

Home Ownership Means Equity (HOME)

Homeownership is a cornerstone of family stability, security and wealth building. UnidosUS set an [ambitious goal](#): to transform the economic trajectory of Latino families by creating **4 million new Latino homeowners by 2030**. Our policy agenda supports every step of a family's housing journey—preparing tomorrow's homeowners and helping current homeowners preserve inter-generational wealth.

As the fastest-growing demographic of the housing market, we know that [Latinos are the future of homeownership](#), and housing policies that support Latino homeownership make our national economy stronger and more resilient. **In year two of our HOME Policy Agenda, we are prioritizing:**

I. **Building bipartisan support for housing policies that meet the needs of prospective Hispanic homebuyers.**

UnidosUS will:

- **Advocate for increased funding for the U.S. Department of Housing and Urban Development (HUD) Housing Counseling Programs to prepare Latinos and others for homeownership.** We will push lawmakers to provide appropriate levels of resources for the HUD Housing Counseling Program, which leverages community-based organizations to provide culturally relevant and consumer centered resources that position first-time homebuyers well for their homeownership journey.
- **Promote First-Time Homebuyer (FTHB) tax credits to combat the primary barrier of insufficient savings for downpayment through a policy brief and legislative advocacy.** Targeted to first-time homebuyers, this policy would make homeownership more accessible to young Latino families and contribute to wealth-building and economic empowerment within the community. By increasing awareness, UnidosUS will help ensure this remains a viable policy option to support FTHB.
- **Elevate federal legislation to revitalize distressed urban, suburban, and rural neighborhoods by providing federal tax credits to homeowners and developers involved in building and rehabilitating owner-occupied homes.** UnidosUS will join coalition efforts to enact bipartisan legislation bridging the gap between construction costs and home value, incentivizing the renovation of existing homes and promoting new construction to expand the supply of available starter homes.

II. Supporting Administration efforts to finalize and improve key housing policies.

UnidosUS will advocate that the Administration:

- **Enhance the second round of Equitable Housing Finance Plans.** UnidosUS will advocate for improved monitoring and feedback mechanisms to ensure these plans are effective and scalable to address the specific needs of Latino communities. We will collaborate with policymakers and stakeholders to refine these plans, ensuring they include targeted support and resources that facilitate increased Latino homeownership.
 - **Issue a Final Affirmatively Furthering Fair Housing (AFFH) Rule that includes robust plans to engage the Latino community.** This rule, and appropriate steps toward implementation, is crucial to promote equitable access to affordable housing and ensure that federal housing policies foster inclusive and supportive living environments. We will advocate for a strong AFFH rule by elevating opportunities for engagement and education within our Affiliate Network of over 300 community-based organizations.
- **Increase immigrant inclusion by supporting Individual Taxpayer Identification Number (ITIN) mortgages.** Recognizing the challenges faced by immigrants in accessing affordable housing, we will urge federal housing regulatory agencies to address the barriers to supporting Individual Taxpayer Identification Number (ITIN) mortgages and work with the US Treasury and Internal Revenue Service (IRS) to clear administrative hurdles to obtaining an ITIN, as is required under federal law for many immigrant households. We will build a coalition to advocate for such changes at the IRS and at the housing agencies and support them over time.

III. Leveraging state legislature flexibility to address housing issues.

States are at the forefront of addressing the housing affordability crisis, demonstrating the capacity to implement impactful changes through mechanisms that are unavailable at the federal level. For example, ongoing efforts in state zoning reforms and pro-housing supply policies are crucial for increasing the starter home supply and mitigating affordability challenges.

UnidosUS will advocate that state legislators:

- **Support legislation and regulation to create capacity and flexibility in the manufactured home marketplace.** UnidosUS will provide feedback, education and materials to increase innovation in the design and construction of manufactured homes, making these affordable starter home options more accessible for young Latino families who desire to transition into homeownership.

- **Promote zoning reforms for increased housing supply.** UnidosUS supports a range of zoning reforms in California and Arizona to foster the production of affordable starter homes and address the gap in “missing middle” housing. This includes promoting best practices in housing supply construction and pushing for state-level reforms that make it easier to develop housing that meets the needs of Latino families that can inform 2025 legislative efforts in all UnidosUS priority states.
- **Pilot homeownership solutions in California.** Recognizing the unique position of states as laboratories for policy innovation, UnidosUS is advocating for a range of homeownership policy efforts in California. California’s efforts can provide valuable insights and scalable solutions that other states might adopt to enhance housing affordability and accessibility.

IV. Building power by shaping public discourse, educating the Latino electorate and elevating Hispanic housing leaders.

Our 2024 HOME Policy Agenda is not just a blueprint for legislative and regulatory action, it is a call to amplify the voices and needs of the Latino community. By promoting an accurate narrative of Latino voters and their priorities and enhancing the visibility of housing policy solutions, we aim to place Latino economic empowerment at the forefront of policy discourse. UnidosUS will:

- **Deepen the community’s understanding of housing’s central role in Latino empowerment.** UnidosUS will emphasize housing as a cornerstone of stability and prosperity for Latino families, underscoring its critical role in achieving economic security and their American dream. We will highlight success stories and data that illustrate the transformative impact of homeownership on Latino communities, reinforcing the necessity for targeted policy support to overcome housing challenges.
- **Enhance voter education on Housing issues.** In partnership with *Mi Familia Vota*, we will highlight the use of housing policy information and insights to educate voters, empowering them to make informed decisions at the polls based on how candidates’ policies will impact their housing opportunities and economic well-being.
- **Increase Latino representation among policymakers on housing.** UnidosUS will leverage our network and expertise to uplift Latino housing experts to ensure federal housing regulators enact housing policies and programs that are inclusive and effectively address the unique needs of Latino communities.
- **Conduct research on local and state policies that promote clear title ownership and facilitate wealth transfer for homeowners.** By identifying best practices, barriers, and potential reforms that can ensure more equitable

and efficient transfer of property titles, we can enhance wealth accumulation and intergenerational wealth transfer within the Latino community.

- **Develop research on promising alternatives to expand access to credit, such as cash-flow underwriting, that better capture the nuances in Latinos' financial behaviors.** Cash-flow analysis can provide a more holistic assessment of repayment ability by examining factors traditionally excluded from loan underwriting and provide deeper insights into applicants' ability to repay. Further research and advocacy are required to reshape policy and industry norms, facilitating the availability of alternative forms of underwriting for Latino applicants.

About Us

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](#).