

# *the* ALLIANCE

Celebrating LGBTQ+ People in Real Estate | **VOLUME I** | 2023

**WE** *are the*  
ALLIANCE

**Erin Morrison**  
LGBTQ+  
Real Estate  
Alliance  
President  
2023



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# WELCOME to the alliance

## our vision...

To create a world free of housing discrimination.

## our mission...

### ADVOCATE. ELEVATE. CELEBRATE.

Advocate for fair housing for all and promote LGBTQ+ homeownership. Elevate professionalism in the industry through education and networking. Celebrate diversity and inclusion in our members and allied partners.

## our values...

**COMMUNITY  
COLLABORATION  
EQUALITY + EQUITY  
INCLUSION  
TRANSPARENCY  
PRIDE**

## our core belief...

We believe in accountable leadership to the members of the organization, as well as the practice of transparency from all members, in all things. We will be an organization that hears every voice and will reflect the values and ethics of its members.

**LIFE IS FULL OF AMAZING SURPRISES.** Ten years ago, if someone had told me that I would be the president of a national LGBTQ+ organization, I would have said NO WAY. I was straight, getting a divorce and working in the conservative petroleum industry. My journey as a pansexual cis woman had not begun yet, although I knew in my heart, I needed to explore my sexuality.

Today, I am (legally) married to a wonderful woman and we have a six-year-old daughter who is a bright light in our world. I am blessed and beyond grateful to share my journey with all of you. One of the great things about PRIDE is we get to share our personal stories with one another.

Like many of you, I have had my own personal fears along the way about being seen as part of the LGBTQ community. No one welcomes discrimination. But I am committed to living an authentic life and that always demands that I show up with courage. So I took my beautiful wife to the company Christmas party one year for my big coming out moment. We dressed to the nines, and you can bet we were the talk of the party in that male dominated world. And just like that – a weight was lifted off my shoulders and I began living a more authentic life.

I've learned: We are stronger than we think. As a community, we are carrying a lot right now with so much hate being directed at us. I would be lying if I didn't admit there are times when I want to cry and hide from the world. Then I remember who I am, how far I have come and the courage of all those that came before me, who led the way to where we are now.

Today we move back and forth between the pressure points of acceptance and bigotry. Despite the ugly rhetoric, more Americans approve of same sex marriage and equal rights for LGBTQ people than at any other time in history. Fights like this are never won overnight. We must keep in perspective the gains we have made in the past two decades. History shows us that civil rights battles are waged and defended again and again.

We must preserve our stamina for the long haul. Be kind to yourself. Take steps to safeguard your peace. And know that if you change the hearts and minds of the Allies around you, it's a win for all of us.

Pride is a time of reflection, gratitude and celebration. For now, let's choose to celebrate our wins together.

In appreciation,



*Erin Morrison*

**ERIN MORRISON**

LGBTQ+ Real Estate Alliance  
President 2023

# We Take PRIDE Our Community

Enact is proud to be an ally and advocate of the Alliance and the LGBTQ+ community.

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**ENGEL&VÖLKERS<sup>®</sup>**



## A Shared Commitment

Engel & Völkers is a proud founding partner of the LGBTQ+ Real Estate Alliance and its mission to advocate, elevate, and celebrate the LGBTQ+ community while promoting democracy in housing.

Our interactions and communications among Engel & Völkers advisors and fellow industry professionals are consistent, authentic, and welcomed as we learn, evolve, and lead through the diverse makeup of our global network. This mindset helps us best serve our clientele in markets worldwide.

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# WE are the ALLIANCE

We are a diverse tapestry of LGBTQ people and Allies that come from all walks of life. We are agents, lenders, title officers, home inspectors and leaders who work across the housing ecosystem. We have stories to share and a rich culture to celebrate this season. Take a moment to get to know us.



**PORTIA  
RYAN**  
REALTOR



"Portia is one of those larger-than-life intuitively gifted givers. They know they were placed on this planet to make a difference. Lucky for us they're in our real estate orbit."

—Julie Nelson  
Realtor, Author  
The Nelson Project

## TWO-SPIRIT BRIDGE BUILDER

### Portia Ryan's Holistic Approach to Advocacy and Business

**P**ortia Ryan's path to becoming a Realtor began more than 20 years ago after helping other Realtors cultivate more authentic connections with their clients. Armed with a master's degree in clinical psychology and a post-graduate degree in naturopathic medicine, they take a holistic approach to coaching colleagues how to apply psychology principles in business and everyday life challenges.

Ryan is two-spirit bridge builder and a descendent of a line of herbal healers and midwives. Growing up, they were influenced by the indigenous knowledge that two-spirit people have important roles as healers in a community. Their elders nurtured Ryan's self-concept on gender identity and their unique purpose within the community. "I'm neither male nor female, but both and somehow something more," Ryan explains. This sense of fluidity and sovereignty extends to their work as a real estate agent and coach, where they prioritize building relationships in service to clients based on trust and mutual respect.

