



HOME (*Home Ownership Means Equity*)

UnidosUS is transforming the economic trajectory of Latino families by removing barriers and increasing opportunities to **create 4 million new Latino homeowners by 2030.**



LATINOS BELIEVE IN THE POWER OF HOMEOWNERSHIP

Latinos value homeownership because it provides stability for their families, improves access to opportunities, and builds inter-generational wealth.

- Homeownership remains the primary driver of household wealth.
 - Latino households have one-fifth the wealth of white households according to the Federal Reserve Bank of St. Louis, but according to the Hispanic Wealth Project, Latino homeowners have **28x** the wealth of Latino renters.
- For the last **eight** years, Latinos have consistently increased their homeownership rate ([NAHREP](#)).
- Over the next 20 years, the Urban Institute forecasts that Latinos will be **70%** of net new homeowners and key to the future success of our nation's housing market.

BARRIERS ARE PREVENTING GREATER PROGRESS

Systemic barriers deny Latinos full access to achieve their goals of homeownership.

- The Federal Reserve Bank of St. Louis reports that in 2022, the Latino homeownership rate was **48.7%, compared to 76.6%** for white homeownership.
- A 2023 poll of Latino voters by UnidosUS revealed that most Latinos are concerned about the cost of living driven by the high cost of housing, with most saying they are considering relocation due to lack of affordable housing.
- In 2021, over one in three Latino renters reported not having enough savings for a down payment as their primary reason for not entering the market, according to the Hispanic Wealth Project.
- Latinos have, on average, higher debt-to-income ratios than white mortgage applicants, due in part to a higher concentration of Latinos in lower-paid employment sectors and residence in high-cost markets.
- According to the FDIC, Hispanics experience higher loan denial rates and higher interest rates when approved, than whites, even when controlling for credit score, loan-to-value, and debt-to-income ratios.



UNIDOS US IS UNIQUELY POSITIONED TO LEAD A NATIONAL MOVEMENT

We're leveraging our expertise in policy, communications, research and the UnidosUS Affiliate network to increase homebuyer readiness, expand access to credit, increase the supply of affordable homes, and protect inter-generational wealth by:

1. Investing in community-based organizations that are building affordable homes for first-time home buyers and educating consumers on their homeownership journey.
2. Sponsoring research on Latino homeownership to inform better public policies and market practices.
3. Elevating the voice and perspective of Latino homebuyers and owners to inspire and influence action.
4. Advancing a federal and state policy agenda to increase opportunities and remove unnecessary barriers to homeownership for Latino families.

For additional information, visit [unidosus.org/homeownership](https://www.unidosus.org/homeownership).

UnidosUS is a nonprofit, nonpartisan organization that serves as the nation's largest Hispanic civil rights and advocacy organization. Since 1968, we have challenged the social, economic, and political barriers that affect Latinos through our unique combination of expert research, advocacy, programs, and an [Affiliate Network](#) of nearly 300 community-based organizations across the United States and Puerto Rico. We believe in an America where economic, political, and social progress is a reality for all Latinos, and we collaborate across communities to achieve it.

For more information on UnidosUS, visit www.unidosus.org or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#).