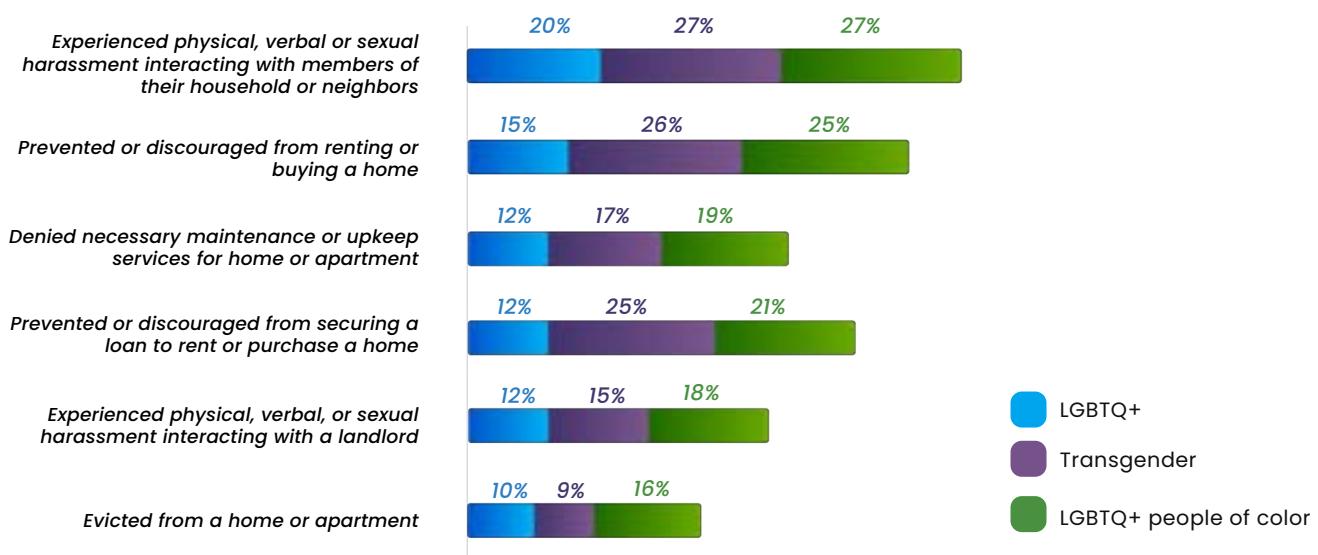




➤ Percentage of LGBTQ+ Real Estate Alliance members identifying change in discrimination against LGBTQ+ community over the last three years:



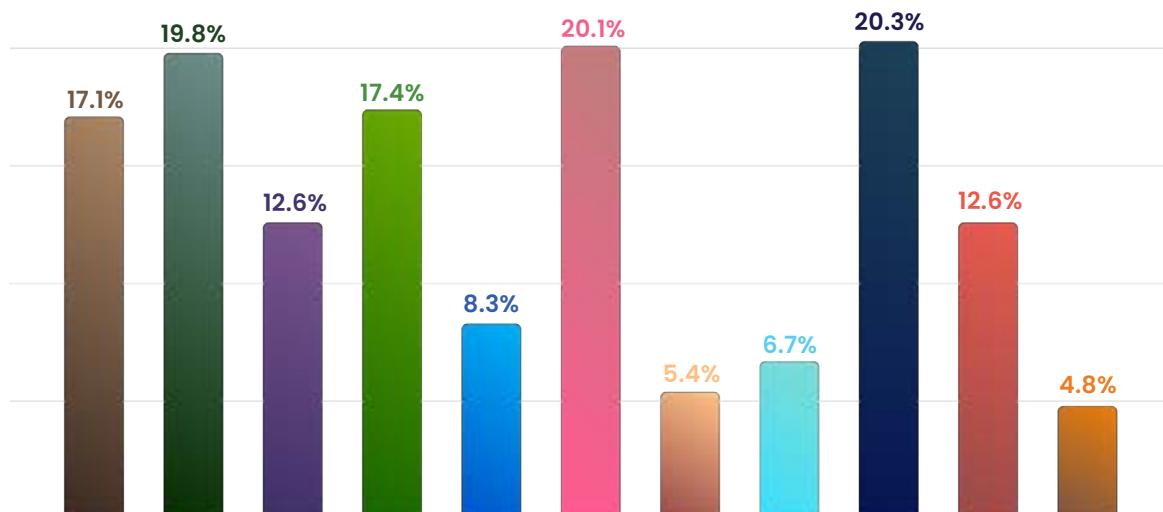
➤ How housing discrimination shows itself to members of the LGBTQ+ community



¹²Center for American Progress: Discrimination and Barriers to Well-Being: The State of the LGBTQI+ Community in 2022, January 12, 2023



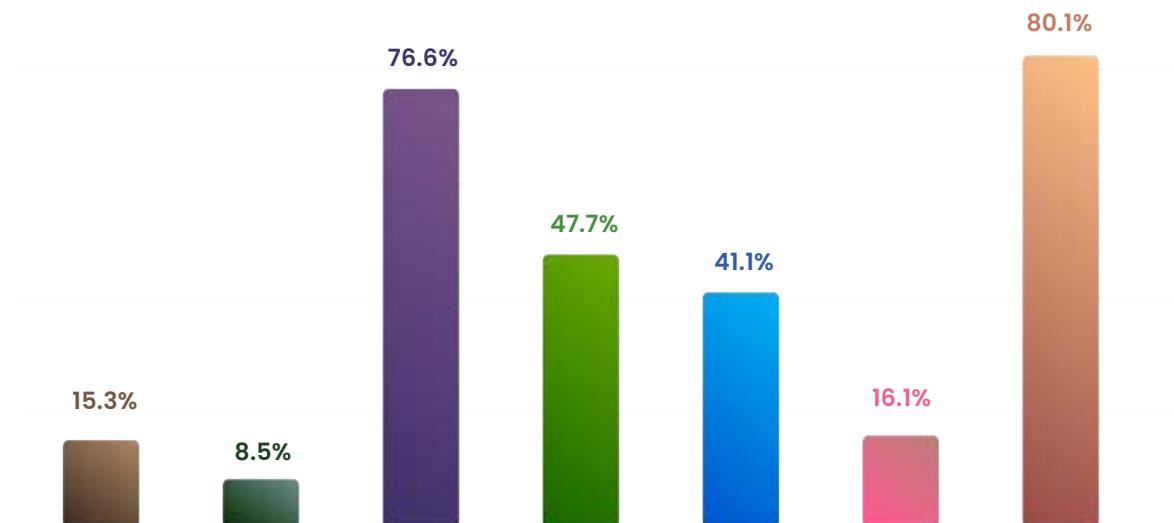
➤ Where housing discrimination is most visible according to LGBTQ+ Real Estate Alliance members:



- Real estate professionals discriminated against prospective tenant
- Real estate professionals discriminated against prospective homebuyer
- Landlord/leasing agent refused to rent to prospective tenant
- Landlord/leasing agent discriminated against prospective tenant
- Seller refused to sell to prospective homebuyer
- Seller discriminated against prospective homebuyer
- Lender quoted higher mortgage rates and/or worse terms to prospective buyer
- Lender discriminated against prospective homebuyer
- Legal forms needing signature did not adequately represent life experiences of potential homebuyer
- Legal forms needing signature did not adequately represent life experiences of potential tenant
- Other



➤ Reasons that LGBTQ+ renters remain renting according to LGBTQ+ Real Estate Alliance members:

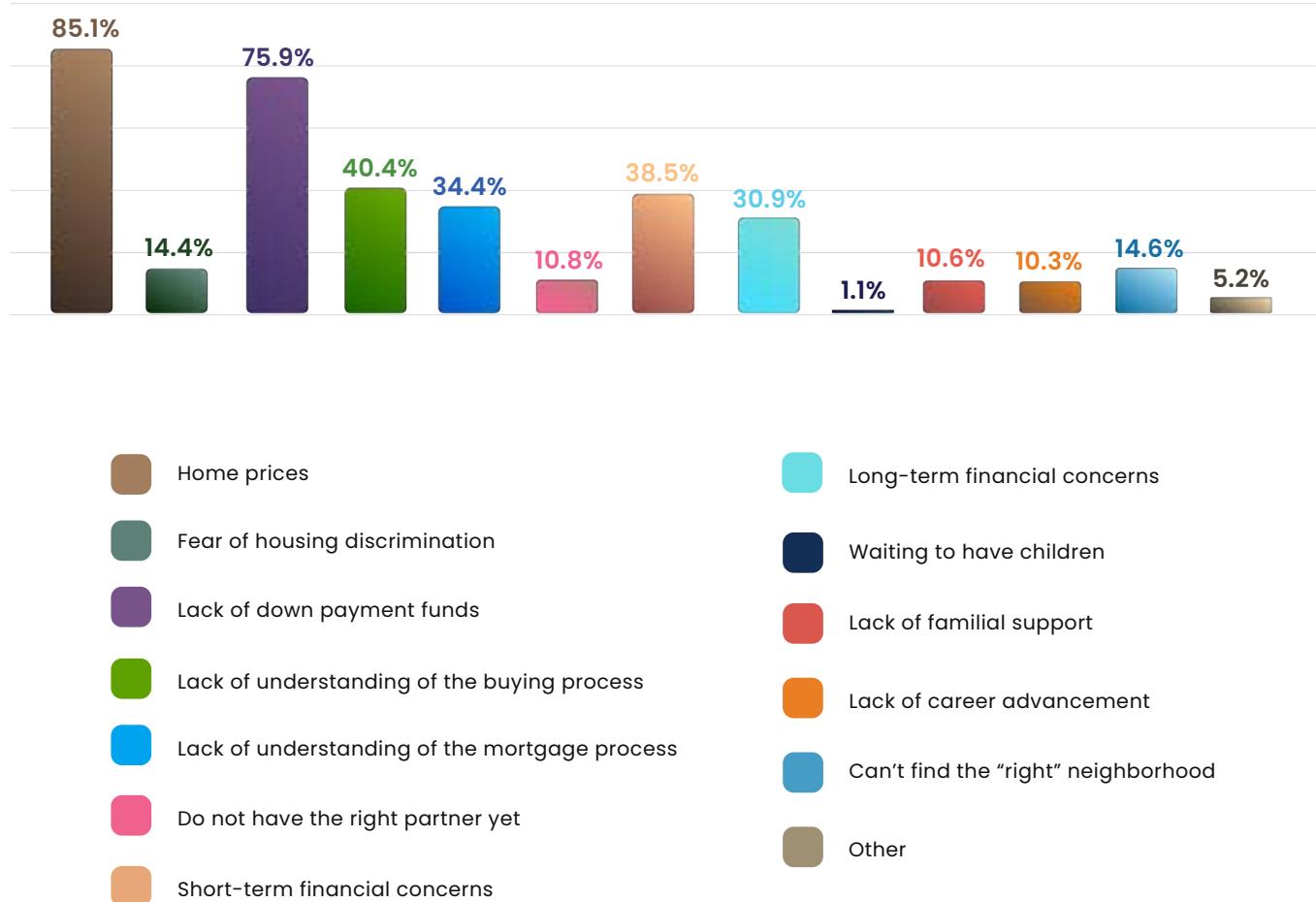


- Waiting to enter "committed" relationship before buying a home
- Waiting to get married before buying a home
- Saving more for down payment
- Need more education about buying process
- Need more education about mortgage process
- Fearful of housing discrimination
- Believe home prices are beyond their means





➤ LGBTQ+ Real Estate Alliance members selected their top three barriers of entry for potential LGBTQ+ homebuyers:





ANTI-LGBTQ+ LEGISLATION HAVING AN IMPACT ON LGBTQ+ COMMUNITY

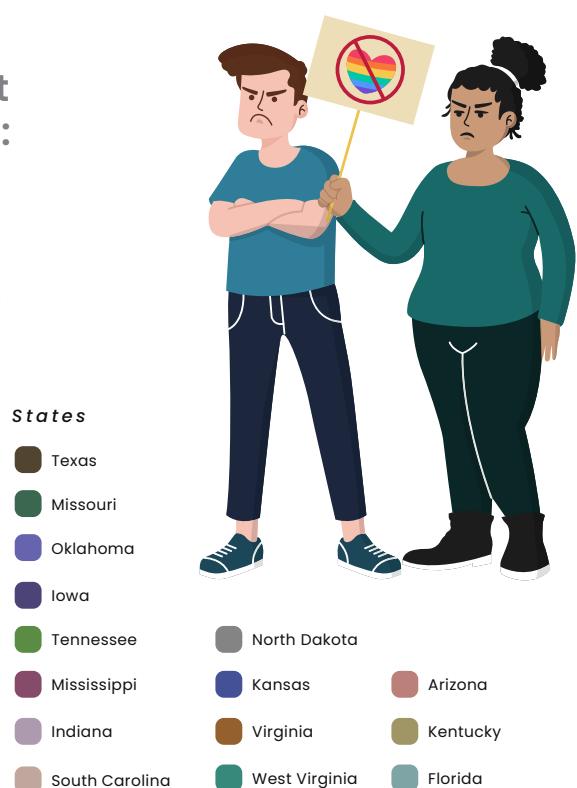
The past several years have seen an explosion of anti-LGBTQ+ bills in state houses across the nation including more than 340 that have been introduced already in 2023. There were 315 and 191 discriminatory anti-LGBTQ+ bills introduced in 2022 and 2021, respectively¹⁷. The ACLU¹⁸ is currently tracking more than 435 anti-LGBTQ+ bills in the U.S.