Ryan underscores the key to success in real estate is not just knowing how to negotiate deals or market properties, but also understanding the psychology behind client interactions that often require crisis mediation skills. Their philosophy of "business with heart" guides their client work centered around empathy and connection. "For me, business without love is just too shallow and it's sad. I feel like the people that are attracted to work with me or come to my classes are people who either already have that awakened within themselves or they are hungry for that," Ryan says. "They want to know that it's okay to be that way."

When asked about their approach to overcoming current political adversities, Ryan urges friends in the LGBTQ+ community to vote and run for public office. "There has to be a tremendous amount of energy in order to break down the structures that no longer serve us and to build new structures that are more inclusive and to build equity," they contend.

"We have to show up every day for the rest of our lives. That's the same truth for you and for every single one of us in the LGBTQ+ community. We can't look to others to save us. We must save ourselves." ■

## STRONGER TOGETHER

*Team Peterson-Jackson empowers Black Realtors to succeed*

**T**owanna Jackson and LaShawn Peterson, a real estate duo and married couple from Detroit, are creating new pathways to generational wealth by empowering Black entrepreneurs to get into the real estate business and achieve greater success.

"One of the major issues we are tackling is the number of realtors, specifically Black realtors, that are living in poverty," says Peterson. According to a 2020 National Association of Realtors survey, the median gross personal income for White realtors was nearly three times the earnings Black realtors made in the same year.

As partners with real estate brokerage eXp Realty, Peterson and Jackson have created a real estate collaboration to help more than 160 Black agents gain the knowledge and support they need to succeed. The Peterson-Jacksons pour into their team and offer coaching, training, and networking events to achieve higher retention rates and greater productivity. Agents in the collaboration learn about marketing, lead generation, professional ethics, and more. "We're stronger together. We want to mentor successful people because we cannot bridge that wealth gap divided," says Jackson.

To achieve sustainable success, Peterson says it all starts with a positive mindset. "We start with some agents that'll have a low price point. And over time their price points double or triple. And that's totally a result of changing their mindsets and backing it up with knowledge," says Peterson.

For Peterson and Jackson, Pride is a daily act of representation in their community. "When

*"I live my life as an example for others. Especially in the way that I honor and love my wife"*

—LaShawn Peterson



**TOWANNA JACKSON & LASHAWN PETERSON**

REALTORS + MARRIED COUPLE | eXp REALTY

I started as an agent, people said, 'Oh, you have to change your appearance. Oh, you can't tell people that you're gay,' says Jackson. But she asserts, "Most people say, 'I love you because you keep it real.' I don't know any other way to be."

"I live my life as an example for others. Especially in the way that I honor and love my wife," Peterson shares. "People have said to us, 'I have totally changed the way I feel about gay people because of being around you two.'"

"I have pride because I've accepted who I am," Jackson adds. "I have pride in my race. I'm proud that I'm a lesbian. I'm proud of our family and what we've accomplished in our journey together."

Thanks to leadership from this power Lesbian couple, this is also the perfect example of how we can all influence others by changing hearts and minds. ■

### QUEER AND PROUD

Shan Randle's Dauntless Mission for LGBTQ+ Visibility

**S**han Randle's determination to make a positive impact in their community has led them to become an advocate for affordable housing and a champion for LGBTQ+ visibility in the real estate industry. As co-founders of the Queer of Real Estate Group and the Empower Team, Shan and their partner, Shenice Brown, are committed to creating safe, equitable spaces for queer and underserved individuals to find housing, support, and community.

The Empower Team is spearheading Harris County's Community Land Trust program, an affordable housing initiative that focuses on long-term affordability for families that make 80% or less than the median income for the Houston area. "Helping people accomplish things in life that they probably didn't believe that they could achieve, that's an important part of my life," says Randle.

Randle also emphasizes the importance of LGBTQ+ visibility within the real estate industry. Randle and Brown recently established the business name, Queer of Real Estate Group, noting, "People want to know where they can go and feel safe, especially in this current political environment." Now more than ever, Randle says, "It's important to be consistently visible and show up in numbers. We are meant to be here, and we deserve to be here."

At 37, Randle is starting on their own transformational journey. "Most of my life, I didn't know what a transgender person was. I knew I didn't like my girly features, but I just didn't have a word for it," they admit. It wasn't until they were in their twenties, teaching and researching transgender support services to assist a student who confided in them, that things started to click. "Oh, this is me. This is what I relate to. This is what I can call myself," Randle says.

Randle's go-to source of inspiration when facing challenges or self-doubt is a personal mantra: "Every day and in every way, I'm getting better and better." For others breaking the mold in conservative industries or environments, Randle encourages, "Be unapologetically you. To have pride, you must start with self-love. If we lead with pride and with our love, we will be in a better place in our world." ■

### HUDSON WARREN

REALTOR | KELLER WILLIAMS



"Most people live in a box until they end up in a box permanently... I choose not to live that way, and I believe I'm here to help people find their own path"

—H. Warren

### CHANGING HEARTS AND MINDS

*Leading by example through authenticity*

**H**udson Warren is a successful realtor turned coach and mentor with Keller Williams, but he says his life's purpose extends beyond professional achievements. Self-acceptance and unwavering authenticity are at the heart of his personal mission to help others think, act, and live differently outside of conventional expectations. "Most people live in a box until they end up in a box permanently," he says. "I choose not to live that way and I believe I'm here to help people find their own path."

