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Transforming the Economic Trajectory for Latinos Through Homeownership

Homeownership helps build intergenerational wealth and is a critical measure of how well the country's socioeconomic system supports American families.

Homeownership increases access to opportunities in education, employment, and health, forming a basis for prosperity and well-being. For many Latino families, homeownership also represents safety, stability, and inclusion. Unsurprisingly, an overwhelming majority of aspiring Latino homeowners express strong motivation to buy a home within the next 5 years.

The American housing market is tied to the success of Latino homeowners. Hispanics are the only demographic group projected to [increase homeownership rates](#) over the next 20 years and [data show](#) that over 8 million Latinos are mortgage ready. But demographics are not destiny, and the current housing market conditions disproportionately hurt the prospects of Latinos. Specific actions are needed from policymakers to realize the potential of Latino homebuyers and unleash their contributions.

To ensure that Latino families can achieve their homeownership goals and maximize the economic potential of this growing demographic, UnidosUS is undertaking an ambitious goal to significantly increase the Latino homeownership rate by 2030. We will work to expand UnidosUS program impact, drive meaningful policy change, support applied research, and share the story of Latino homeownership.

We need your voices, expertise, and on-the-ground experience in the community for a new federal policy opportunity on fair housing.

Federal agencies use rulemaking to issue new rules (also called “regulations”) or change old ones, and government agencies and recipients of federal funds are required to follow these rules. As part of the rulemaking process, comments are accepted from the public on proposed rules published in the Federal Register during a specified comment period.

The Department of Housing and Urban Development (HUD) just announced a [Notice of Proposed Rulemaking \(NPRM\) entitled “Affirmatively Furthering Fair Housing” \(AFFH\)](#). The goal of the updated rule is to proactively take meaningful actions to overcome patterns of segregation, promote fair housing choice, eliminate disparities in opportunities, and foster inclusive communities free from discrimination. The updated rule includes more robust community engagement requirements so that program participants can hear directly from residents about their specific fair housing-related needs. Your feedback on the proposed rule will be critical to elevate the needs of the Latino community and ensure that the new rule achieves its goals.

For more information on the proposed rule, you can read [Secretary Fudge's op-ed](#), [HUD's Press Release](#), [AFFH NPRM Fact Sheet and Frequently Asked Questions](#), and the [Quick Reference Guide](#) to learn more about the proposed rule. HUD will consider all public comments in crafting a Final Rule on fair housing. They will conduct an analysis of the comments which will help them decide whether to proceed with the rulemaking process or issue a new or modified proposal. UnidosUS policy staff are still evaluating the proposed rule, but here are a few potential ways for you to be involved:

1. **Submit your own response.** Directly share your experiences, comments, and thoughts related to the proposed AFFH rule. You do not need to be a lawyer, a policy analyst, or have any other specific qualification to share your relevant experiences. For tips on how to submit public comment, please view the [How To Guide](#).
2. **Share your experiences related to the topics covered in the proposed rule with the Policy and Advocacy team at UnidosUS.** This will help us gather information and evidence to potentially write a letter outlining ways to improve the final rule. UnidosUS plans to submit a public comment in response to the NPRM, wherein we hope to share information and diverse perspectives from the Latino community with HUD. To share your experiences or ask questions, please email Sam Kenney at skenney@unidosus.org.
3. **Sign on to the UnidosUS public comment letter.** If you're interested in signing on to a potential UnidosUS comment letter, please email Sam Kenney at skenney@unidosus.org to be included in the circulation of our draft comment for review and sign on prior to the submission deadline.