This “onslaught,” as USA Today termed it on March 31, makes 2015’s previous high¹⁹ of approximately 100 seem quaint.

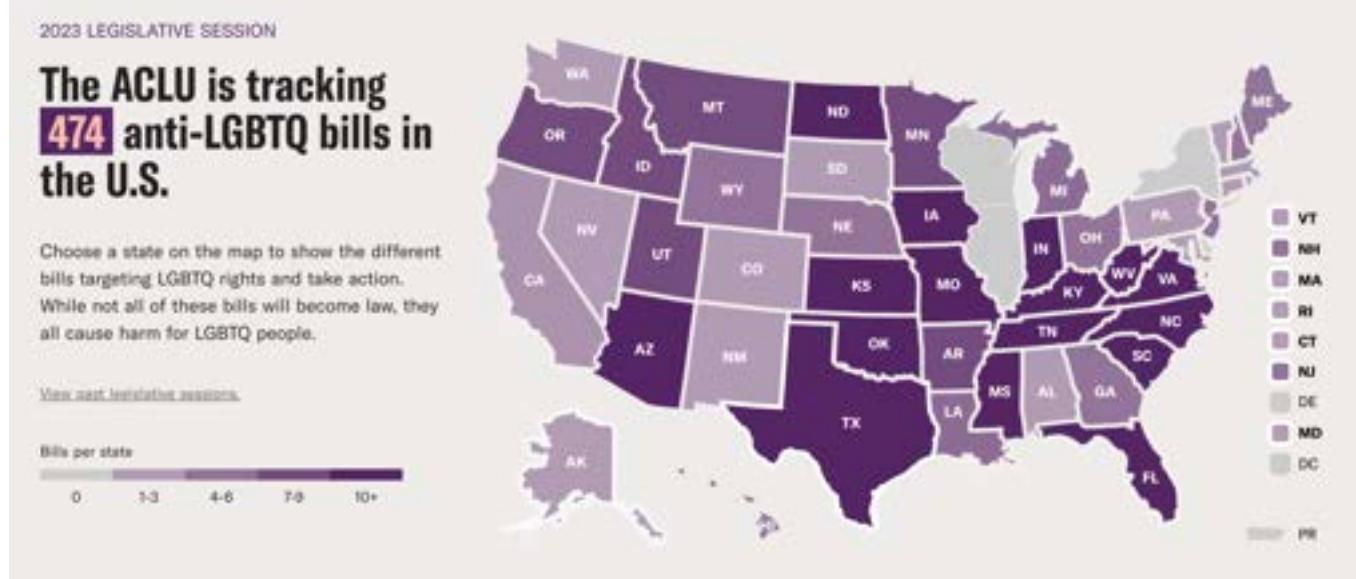
The impact of these bills is having a profound impact on the LGBTQ+ community. More than half of LGBTQ+ adults (51%) reported that discriminatory bills and rhetoric moderately or significantly affected their mental health or made them feel less safe¹². The number jumped to 81% for transgender people¹².

Nearly 70% of LGBTQ+ Real Estate Alliance members believe that the current number of anti-LGBTQ+ bills being passed or discussed in statehouses around the nation will negatively impact the financial stability of LGBTQ+ people. Alliance members also have shared how these bills are forcing LGBTQ+ people, and those with LGBTQ+ children, to consider or actually move from their homes for safer regions and states.

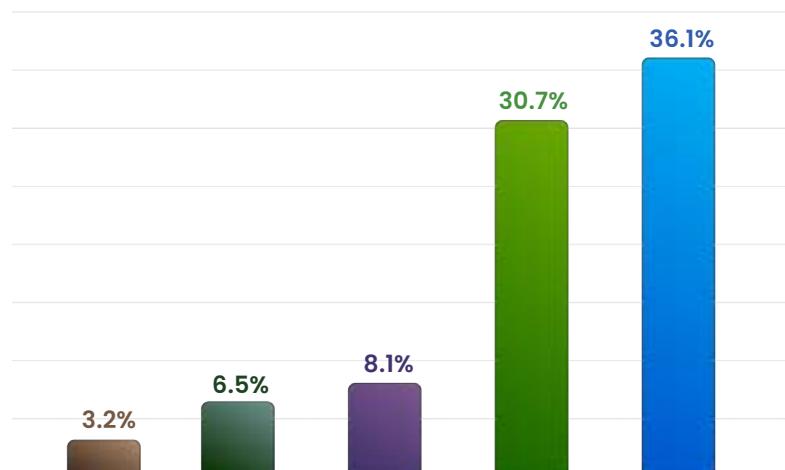
➤ The state's with the most anti-LGBTQ+ activity are:



¹⁷American Civil Liberties Union: Mapping Attacks on LGBTQ Rights in U.S. State Legislatures, 2023



➤ The impact current anti-LGBTQ+ rhetoric will have on LGBTQ+ financial stability according to members of the LGBTQ+ Real Estate Alliance:

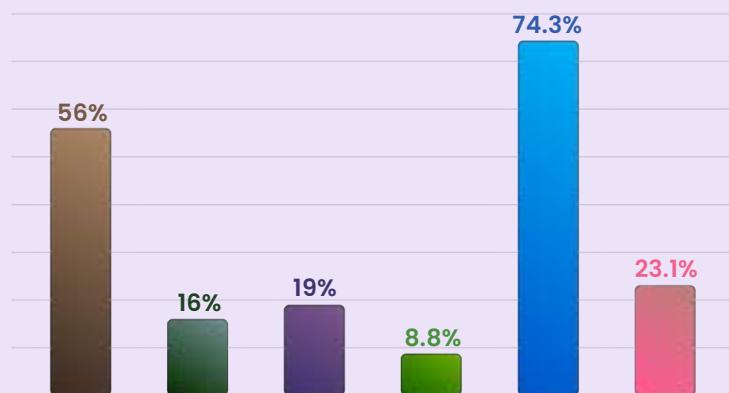


- Dramatically improve financial stability of LGBTQ+ people
- Somewhat improve financial stability of LGBTQ+ people
- No impact on financial stability of LGBTQ+ people
- Somewhat decrease financial stability of LGBTQ+ people
- Dramatically decrease financial stability of LGBTQ+ people



A Look at Florida

Percentage



Response from LGBTQ+ parents in Florida

²⁰UCLA Williams Institute: *Impact of HB 1557 (Florida's Don't Say Gay Bill) on LGBTQ+ Parents in Florida*, January 2023

The Florida Legislature²⁰ jumped to the forefront of anti-LGBTQ+ activity on March 28, 2022 when it passed HB 1557. The "Parental Rights in Education" bill became known as the "Don't Say Gay" bill. This bill prohibits classroom instruction on sexual orientation or gender identity before the 4th grade and requires such instruction to be "age-appropriate or developmentally appropriate" thereafter. Its impact has been dramatic including the desire for many to leave the state.

“*I am an agent in Durham, NC. Last year I assisted in moving three LGBTQ+ couples from Florida. The couples and one single lady from Florida all stated that the politics of 'Don't say Gay', banning of books, and other political movements that were happening in Florida were at least one of their top 3 reasons for moving.*

— LGBTQ+ Real Estate Alliance member Amy West



“*Kellan (son) talks so openly about our family. He has a huge personality, he is so bright and outgoing ... We don't want his light to be dimmed by people that don't even know him and judge him because of who we are.*

— Robbie Price, Florida resident considering relocation.²¹



A Look at Texas

Texas leads the nation with anti-LGBTQ+ activity despite having approximately 1.8 million LGBTQ+ residents²².

“
"Almost every LGBTQ person I'm having dinner with or talking to or whatever has in the back of their mind. What's my plan B? How do I get out of here? This is turning, and some of the people are responding, 'Well, we should all just stay and fight.' A lot of us have fought for — for me, 17 years. It's just everybody's thinking about, 'Where do I go next?'"

-- LGBTQ+ Real Estate Alliance member Bob McCranie
who launched Flee Texas to assist community members
interested in leaving the state.



“

"I'm an activist and I like to make change, so there's some guilt leaving. But there is legislation against my child's body, his actual physical body. I don't feel like my child is safe in Texas. We're not going to stay. I don't feel defeat, I feel rage."

-- Katie Haab, writer²³

“

"I've heard from so many families like my own who are facing the near impossible reality of needing to flee their home state in search of safer communities for their children. I am grateful that my family has the privilege to leave the state, but I can't help but think about those we are leaving behind. I know firsthand that many families wish to go and cannot — families who fear for their safety or that their child will be taken away, but feel trapped due to financial constraints or other circumstances."

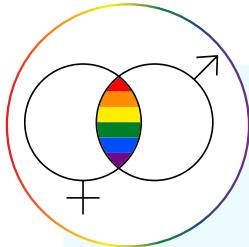
-- Stacey Stevenson, CEO of Family Equality²⁴



“

"We don't feel safe here. It took me a long time to apply the term 'political refugee' to our situation, but I think we meet the definition."

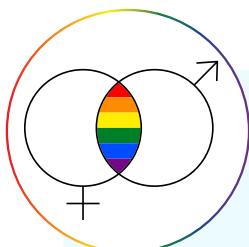
-- Heather Cass, former Texan on moving to Minnesota²⁵



I am a multiracial trans woman originally from Oklahoma living currently in Arizona but working full time in both states. In my Arizona and Oklahoma markets, I'm seeing people desire to leave for more welcoming climates. Last summer I relocated two families from AZ and this spring I'm relocating two trans women from OK/KS. I'd love to provide more perspective and detail if you desire, so please reach out at your convenience.

-- **Cori Taber**

LGBTQ+ Real Estate Alliance member



I know of LGBTQ families that are now moving out of Arkansas because of inability to access/provide healthcare to their trans kids. And others that are now traveling out of state to receive healthcare. There are others that want to get to a safer place but are tied to Northwest Arkansas because of work and family obligations.

-- **Bruce Gillespie**

LGBTQ+ Real Estate Alliance member and local PFLAG Board member



ARTICLE 10 RULE

The LGBTQ+ Real Estate Alliance noticed that Realtor® associations and Realtor® Political Action Committees (RPAC) around the nation were supporting elected officials and candidates who supported anti-LGBTQ+ legislation. This led to the Alliance proposing its "Article 10 Rule" which would require those receiving funding to be held to the same anti-discrimination standards that Realtors® are in Article 10 of the Realtor® Code of Ethics which reads:

Realtors® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.
Realtors® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.

The Alliance also asked Florida Realtors® and Florida Realtors PAC to pull its endorsement of Governor Ron DeSantis based on his repeated discriminatory actions towards diverse groups including the LGBTQ+ community. The Alliance has taken a similar stance with Texas Realtors® and its TREPAC encouraging both groups to stop supporting state and local politicians driving the anti-LGBTQ+ rhetoric in Texas.

The Alliance has already seen several Realtor® groups adopt the "Article 10 Rule" including the Palm Springs, Phoenix and Washington D.C. associations.





THE LGBTQ+ HOME OWNERSHIP JOURNEY

BEGINNING THE JOURNEY

The survey of nearly 400 LGBTQ+ Real Estate Alliance members shows that the LGBTQ+ community is much more likely to first live on their own in an urban area compared to straight Alliance colleagues. Nearly 70% of gay men who responded chose to start their lives in an urban center compared to 45.5% of lesbian women and 42.4% of straight colleagues.