Living in Tampa, Florida, with his husband, Brian, and a full house of six adopted children from multicultural backgrounds, Warren says he has never felt the need to disguise his identity or that of his family. "We have a lot of really positive people that stop us and tell us that our family is beautiful. And we know what they're really saying. They're saying we're ok." Warren adds, "I think these moments are important because it reminds us of how far we've come."

While recognizing the challenges LGBTQ+ people face in our current political environment, Warren encourages friends to stay the course. "We've won a lot of battles, and we've got more to win," he says. "I think it's okay to slow down every once in a while and celebrate the wins. Because otherwise, the world can feel like one big fight, right?"

This measured perspective mirrors Warren's approach to supporting colleagues in prioritizing personal and family lives alongside demanding careers. He shares his own experience identifying opportunities to work smarter instead of harder and, in effect, gaining greater focus and success. "Every time I've dialed back and started working less, I started to earn more," he asserts. "I know that sounds bizarre, but it's the truth."

When asked about the meaning of Pride in his life, Warren says, "To me, personally, it's about accepting who you are and being willing to live as you are. We all have something valuable to contribute to the world, and I think the world would be a much more beautiful place if we all just show up as our authentic selves." ■



### SHAN RANDLE

CO-FOUNDER | THE EMPOWER TEAM

"Helping people accomplish things in life that they probably didn't believe that they could achieve, that's an important part of my life."

—Shan Randle

### WAYNE WOODYARD

VICE PRESIDENT | BERKSHIRE HATHAWAY



"I think Pride is important because it's about education and about being proud of who we are and what we stand for. Because we are all the same people."

—W. Woodyard

### RESILIENCE AND REINVENTION

Wayne Woodyard's Journey from a Bridge's Edge to Fulfillment

**A**t a moment Wayne Woodyard describes as a flash of reckoning, he drove across the San Francisco Bay Bridge with his hand clenched on the door handle. His breath tightens as he reveals an impulsive plan, more than 23 years ago, to jump out of the car and over the edge of the bridge.

During this unexpected crossroad, Woodyard and his wife had what many would consider to be a model life. "We had a great family and shared a successful real estate business as top agents selling over 100 houses a year," Woodyard says. "But under the surface, I struggled to come to terms with my true identity," he explains.

Growing up in a conservative family that suffered four suicides, Woodyard felt his life slipping down a familiar path and contemplated being the fifth when he acknowledged his identity as a gay man. "But I couldn't leave my two children with the same shame and questions I had growing up," he recalls. "I knew my only choice was to start over."

Woodyard moved into a one-bedroom apartment with no furniture, sat on the floor and cried. "I was crying for two reasons, really. Sure, I missed my family and all my stuff. But I was also crying because I was happy," he says.

Today, he lives with his husband in a San Diego suburb, surrounded by new friends who come from diverse social and religious backgrounds. Woodyard describes his approach to Pride as a daily practice, a lifeline of authenticity and bridge building. "I think Pride is important because it's about education and about being proud of who we are and what we stand for. Because we're all the same people. We all can get along if we take the time to get to know each other."

As a Vice President at Berkshire Hathaway, Woodyard helps colleagues nurture cultures that promote integrity and develop roadmaps to recruit and retain more diverse leaders. He is also an influencer in leadership circles for the National Association of Realtors and California Association of Realtors.

His story is a testament to the resilience of the human spirit and the power of self-discovery. As Woodward puts it, "The only way forward is to find your authentic self, enjoy what you do, and the universe rewards you."

### TOM WHEELER

REALTOR | HOMEFOUND REALTY



"A lot of our LGBTQ+ clients had to find their chosen family, and they don't have the same economic advantages."

—Tom Wheeler

### THE ADVOCATOR

Tom Wheeler creates equitable access to homeownership for the underserved

**P**roducing more than \$25 million in revenue last year, Tom Wheeler leads Idaho's largest and most successful LGBTQ+ owned real estate team. His passion, however, centers on supporting marginalized communities with resources and opportunities to achieve their dreams of owning a home. Wheeler shares his views on pride, his role as an advocate and activist, and his personal motivation to elevate homeownership opportunities for everyone in his community.

"When I was younger, what pride meant to me was just being in community, celebrating and being out and proud," Wheeler recalls. "While that's still important, it feels like Pride is shifting more toward a platform for authentic advocacy and activism."

Wheeler cited recent anti-LGBTQ+ legislation and hate crimes when describing Idaho's current political landscape and the importance of LGBTQ+ alliances and Pride gatherings. "We've seen pride flags burned on people's front steps in notoriously liberal neighborhoods. So, to me, pride is something that is essential," he emphasizes. "Adversity fuels my passion to grow my business, so that I can stand in front of legislators and say, 'We are here, we are positively impacting this community, and it's our time to be seen and represented.'"

