

UnidosUS set a transformative goal to advance the economic prosperity of the Latino community by investing in solutions to...

Help 4 million Latino families become homeowners by 2030.



WHY INCREASE LATINO HOMEOWNERSHIP?

Latinos are essential to the future success of the U.S. housing market

With consistent population growth and one of the highest labor force participation rates, Latinos continue to make strong economic gains and increasingly underpin America's housing market and economy.

- For nearly a decade, the Hispanic homeownership rate has risen steadily. ([NAHREP](#))
- Over the next 20 years, Latinos will comprise **70%** of new homeowners. ([Urban Institute](#))
- Homeownership remains the **primary driver of household wealth**. Latino homeowners have **28 times** the wealth of Latino renters. ([Hispanic Wealth Project](#))
- Since 2020, Latinos have made significant gains with more than 1.5 million new homeowners. ([U.S. Census Bureau](#))

Unnecessary barriers threaten opportunity

Some government policies and business practices create needless roadblocks to financial security and success.

- The Latino homeownership rate is currently **48.8% compared to 74.2%** for white counterparts. ([Federal Reserve Bank of St. Louis](#))
- In 2022, Latinos were **54% more likely** to be denied financing for a home purchase than non-Hispanic applicants, leaving many Latinos with high-cost, predatory loans as their only financing option. ([NAHREP](#))



LEADING A NEW MOVEMENT

UnidosUS launched the [HOME initiative](#) in June 2023 and is uniquely positioned to lead this national movement.

UnidosUS is leveraging its expertise to expand access to credit, boost the supply of affordable housing for first-time homebuyers and drive sustainability and asset preservation for Latino homeowners through:

- Policy and Advocacy
- Research and Data
- Convening and Community Investments
- Communications and Storytelling



HOME COMMUNITY OF PRACTICE

Each year, the HOME initiative invests in community-based solutions to increase homeownership opportunities. Since 2023, the HOME initiative has made over \$2.2 million in grants to locally led efforts that are increasing homeownership opportunities. Awards and recognitions have gone to urban, suburban and rural communities in 16 states, the District of Columbia and Puerto Rico. These investments have helped boost Latino mortgage readiness and supported innovative solutions to address America’s housing supply crisis.



- Arizona
- California
- Colorado
- Florida
- Georgia
- Illinois
- Massachusetts
- Michigan
- Minnesota
- Nevada
- New Mexico
- North Carolina
- Ohio
- Oregon
- Puerto Rico
- Texas
- Wisconsin
- Washington, DC

FOR ADDITIONAL INFORMATION

Contact: info-home@unidosus.org
 Visit: <https://unidosus.org/homeownership/>

About UnidosUS

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 more than 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 [UnidosUS.org](https://unidosus.org) or follow us on [Facebook](#), [LinkedIn](#), [Instagram](#) and [X](#).