Nearly 90% of LGBTQ+ Alliance respondents first lived on their own prior to 24 years of age, with 12.3% doing so before they turned 18. More than half of LGBTQ+ people surveyed began living on their own in a building with at least 5 units. Gay men were 26.6% more likely to start in such a building than straight surveyed respondents.

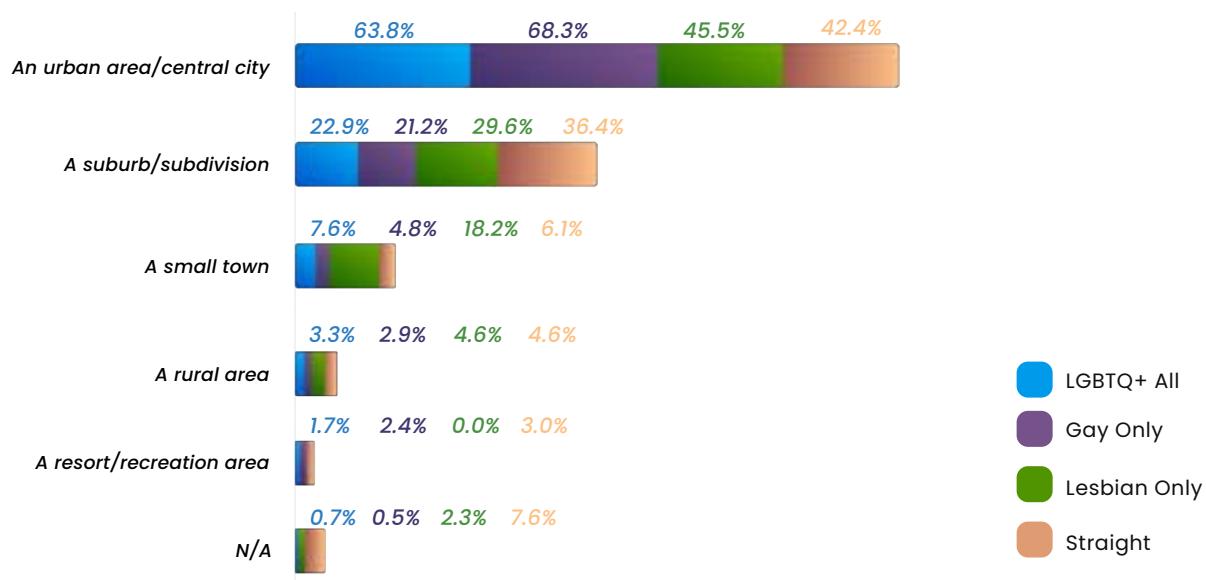
Surveyed gay men valued social/dating scenes and nightlife more when choosing where to begin their professional careers than their lesbian women colleagues. Nearly 36% of gay men listed the social and dating scene in their top five reasons for choosing where to live, compared to just 22.7% of lesbian women and 22.4% of straight respondents. Nearly 30% of gay men also included nightlife compared to only 17.9% of straight respondents and 15.9% of lesbian women. Lesbian women valued recreational activities highly.

More than 90% of straight LGBTQ+ Real Estate Alliance respondents purchased their first home by 33 years of age compared to only 75.9% of LGBTQ+ people. It took until 40 years old for 26.7% of LGBTQ+ respondents, including 36.4% of lesbian women, to purchase their second home compared to 19.6% of straight people.

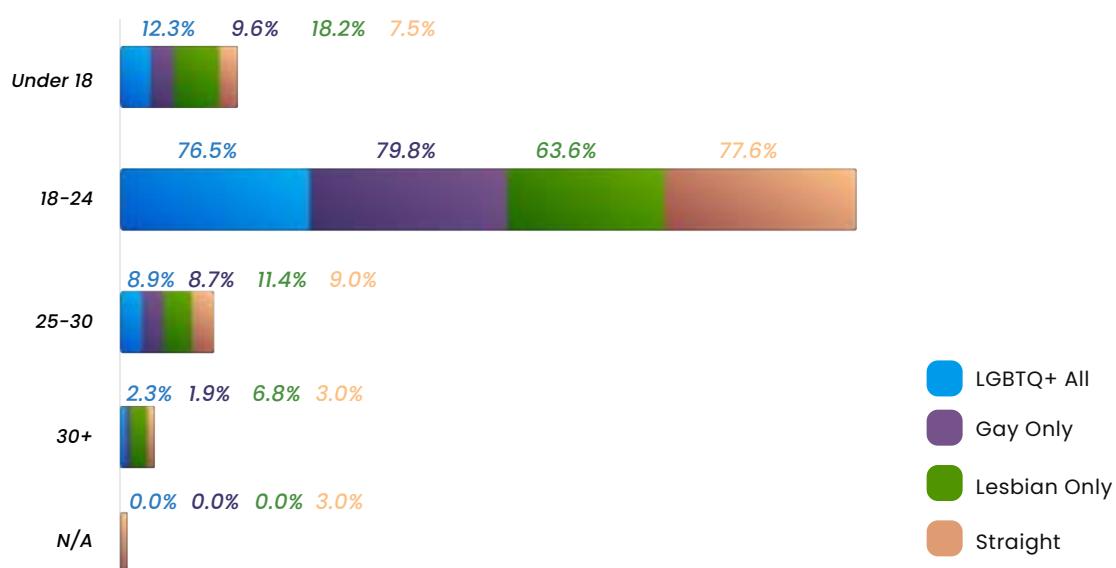




➤ LGBTQ+ Real Estate Alliance members shared where they first lived at the start of their professional career:

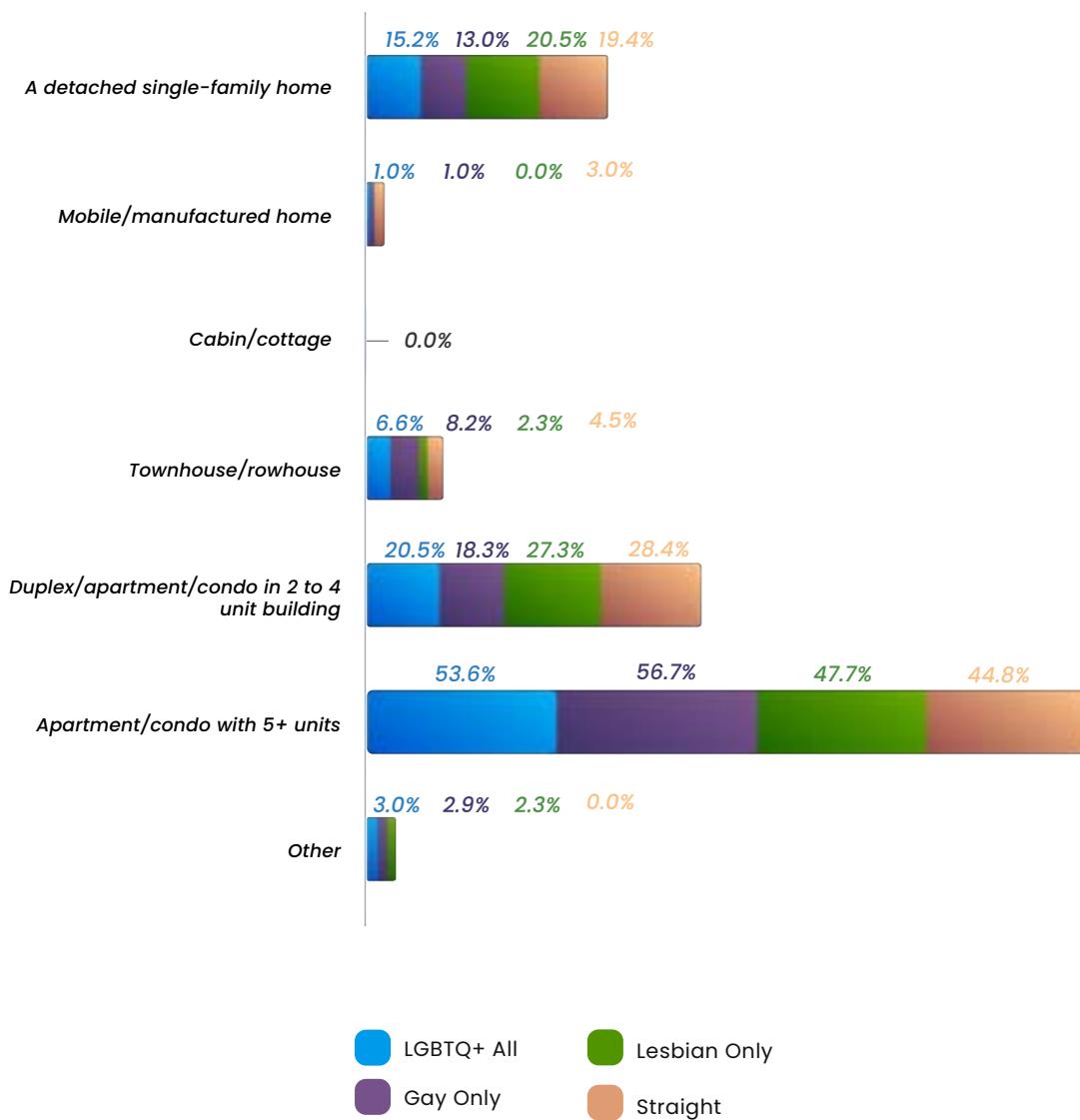


➤ LGBTQ+ Real Estate Alliance members shared the age they began to live on their own:



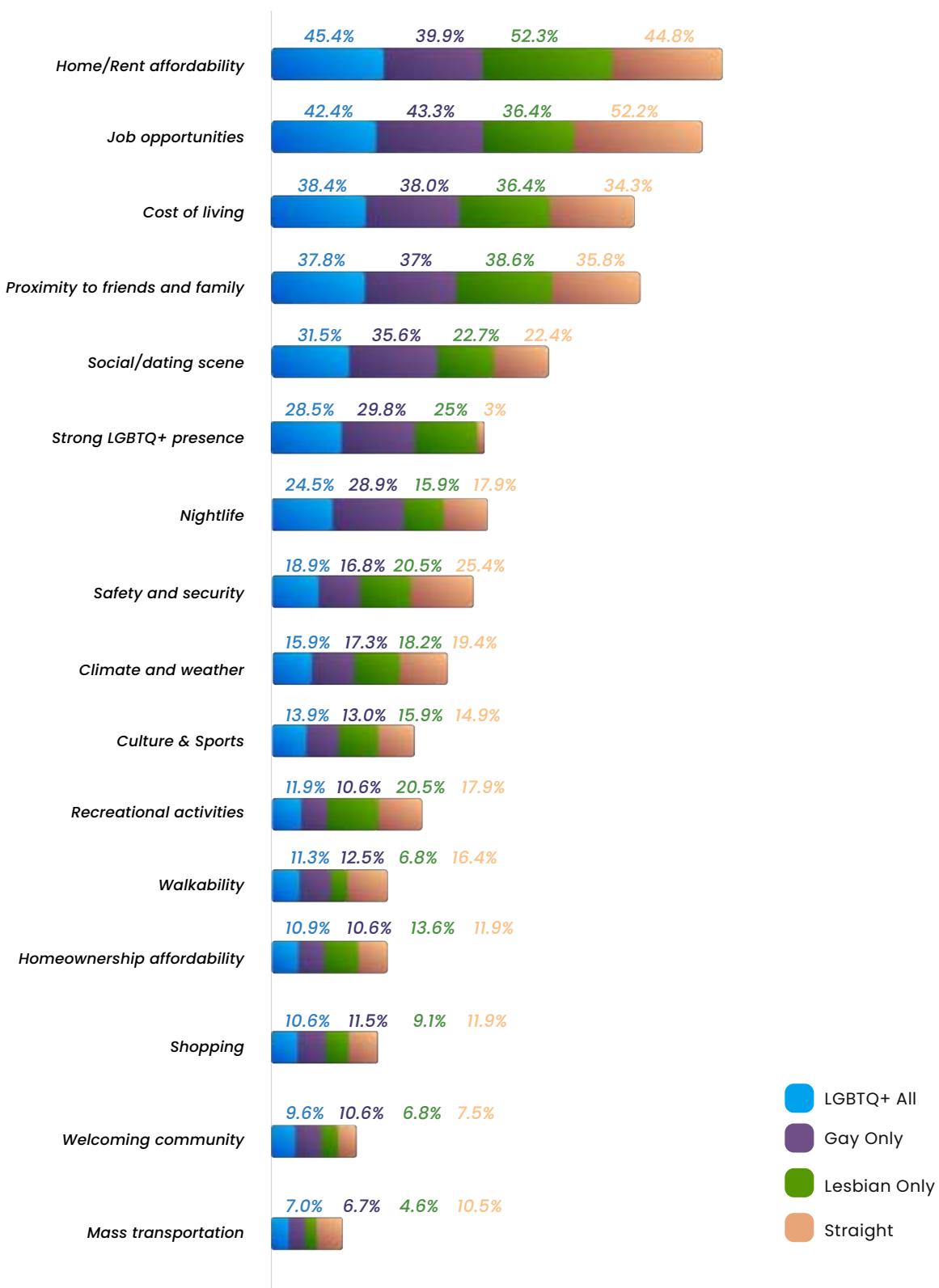


➤ **LGBTQ+ Real Estate Alliance members described the type of property they lived in at the start of their professional career:**