To address the gap in access to homeownership faced by many LGBTQ+ people who have been disenfranchised from their family of origin, Wheeler

and the LGBTQ+ Real Estate Alliance Idaho Chapter recently created a fund to provide assistance with down payments and other home purchase expenses. "A lot of our LGBTQ+ clients had to find their chosen family, and they don't have the same economic advantages," Wheeler says. The fund aims to make the homeownership process more equitable and accessible to those who may not have that assistance available elsewhere.

As Wheeler's business grows, he hopes to create a legacy that extends beyond his success in real estate. "Part of my advocacy is recognizing my privilege as a cisgender white male. I have a responsibility to share and empower the voices of folks who don't have those same privileges, to ensure that one day they can participate in a level of community that's not as easily accessed today."

# ARTICLE 10

## vote with your wallet

### 5 ways YOU CAN TAKE ACTION NOW

1 Reach out to your local and state Realtor association and RPAC and have them join with associations like Washington D.C., and Palm Springs in adopting the "Article 10 Rule."

2 If you are an RPAC investor, or comfortable investing in RPAC, use your seat at the table to share our message and demand change.

3 Recognize that you may be inadvertently supporting discrimination through your personal RPAC donation, which is often automatically included in your Association renewal dues.

4 If all else fails, remember that you control your dollars. You can "opt out" of your local RPAC. The best approach is to reach out to your local Realtor association CEO, President or staff membership director and ask if they are supporting discriminatory officials and, if so, how can you pull out your donation.

5 You can also call the Realtors Party at: 800-874-6500.



by **Ryan Weyandt**  
founder & CEO  
LGBTQ+  
Real Estate Alliance

In the LGBTQ community, the adage "vote with your dollars" is well known as the best way to send a message in favor or against a candidate, product, or brand. In the 2020 election, the LGBTQ vote was a deciding difference in the pro-equality ticket. Every vote matters.

Today, in the real estate industry, LGBTQ+ realtors and allies, vote every year through donations mostly collected with membership renewal in the National Association of Realtors, often times automatically. You just may not know it or be aware of the candidates your dollars support. The sad truth is that you could unknowingly be supporting an anti-LGBTQ+ candidate.

Enter the "Article 10 Rule" taken directly from the NAR Realtor Code of Ethics. With the rise in anti-LGBTQ+ legislation and discrimination (at last count 431+ state and local bills), the Alliance initiated a campaign last year to shed light on exactly who Realtor dollars are supporting. Our thinking: Why wouldn't elected officials being given Realtor dollars be held to the same ethical standards as Realtors under Article 10? Article 10 itself goes like this:

*"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."*

So what's the problem? Realtors, through local, regional, and state RPACs are presently providing financial support for elected officials who are discriminating as they write and support anti-LGBTQ+ bills in statehouses across the nation. Read that again.

The discriminatory nature of this goes against the spirit and values of Fair Housing that is all about fair



With a lobbying force of 1.6 million Realtors and a stated commitment to Fair Housing for all, NAR has a unique opportunity to influence the landscape. To influence the landscape.

engaged in discriminatory behavior. If they are, or have a history of, or refuse to support a commitment to protect all NAR protected classes they don't get RPAC funding. If you can't discriminate as a Realtor, why should RPAC fund those who do?

To date, the Alliance has called on Florida Realtors and Texas Realtors and their RPACs to rescind their support for discriminatory officials. Governor "Don't Say Gay" DeSantis has received hundreds of thousands of dollars in support. So has Texas Governor Greg Abbott, Lieutenant Governor Dan Patrick, Attorney General Ken Paxton and several state Senators and Representatives.

Texas Realtors President & CEO Travis Kessler has suggested to Alliance members and his own Diversity Committee that the way they can impact change is to get involved and ultimately be appointed as a RPAC Trustee, which, by the way, likely "requires" substantial donation levels and a few years of service.

Essentially, he says that unless those who want to stop discrimination are voted into local leadership, Texas Realtors and TREPAC will continue supporting discrimination.

So here we are again in a place we have been before. We have stood up to discrimination before. It's time to do it again. LGBTQ+ people are an economic force on their own. Let's show them our clout.

Below are some tips on how Alliance members can make an impact. You don't have to be an advocate to participate; you simply must care. Let's make sure everyone can find and own their dream home, regardless of who they are or who they love. Housing is the American dream. ■



# Q&A

## with ANTHONY HITT

**You came out to the industry and at your job years ago, what are your reflections on that? How has that single action changed your world?**

I've actually never been "not out" in the industry. It wasn't something I hid as a professional, but it wasn't something I felt I needed to proactively discuss either. It wasn't until 2017, when I did a mainstage presentation at a LGBTQ+ real estate event about my personal and professional paths, that I realized the importance of telling my story. It was shortly after that speech; I was at another real estate event and I had two young professionals come up to me and tell me how much my remarks meant to them. That was an "ah-ha" moment for me and made me truly understand and appreciate the importance of sharing our stories.

**Have you ever had second thoughts about being out to the industry?**

For me, no. The industry has always been open and welcoming from my perspective. Have there been times when individuals decided not to join our network because of this aspect of who I am? Yes.

**You remain the only "out" executive in the real estate industry, is there a responsibility that comes with that?**

We all have responsibility. Because it's who I am, it took me time to fully recognize how much responsibility I have. After several speaking opportunities at industry events about diversity, equity and inclusion, it's been the personal, one-on-one conversations with other industry professionals that continue to make me realize how important it is that I keep sharing my personal perspectives.

"I wish people were more comfortable being out because it means more people know of LGBTQ individuals"

—Anthony Hitt

**The industry has made progress with a focus on diversity, equity and inclusion, from your perspective has this improved the climate of acceptance for LGBTQ agents?**

Yes, and even beyond the industry, for the most part, in most of the world, today is better than yesterday and yesterday from the day before, but there is a lot of room for improvement. The LGBTQ+ Real Estate Alliance has had a great impact. Growing up, especially in Missouri, I never expected I'd be living in the world I am today – and there are still too many people in too many places who can't imagine living in a safe, open and accepting world - and that's heart breaking. So, yes, the industry is better. We are heading in the right direction, but not fast enough.

**What do you personally feel is still needed in the industry to make it more inclusive for LGBTQ workers?**

I wish people were more comfortable being out because it means more people know of LGBTQ individuals. When people who perhaps don't understand or unfairly categorize people in the LGBTQ community find that a friend or relative comes out as such, it provides so much more perspective and appreciation for people. I think the media sensationalizes the differences among people so much, but we all need to focus on meaningful relationships above all else.



**This year has produced a record number of anti-LGBTQ legislation putting the community on edge, how do you personally stay positive? And how do you keep your LGBTQ agents positively focused?**

My whole life it's felt like for every two steps forward, we take one step back. Yes, there may be a lot of bad in the world, but I'm optimistic that there is more good and ultimately, good will triumph. Today, we provide a network and leadership that appreciates different views and perspectives but share a common goal. I've found that being part of Engel & Völkers with a common mission is such a strong thread among our network. Our culture has created exceptional relationships and friendships between people who couldn't be more different. That's something special.

**How do you and your husband celebrate Pride?**

Shawn and I have marched in Pride parades for the last few years since the 50th anniversary of the Stonewall riots. This year, our niece, who has recently come out, asked if we could take her to the parade – so that will be very special.

**Any words of wisdom you want to share?**

We cannot discredit the progress made, and that can be difficult in a world where there is still so much divide. I hope to see a day when questions like these don't have to be asked of me or anyone, but for now, we all play vital roles in making our mark as equals. ■

## ALLIANCE REPORT SHOWS ANTI-GAY CLIMATE IS HURTING CONSUMER CONFIDENCE

Relationships, engagements and marriage are major drivers of homeownership

**A**T THE LGBTQ+ HOUSING POLICY SYMPOSIUM last month, the Alliance unveiled its third annual LGBTQ+ Real Estate Report which found that "formalized" relationships, engagements, and marriages are a major driver of LGBTQ+ homeownership. Titled "The LGBTQ+ Journey to Homeownership," the report also found that anti-LGBTQ+ bills and rhetoric seen in Congress and statehouses around the nation are having a negative impact on consumer confidence and homeowner behavior.

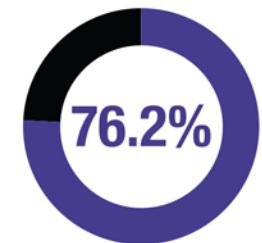
"The report uses 30 different sources, along with our annual member survey, to gain insight into the journey to homeownership for the LGBTQ+ community beginning when they first set out on their own," said Ryan Weyandt, CEO of the LGBTQ+ Real Estate Alliance. "We now have data that shows why urban centers are attractive to the LGBTQ+ community as most rent there at the start of their professional lives. We also have a greater awareness of what drives community members to purchase homes, including the impact of same-sex marriage and children. Unfortunately, the gains our growing LGBTQ+ population have made are suffering today as a loud minority in our nation, including elected officials, are attacking us with greater frequency."

### Here are some of the key findings:

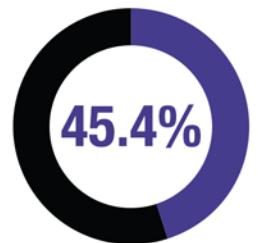
- **37.7% of LGBTQ+ respondents** identified a "formalized" relationship, engagement, or marriage as one of the top three reasons for their decision to become first-time home buyers;
- **Lesbian women (58.4%)** were **more likely than gay men (34.3%)** to report a "formalized" relationship, engagement or marriage as one of the top three reasons for the purchase of their first home;
- **More than 90% of straight LGBTQ+ Real Estate Alliance member respondents** purchased their first home by 33 years of age compared to only 75.9% of LGBTQ+ people;
- Gallup reported the number **same-sex marriages are up 70%** since 2015.
- UCLA's Williams Institute reports that **29.0% of LGBTQ+ people have children** and that **21.9% of married same-sex couples are raising kids**;
- **90% of Alliance members first lived on their own** prior to 24 years of age, with 12.3% doing so before they turned 18;



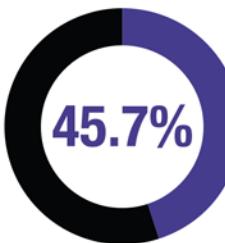
# LGBTQ+ Real Estate Alliance Member Survey



Have been in the business for over six years.