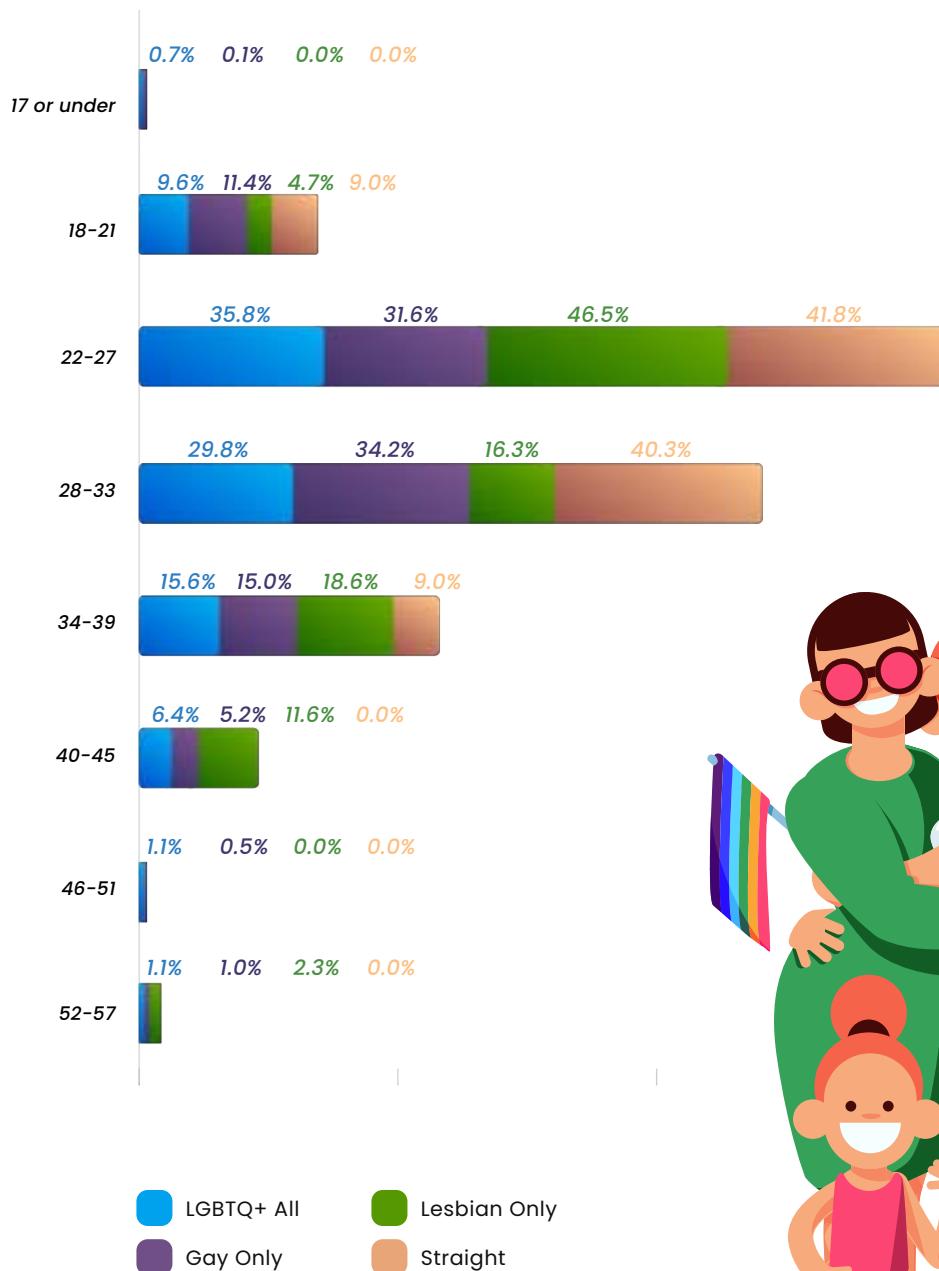
➤ LGBTQ+ Real Estate Alliance members shared the top five reasons they choose where they lived at the start of their professional career:





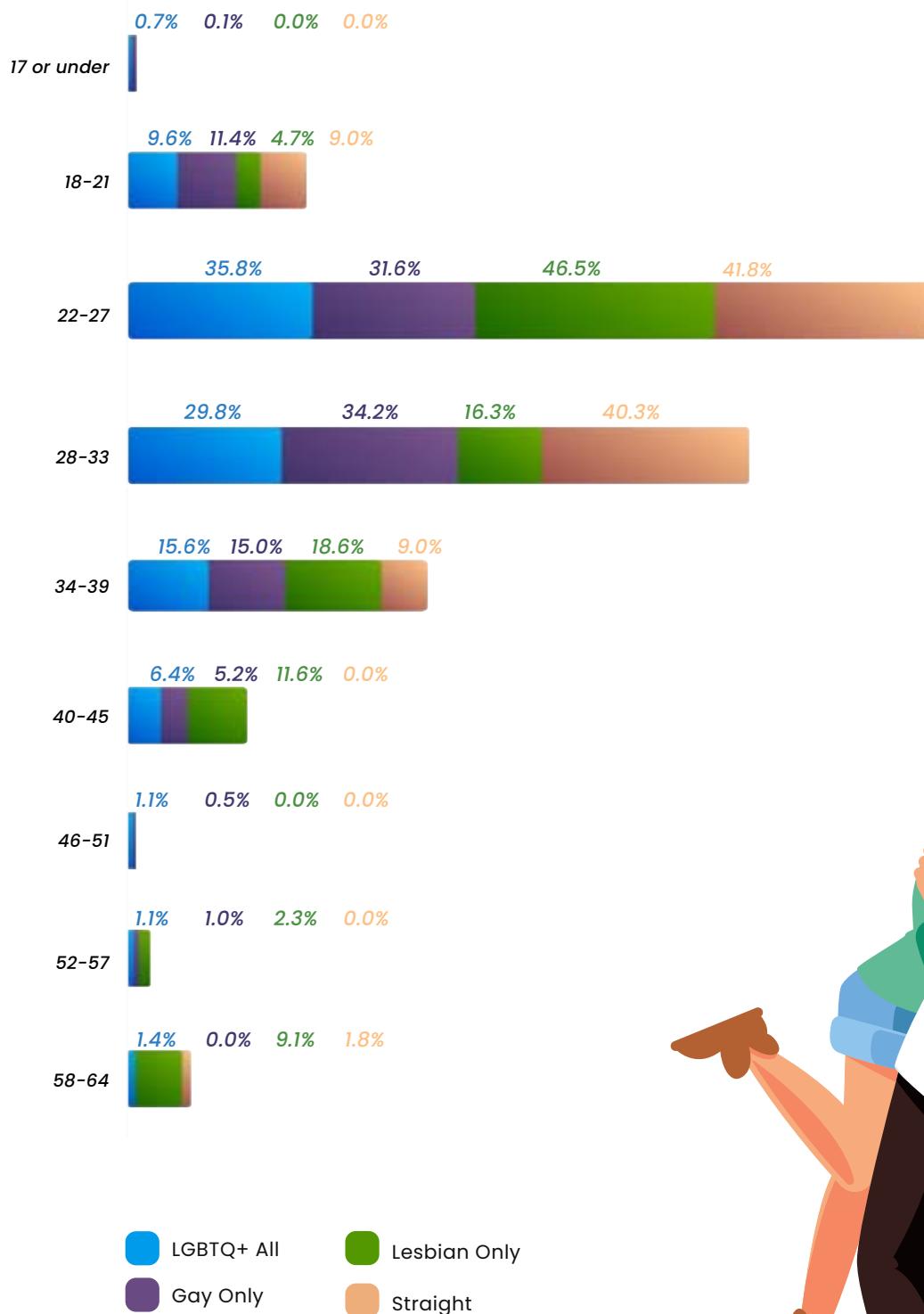
➤ LGBTQ+ Real Estate Alliance members shared the ages they purchased their first, second or third.

First Home





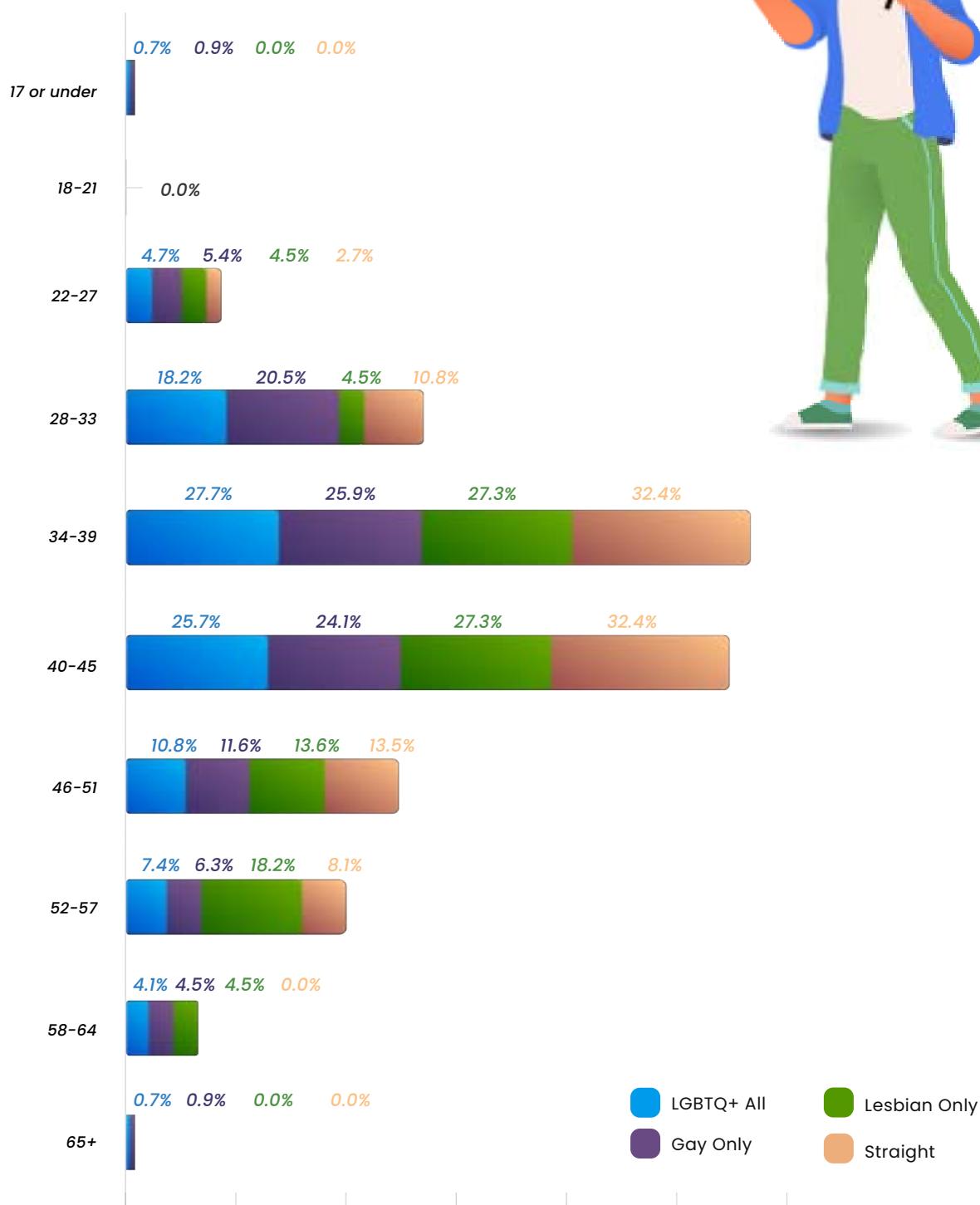
Second Home



- LGBTQ+ All
- Lesbian Only
- Gay Only
- Straight



Third Home





TRIGGERS TO BUY

The survey of LGBTQ+ Real Estate Alliance members showed that financial considerations were by far the most critical in the decision to buy their first and subsequent homes. But we also learn how important relationships, engagement, marriage, children and growing families are to LGBTQ+ homebuyers.

The U.S. Census²⁵ reports that out of the 1.2 million same-sex couples in the U.S., 500,000 are unmarried. It is difficult to track unmarried and engaged couples and many suggest the number is therefore higher.

The Alliance report shows that after the first home, a “formalized” relationship, engagement or marriage jumps to the third most important reason an LGBTQ+ person purchases a home. This was by far the most important non-financial consideration for LGBTQ+ community members. Interestingly, lesbian women shared that a “formalized” relationship, engagements or marriage were the most important factor in purchasing homes.

The legalization of same-sex marriage has had a profound impact on the LGBTQ+ community since former Realtor® Jim Obergefell won his landmark Supreme Court case on 26, 2015.

The number of same-sex marriages has grown²⁶ by 70% since the 2015 and the American public is extremely supportive of same-sex marriage with 71% approving, up from just 27% in 1996.

Not only do 58.8% of LGBTQ+ Real Estate Alliance members believe that financial security within the LGBTQ+ community has improved since then, but 63.5% of surveyed members believe the number of LGBTQ+ homeowners has increased too.

Alliance members also report where LGBTQ+ homeowners have chosen to live since 2015 has shifted. Members believe non-traditional LGBTQ+ communities have continued to gain traction since then with 41.8% sharing that these communities have seen more LGBTQ+ buyers choose to live there, up slightly from a year ago. At the same time, members believe that the number of LGBTQ+ buyers choosing to live in traditional LGBTQ+ strongholds decreased to 35.1% compared to 38.4% a year ago.

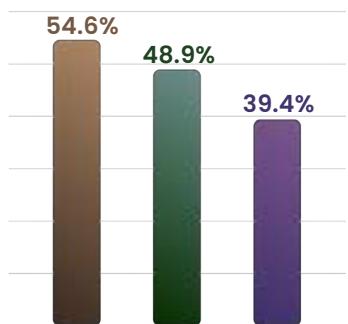




➤ LGBTQ+ Real Estate Alliance members identified their three most important triggers to purchase a home

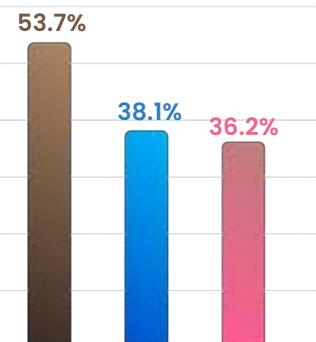
LGBTQ+ All

First Home



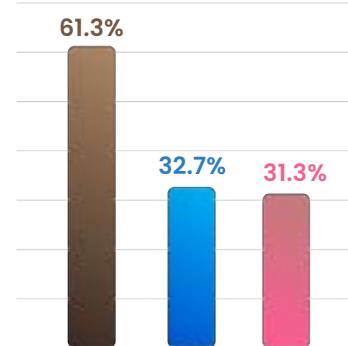
- Long-term financial investment
- Affordability
- Didn't want to pay someone else's mortgage

Second Home



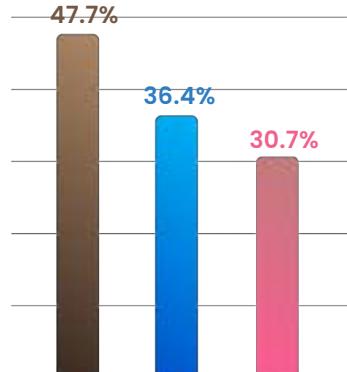
- Long-term financial investment
- Promotion and/or higher paying job
- "Formalized" relationship/engagement/marriage

Third Home



- Long-term financial investment
- Promotion and/or higher paying job
- "Formalized" relationship/engagement/marriage

Fourth Home

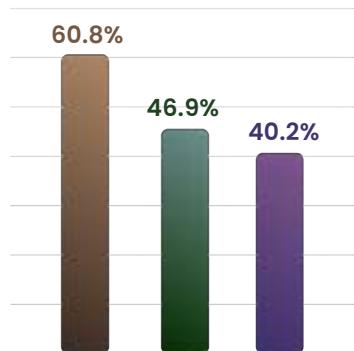


- Long-term financial investment
- Promotion and/or higher paying job
- "Formalized" relationship/engagement/marriage



Gay men ONLY

First Home

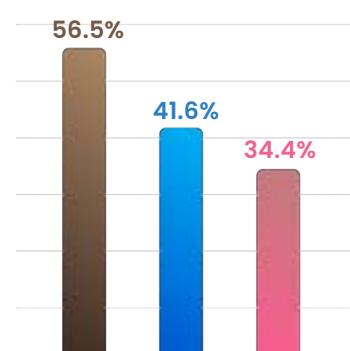


■ Long-term financial investment

■ Affordability

■ Didn't want to pay someone else's mortgage

Second Home

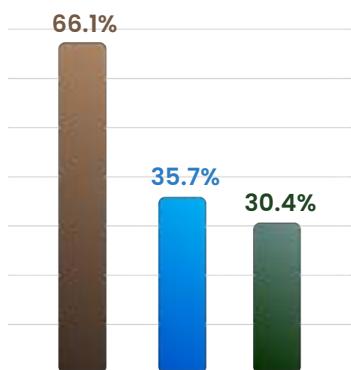


■ Long-term financial investment

■ Promotion and/or higher paying job

■ "Formalized" relationship/engagement/marriage

Third Home

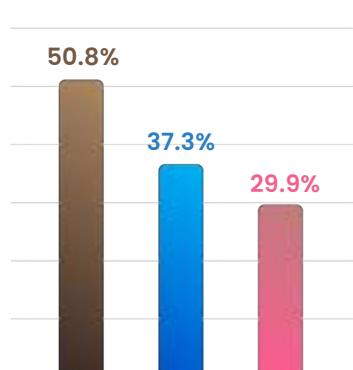


■ Long-term financial investment

■ Promotion and/or higher paying job

■ Affordability

Fourth Home



■ Long-term financial investment

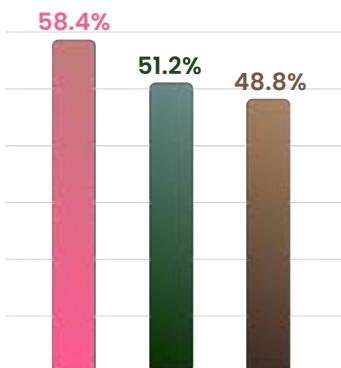
■ Promotion and/or higher paying job

■ "Formalized" relationship/engagement/marriage



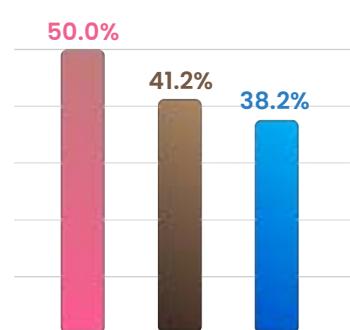
Lesbian women ONLY

First Home



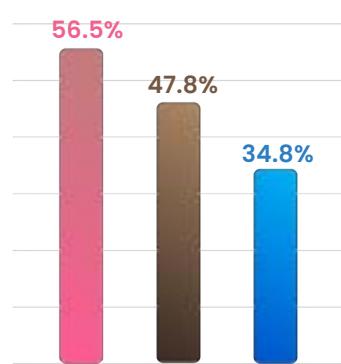
- "Formalized" relationship/engagement/marriage
- Affordability
- Long-term financial investment

Second Home



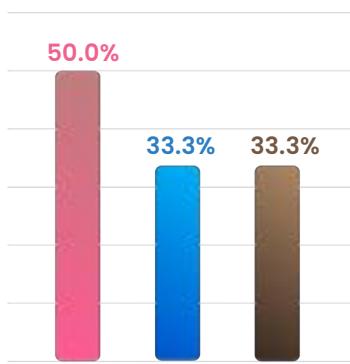
- "Formalized" relationship/engagement/marriage
- Long-term financial investment
- Promotion and/or higher paying job

Third Home



- "Formalized" relationship/engagement/marriage
- Long-term financial investment
- Promotion and/or higher paying job

Fourth Home

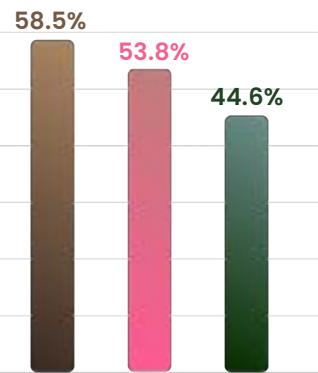


- "Formalized" relationship/engagement/marriage
- Promotion and/or higher paying job
- Long-term financial investment



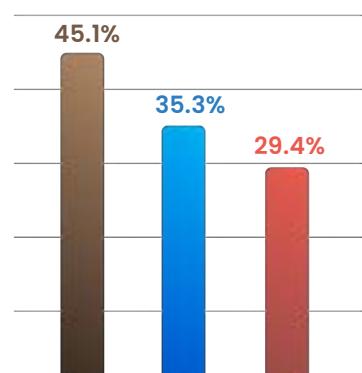
Straight

First Home



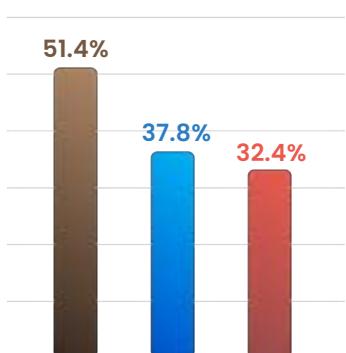
- Long-term financial investment
- "Formalized" relationship/engagement/marriage
- Affordability

Second Home



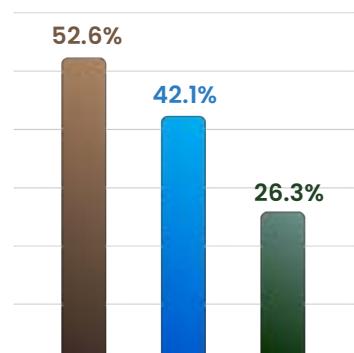
- Long-term financial investment
- Promotion and/or higher paying job
- Growing family

Third Home



- Long-term financial investment
- Promotion and/or higher paying job
- Growing family