Produce at least \$5 million in sales volume.



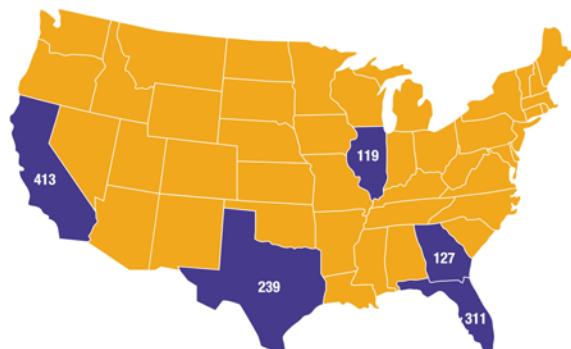
Report gross incomes of \$150,000 or more.

**81%**  
of respondents are real estate agents.



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

413	CALIFORNIA	127	GEORGIA
311	FLORIDA	119	ILLINOIS
239	TEXAS		



**43.2%**

reported they generated increased business from LGBTQ+ clients over the last three years.



**37.7%**

of all respondents to the LGBTQ+ Real Estate Alliance member survey reported that a "formalized" relationship, engagement, or marriage were in the top three reasons to buy a home.



The report goes into extensive detail and traces the home purchase cycle over multiple homes and the various factors that influence where LGBTQ+ people settle.  
A download of the full report can be found here:  
[realestatealliance.org/education](http://realestatealliance.org/education)



# Terry Behal

shares  
**6 TIPS**  
for Becoming  
a Better LGBTQ+ Ally

**TERRY BEHAL** is among the top 1 percent of realtors in Broward County, Florida. She's also a trusted supporter and long-time ally with the LGBTQ+ community. "In my professional life and personal life, trust is everything," she says. Behal shares valuable insights on how to become a more effective LGBTQ+ ally both in real estate and in everyday life.

## EDUCATE YOURSELF

"Take the initiative to educate yourself on LGBTQ+ issues and history," says Behal. "This will help you understand the struggles that LGBTQ+ individuals have faced and continue to face." Attend workshops, read books, and watch documentaries to learn about the community.

## LISTEN AND LEARN

"Don't assume that you know what their life is like just because you have a few friends who identify as LGBTQ+," Behal advises. Listen without judgement to the experiences and perspectives of LGBTQ+ individuals. By doing so, you can gain a better understanding of their struggles, fears, and hopes.

## SPEAK UP

"It's not enough to wave a rainbow flag at Pride," she says. "In the current climate with anti-LGBTQ+ bills being introduced, it's important for cis gender, white allies to be vocal." Whether in public or private, be outspoken against discrimination and prejudice. Challenge derogatory comments and behavior.

## SUPPORT LGBTQ+ ORGANIZATIONS

Support LGBTQ+ organizations through volunteering, donations, or participating in their events. Choose to do business with LGBTQ+ friendly companies.

## USE YOUR PRIVILEGE

"As a heterosexual person, you have privileges that LGBTQ+ individuals do not have," Behal asserts. "If you are unclear about what I mean by privilege, have a conversation with a friend or member of the LGBTQ+ community about what heterosexual privilege means to them." Use your privilege to amplify the voices of the LGBTQ+ community and build empathy with new allies.

## BE A ROLE MODEL

Show your support in your daily life and be a role model for others. "Remember that being an ally is an ongoing process, and it requires continuous effort and learning," Behal says. "You will find there will be a great reward in the relationships you form in this community - they will be lifelong, and transformative."

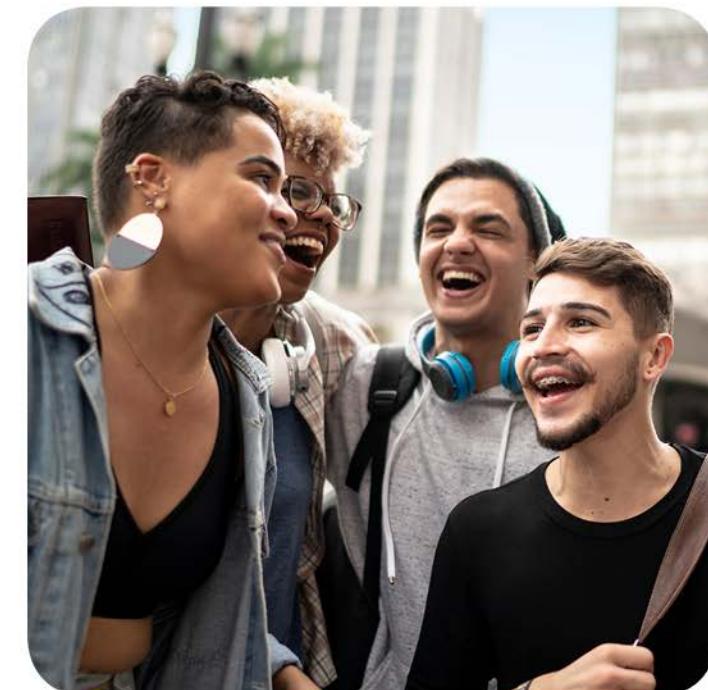


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A purpose  
for all people.