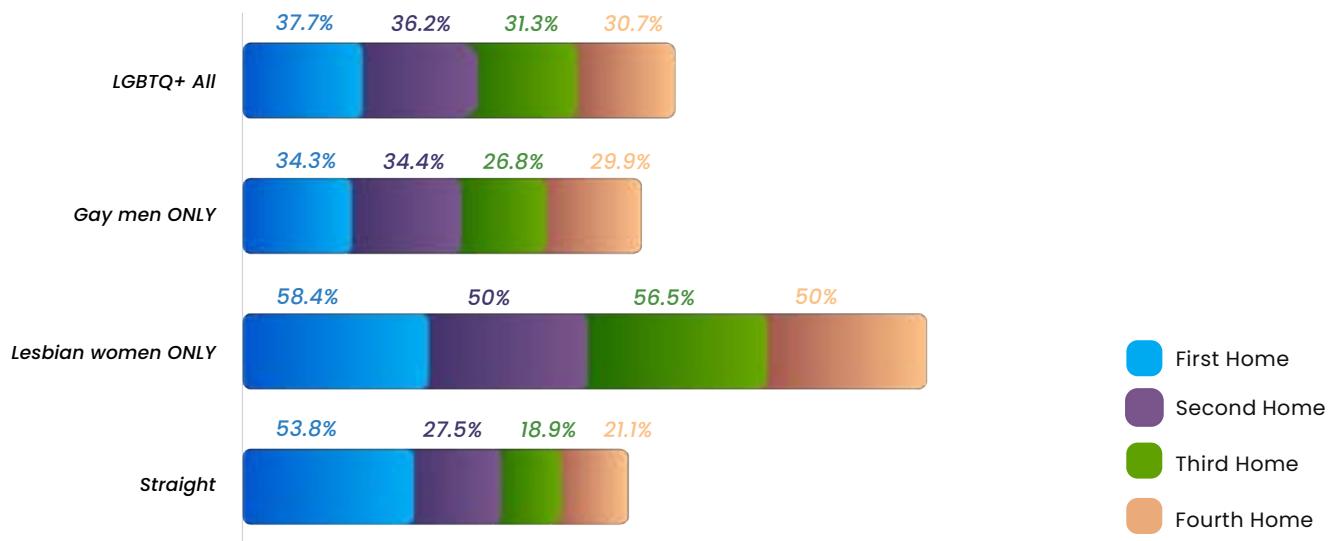
Fourth Home



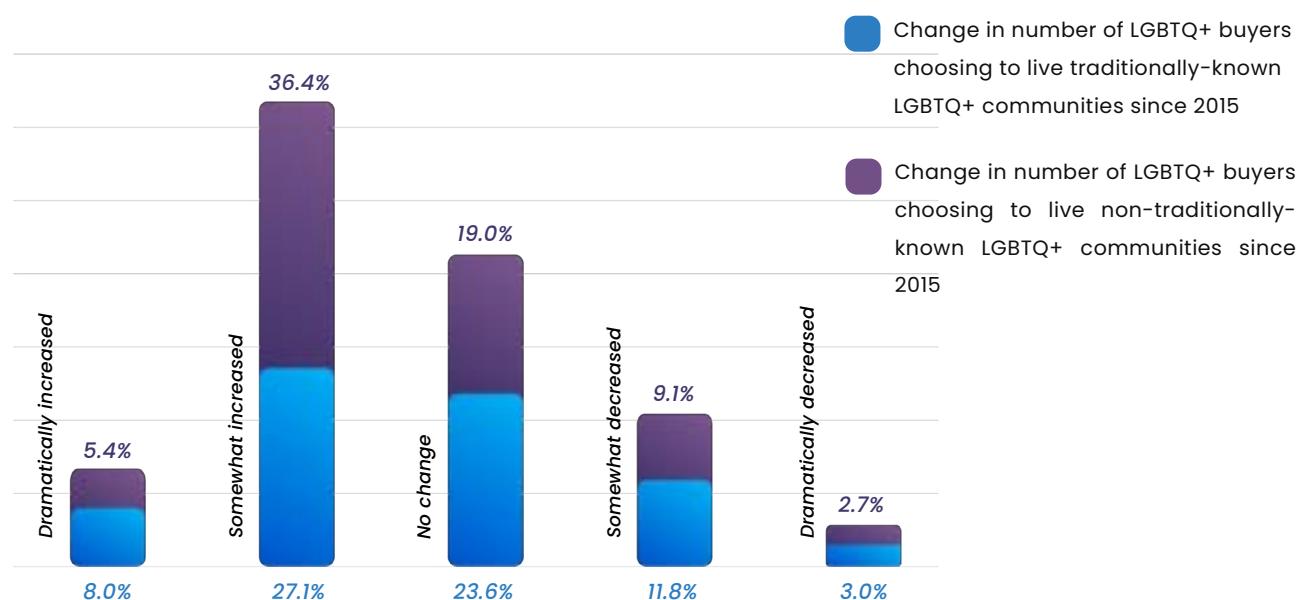
- Long-term financial investment
- Promotion and/or higher paying job
- Affordability



The percentage of LGBTQ+ Real Estate Alliance members who reported a “formalized” relationship, engagements or marriage was a top three reason to purchase their first, second, third or fourth home.



➤ Percentage of LGBTQ+ Real Estate Alliance members who note a change in where LGBTQ+ buyers are choosing to live:

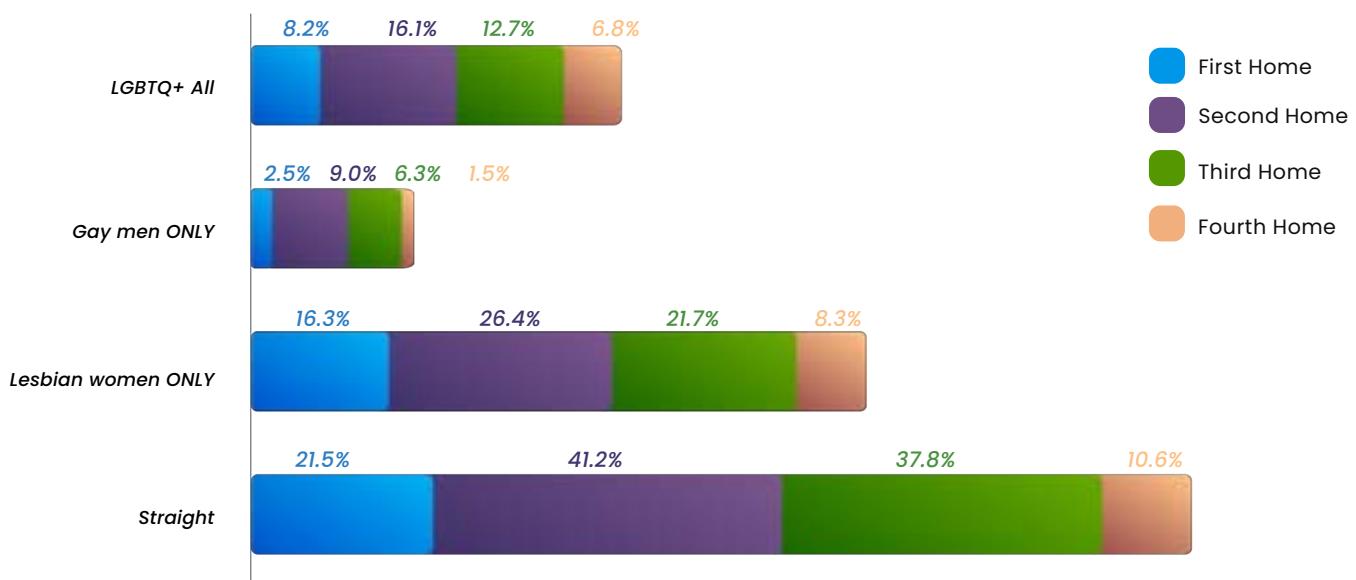




IMPORTANCE OF CHILDREN IN HOME BUYING

UCLA's Williams Institute⁴ reports that 29% of LGBTQ+ people have children and that 21.9% of married same-sex couples are raising kids. A review of the LGBTQ+ Real Estate Alliance member survey shows that children and growing families were mentioned prominently as a home buying trigger. Straight respondents weighted children and growing families heavily through their third home purchase while LGBTQ+ respondents valued their importance most when buying their second home.

The percentage of LGBTQ+ Real Estate Alliance members who reported children/growing family was a top three reason to purchase their first, second, third or fourth home.





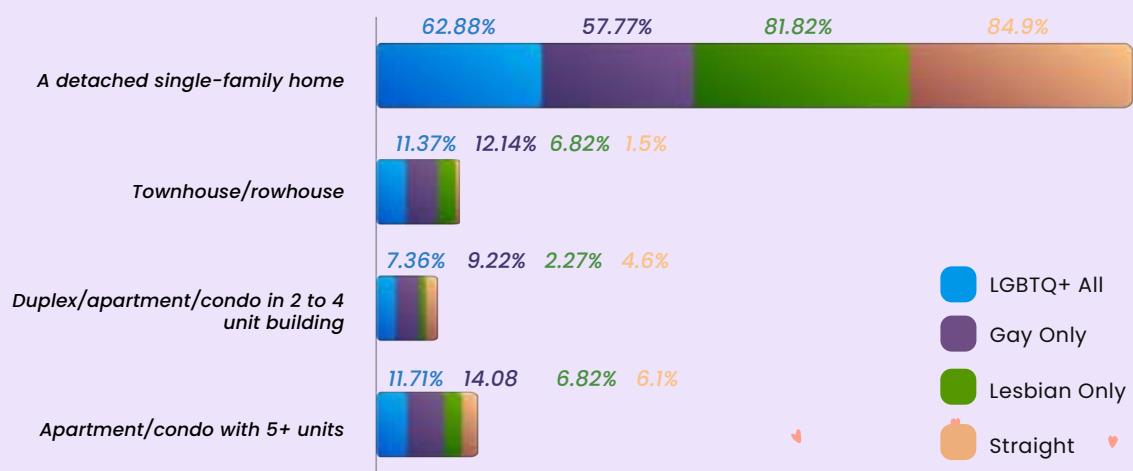
THE HOMES WE OWN

Almost all straight Alliance members surveyed chose a detached single-family home with little deviation through their home buying lives beginning with 84.9% in their first home. This compared to the National Association of Realtor®²⁸ reporting that 83% of all homes purchased last year were detached single-family homes, an increase from 79% in 2021.

LGBTQ+ people are more likely to choose a townhouse, duplex or condo for their first home before moving to a detached single-family home which later lessens in importance.

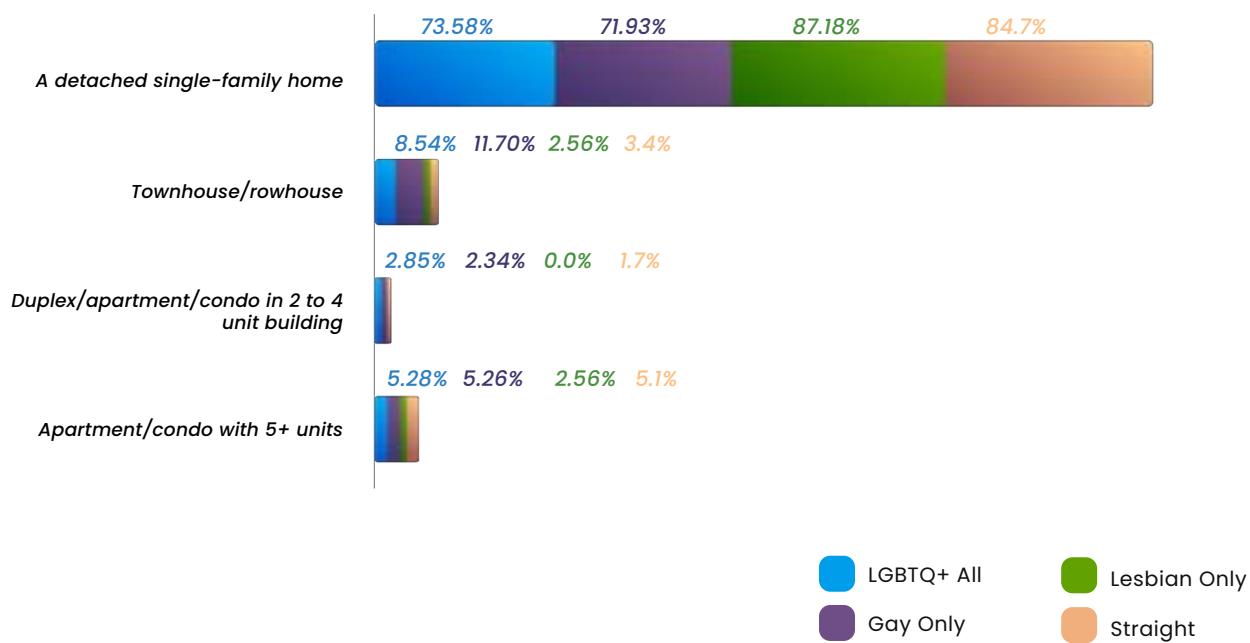
➤ Percentage of LGBTQ+ Real Estate Alliance members identify the type of home they purchased:

Home Type of First Purchased Home

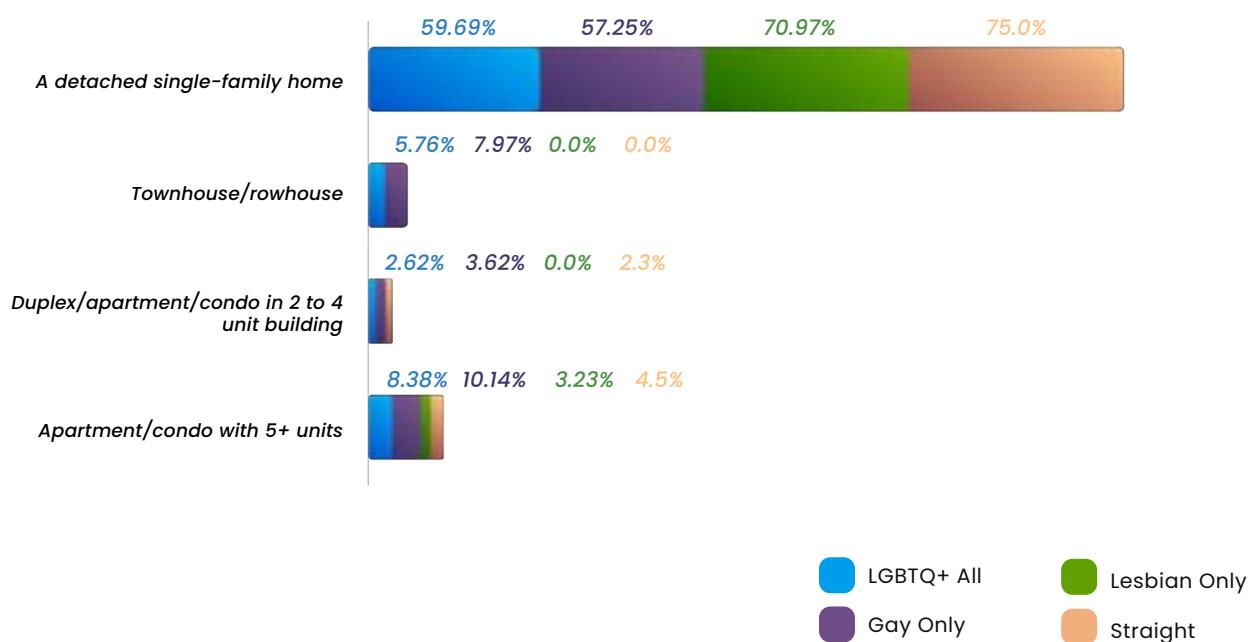




Home Type of Second Purchased Home

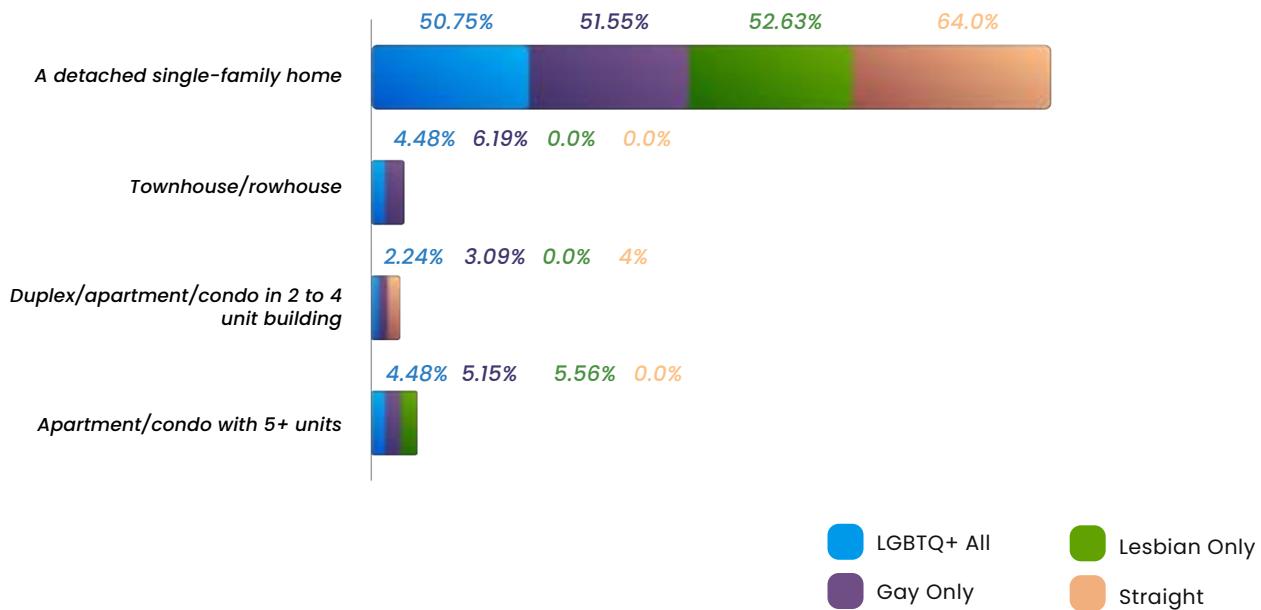


Home Type of Third Purchased Home





Home Type of Fourth Purchased Home



WHERE WE LIVE

The LGBTQ+ Real Estate Alliance member survey was able to gain a perspective of why LGBTQ+ home buyers chose the communities they do throughout their home buying journey.

Urban vs. Suburban vs. Rural

AARP²⁷ reported that LGBTQ+ adults desire to live in communities with a mix of homes, offices and shops. In fact, 51% of LGBTQ+ adults shared that they prefer to live in suburbs or small towns with such amenities. Only 8% chose a largely residential suburb compared to 13% of non-LGBTQ+ adults.

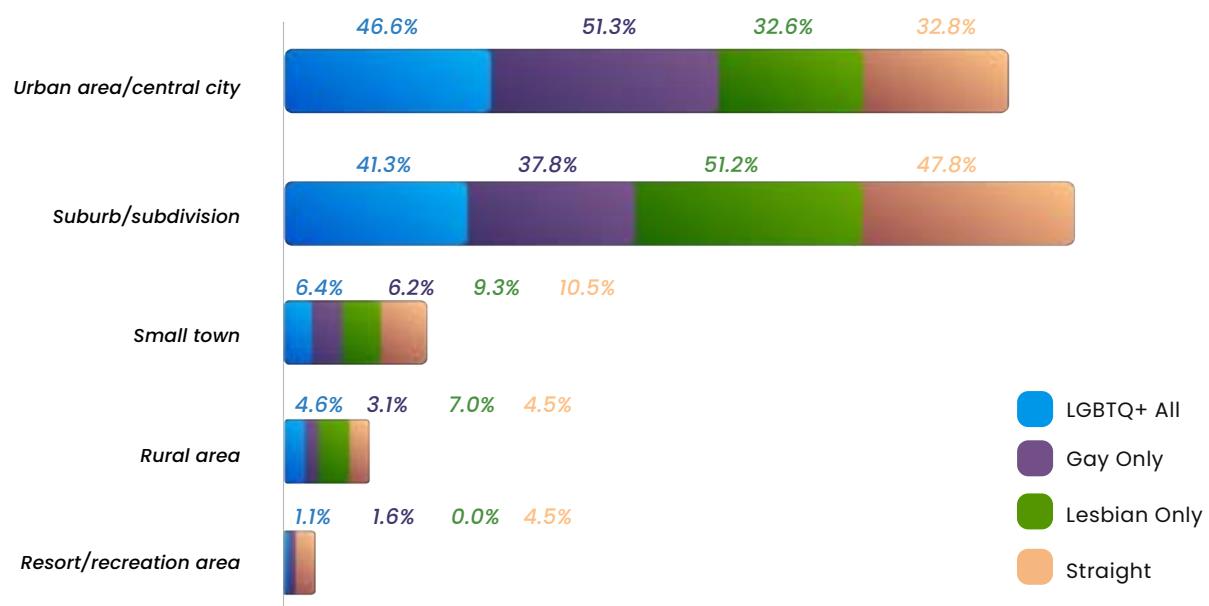
This theme plays out when purchasing homes too. The LGBTQ+ Real Estate Alliance member survey shows that straight respondents chose to purchase their first homes in non-urban areas by a wide margin for the duration of their home buying journey. LGBTQ+ people are more evenly split until their fourth home purchase. At that point, LGBTQ+ people, led by gay men, return to urban roots while lesbian women also consider resort communities.



Interestingly, the Movement Advancement Project²⁸ shared that 2.9–3.8 million LGBTQ+ people live in rural America, making up 5% of the nation's rural population. Twenty-four of the 30 states that have higher percentages of LGBTQ+ couples raising children are rural states. The Alliance survey shows that lesbian women prefer to purchase rural homes compared to gay men.

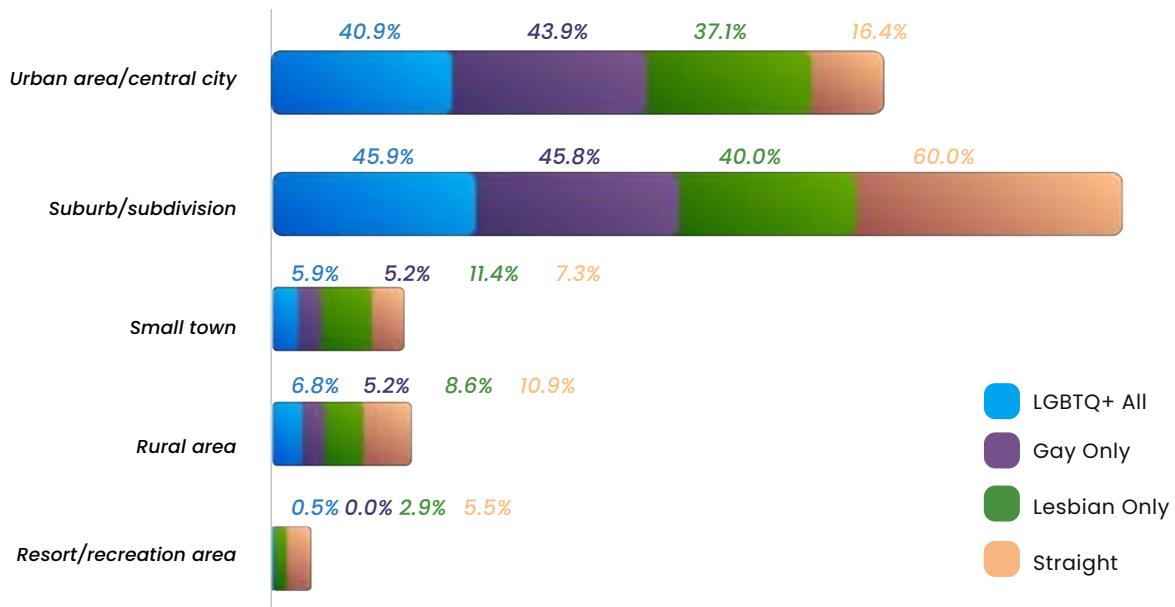
➤ Percentage of LGBTQ+ Real Estate Alliance members identify where they purchased their homes