At the core of our purpose—to build better lives and communities—are the values that guide us to be intentional about diversity, equity, and inclusion. We do the work every day to diversify our leadership, empower all teammates, and fight for the opportunities we all deserve. Because we believe a culture where we can live and contribute our authentic selves is a stronger one.



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## BOB MCCRANIE

is helping LGBTQ clients flee the state of Texas

### WITH THE RECENT PASSING OF DISCRIMINATORY LAWS

**IN TEXAS**, many LGBTQ+ residents are reconsidering their futures in the state. Real estate professional Bob McCranie says many of his clients are worried about what the future holds for them and their families – from potential job loss to being stripped of basic rights.

A resident of Texas since 1987, McCranie started a real estate service in May 2022 to help clients flee the state and relocate to states that offer better protection for the LGBTQ+ community. He extended it to cover all red states in August, [www.fleeredstates.com](http://www.fleeredstates.com), citing the growing discriminatory legislative actions taking place across the nation. "There's going to be migration of LGBTQ+ people, and it's going to happen in waves, with each election, with every new law that targets our rights to just live and love like everyone else," he says.

McCranie and others in the LGBTQ+ community are calling for action to protect their rights and safety, stating, "All of our rights come from executive orders

and judicial rulings. Executive orders can be reversed, and rulings overturned. We have nothing that protects us fully the way that others are protected. Nothing."

The situation in Texas and other conservative states is a stark reminder of the fragility of LGBTQ+ rights in the US, and the need for continued vigilance and activism. McCranie advises other realtors to be knowledgeable about what's happening in their state and to be politically and socially aware. "It's important to look beyond the bubble of one's own community and understand what people in rural areas are dealing with, especially those who may not have access to an LGBTQ+ friendly agent," he urges. "As a realtor, it's important to be a beacon of knowledge and help others become aware of changes in rules and regulations that may affect their clients. Participate in local organizations, attend community events, and offer resources to support your community."

As Texas and other red states continue to pass discriminatory laws that diminish legal protections and introduce potential economic hardships for LGBTQ+ residents, McCranie cautions against complacency, "We need to be making plans now." ■

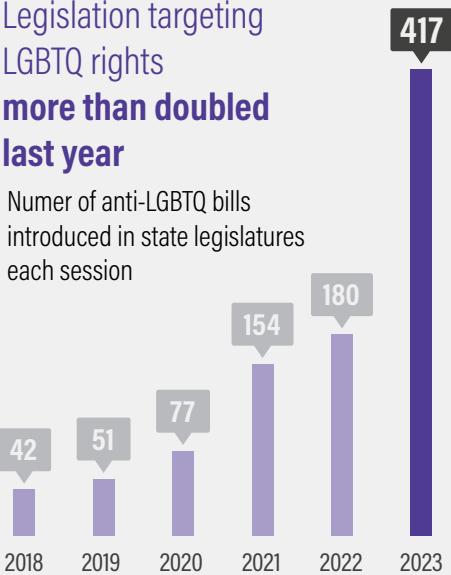
The ACLU is currently tracking **more than 435** anti-LGBTQ+ bills in the U.S.



The impact of these bills is having a profound impact on the LGBTQ+ community.

Legislation targeting LGBTQ rights **more than doubled last year**

Numer of anti-LGBTQ bills introduced in state legislatures each session



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

Source: 2023 LGBTQ+ Real Estate Alliance Member Survey

81%  
of Transgender people

reported that discriminatory bills and rhetoric moderately or significantly affected their mental health or made them feel less safe

More than half (51%) of LGBTQ+ adults reported that discriminatory bills and rhetoric moderately or significantly affected their mental health or made them feel less safe

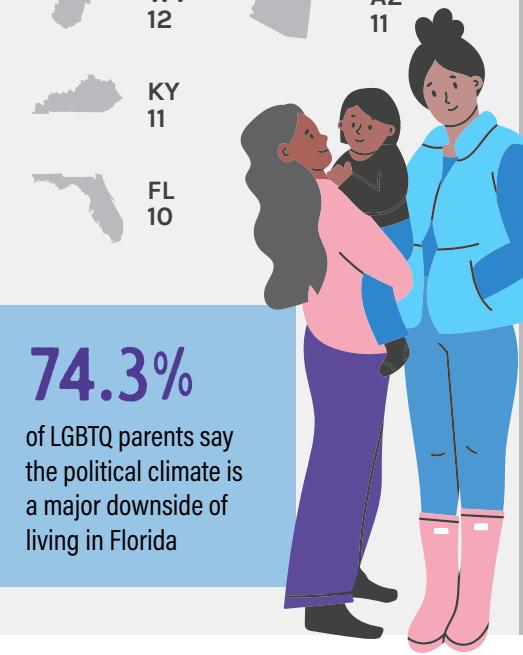
Florida:  
A Closer Look

Florida's **HB1557 "Don't Say Gay"** bill prohibits classroom instruction on sexual orientation or gender identity before the 4<sup>th</sup> grade and requires such instruction to be "age-appropriate or developmentally appropriate" thereafter.

**56%** of LGBTQ parents have considered moving out of Florida

**74.3%** of LGBTQ parents say the political climate is a major downside of living in Florida

### THE STATE'S WITH THE MOST ANTI-LGBTQ+ ACTIVITY ARE



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U.S. Bank is proud to support the LGBTQ+ Real Estate Alliance.



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# Change begins at home

Realtor.com® is proud to be a founding member of the LGBTQ+ Real Estate Alliance. This month, we're celebrating their ongoing impact on our industry, as well as our own LGBTQ+ community and Beyond Pride employee resource group.

But we're also looking ahead, exploring new ways to show solidarity, raise awareness, and amplify unheard voices in U.S. Because our mission to bring fair housing access to the LGBTQ+ community starts at home.

Find out more at [realtor.com/fairhousing](http://realtor.com/fairhousing)



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“ Home is a place that we associate with acceptance, family, love, safety, and belonging. Berkshire Hathaway HomeServices exemplify this and are companies that value its people, promotes diversity, equity, and inclusion, and cherishes homeownership and fair housing for all. ”



**Teresa Palacios Smith**

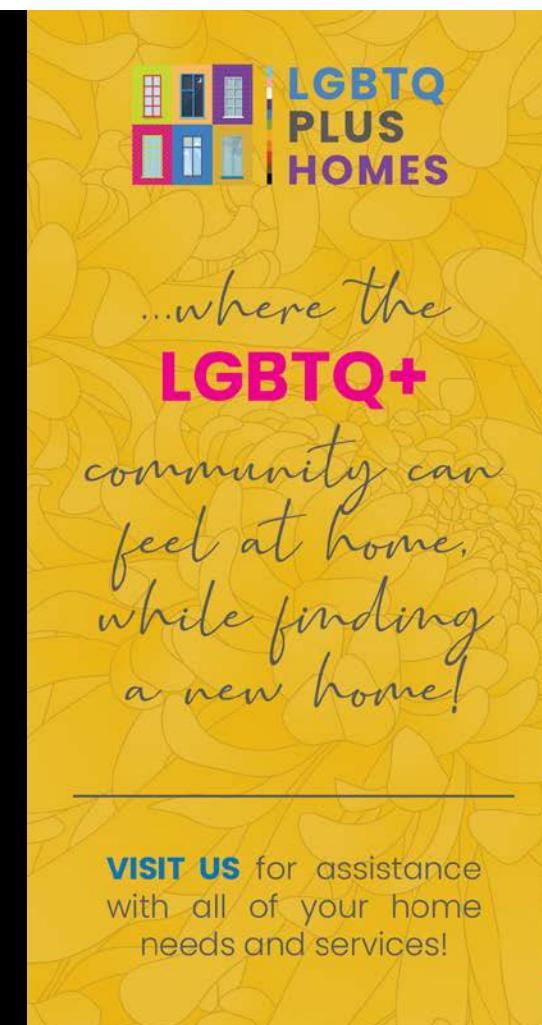
Chief Diversity, Equity and Inclusion Officer

Interested in joining our brand and/or learning about our Berkshire Hathaway HomeServices FoREver Pride Network?

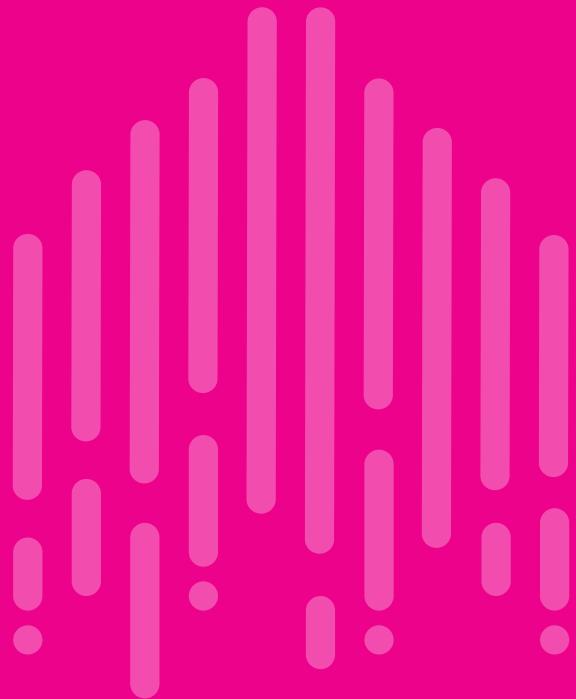
Reach out to [TeresaSmith@HomeServices.com](mailto:TeresaSmith@HomeServices.com)  
[HomeServices.com](http://HomeServices.com) | [BerkshireHathawayHS.com](http://BerkshireHathawayHS.com)

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