Location of First Home Purchased

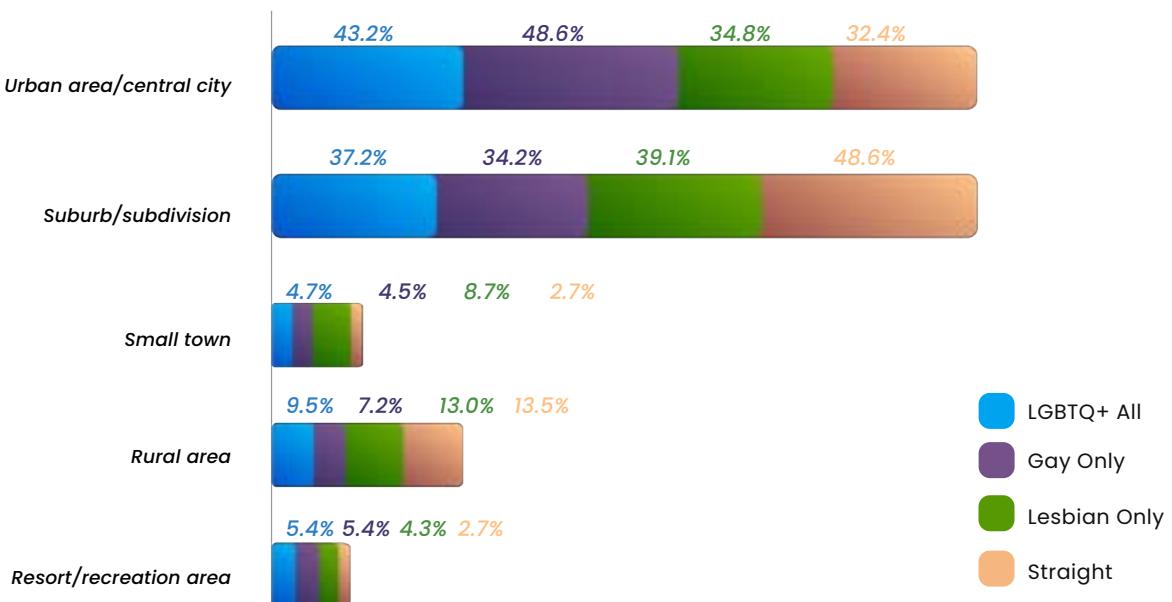




Location of Second Home Purchased

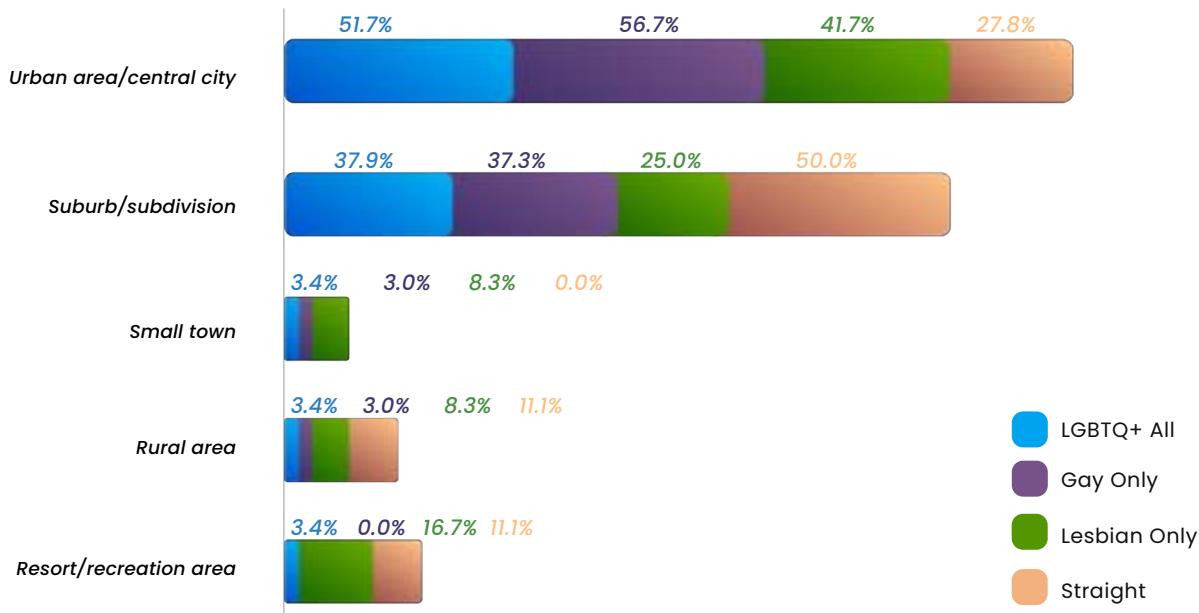


Location of Third Home Purchased





Location of Fourth Home Purchased



Choosing a Community

LGBTQ+ first-time buyers are most interested in affordability and proximity to family and friends, themes that remain fairly consistent during their journey in purchasing more homes. The size of the home and property increases in importance after the first home as does the idea that the home meets their idea of the American Dream.

The importance of the community having a strong LGBTQ+ presence was always mentioned by respondents as being one of the ten most important reasons they chose the community throughout their home buying journey. Gay men valued this presence a bit higher.

Lesbian women shared that access to recreational activities, which was important throughout their home buying journey, was the second most important factor when choosing the community for their second home. This group valued climate and weather more highly than the LGBTQ+ community and gay men.

Straight first-time homebuyers rated access to schools as their ninth most important factor in choosing a community. Throughout the buying journey, this group valued schooling dramatically more than LGBTQ+ buyers. While LGBTQ+ buyers reported that schools are not a driver of where to live, UCLA's Williams Institute⁴ reports that 29% of LGBTQ+ people have children.

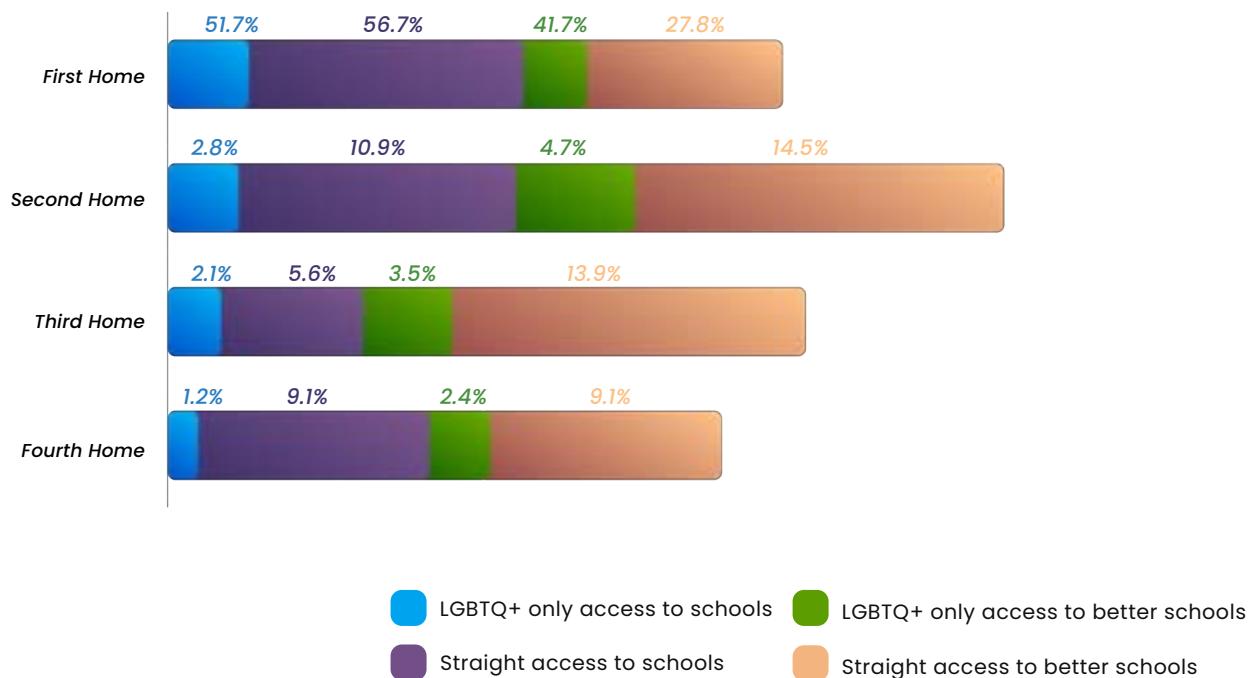


➤ Respondents to the LGBTQ+ Real Estate Alliance member survey shared the top 10 most important reasons for choosing a community when they purchased their first, second, third and fourth home:

Top 10 Reasons for Selecting Community	LGBTQ+ All				Gay ONLY				Lesbian ONLY			
	1st Home	2nd Home	3rd Home	4th Home	1st Home	2nd Home	3rd Home	4th Home	1st Home	2nd Home	3rd Home	4th Home
Homeownership affordability	1	2	2	1	1	2	2	1	1	4	2	1
Proximity to friends and family	2	4	4	6	2	4	4	6	4	5	7	10
Cost of living	3	5		9	3	5		8	2	7		
Size of physical home	4	1	1	2	4	1	1	2	3	1	3	2
Job opportunities	5	8	8		5	10			5	3	10	
Size of property (i.e., land, lawn, etc.)	6	3	3	3	7	3	3	3	6	9	1	3
Safety and security	7	6	5	5	8	7		7	8	8	4	5
Strong LGBTQ+ presence	8	10	7	4	6		6	4				4
Recreational activities	9		9		10				9	2	5	8
Climate and weather	10								7	10	8	7
Welcoming community		9		10				10		6	9	
Nightlife					9				9			
Walkability												9
Culture and sports									10			
Fit my idea of the "American Dream"		7	6	7		6	5	5				
Open space			10			9					6	
Shopping				8				9		9		6



➤ Percentage of LGBTQ+ Real Estate Alliance survey respondents who valued schools as one of the top 10 reasons for choosing to purchase a home:



The AARP Housing and Communities survey²⁷ found what LGBTQ+ buyers tend to look for housing located near key services that offer affordability, equity, and a vast range of cultural activities.

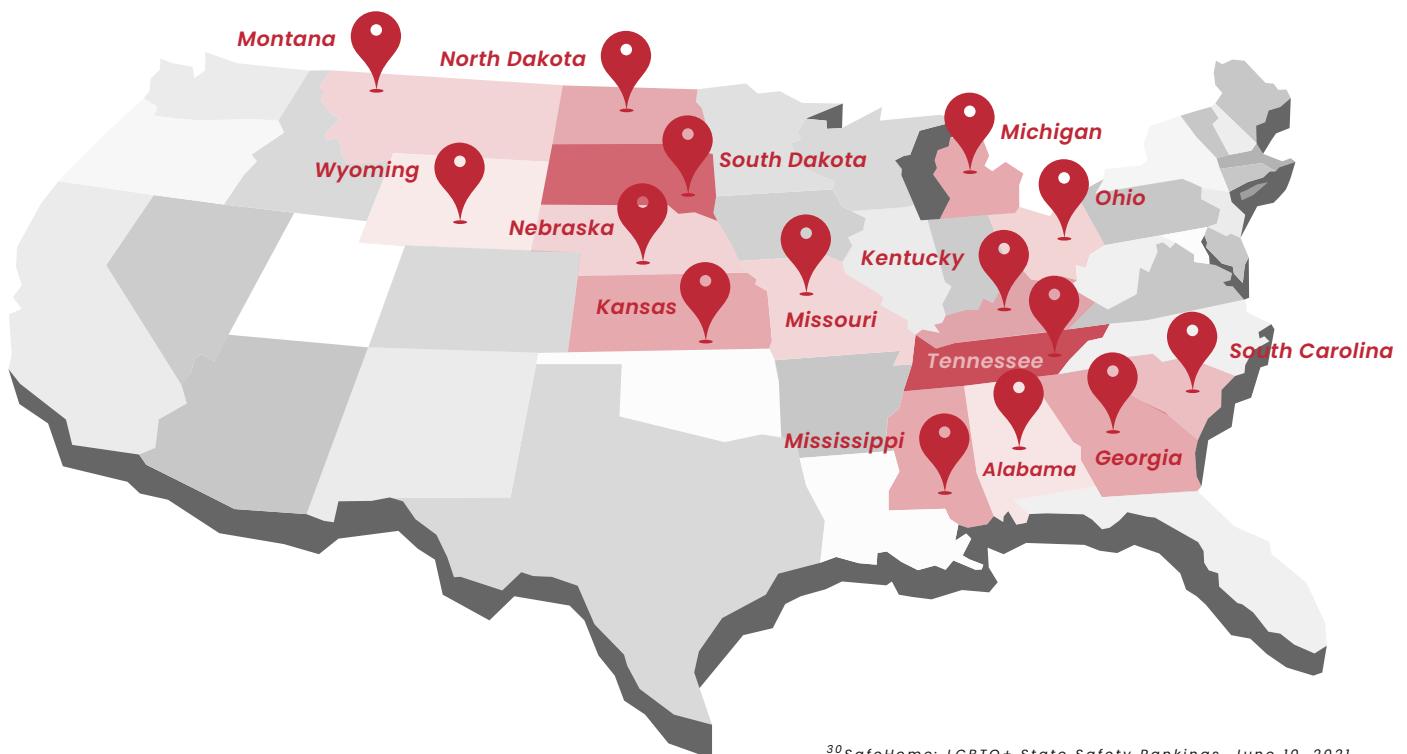
Desired preferences in chosen communities	Rank 1	Rank 2	Rank 3
Outdoor Spaces & Buildings	Conveniently located grocery stores	High quality health care services	Safe parks that are well-lit, and free of crime
Housing Options	Income-inclusive and affordable housing	Housing located near key services and activities	Home modification options
Environment & Equity	Access to clean water	Equal treatment of all diverse groups	Access to a reliable network
Social Participation	Affordable and inclusive activities for all residents	Variety of shops and restaurants	A variety of cultural activities



The safest states for the LGBTQ+ community



The most unsafe states for LGBTQ+ community



³⁰SafeHome: LGBTQ+ State Safety Rankings, June 10, 2021



SOURCES

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Methodology: LGBTQ+ Real Estate Alliance member survey methodology: The LGBTQ+ Real Estate Alliance allowed members to participate in its third annual member survey from March 15-26. More than 380 members participated. This report only includes actual responses and removes those who replied "don't know" or "N/A" when appropriate.



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