



## Closing the Latino Homeownership Gap: Home Ownership Means Equity<sup>®</sup> (HOME)

Homeownership is a gateway to financial security and generational wealth building, and the American public's ability to achieve this middle-class milestone also underpins the health of our broader economy. Latinos are projected to comprise 70% of net new homeowners in the U.S. by 2040, making them essential to the nation's success. However, unnecessary barriers persist and threaten the realization of this opportunity. For this reason, UnidosUS set a bold goal: to advance economic prosperity through policies and investments and add **4 million new Latino homeowners by 2030**.

Our HOME policy agenda seeks to move every family along in their housing journey — preparing tomorrow's first-time homebuyers, supporting prospective homeowners and helping current homeowners preserve the value of their wealth.

**In 2025, the third year of our HOME policy agenda, we will:**

### I. Expand access to credit and capital by:

- Promoting the development and adoption of **more accurate underwriting approaches**, including **positive rent reporting**.
- Ensuring continuity of the **charter obligations** held by government-sponsored enterprises to provide **housing liquidity, stability and affordability**, as well as preserving their mission activities (including their affordable housing goals) and assuring funds they earn are **reinvested in housing**.
- Preserving **federal funding for housing counseling programs** and **advocating for legislation** to widen access to financial counseling services for lower-income individuals and families.
- Promoting **targeted first-time homebuyer tax credits** to help Latinos save for a down payment.

## II. Boost the supply of affordable “starter homes” for first-time homebuyers by:

- **Advancing federal tax credits** that revitalize communities as well as support homeowners and developers that build and rehabilitate owner-occupied homes.
- **Supporting policies to create capacity and flexibility** for home building innovations, including manufactured and modular home construction.
- **Promoting zoning and land use reforms** to increase housing supply in Arizona, California and Texas.
- **Communicating the essential role that Latinos play** in construction and other jobs that address our housing supply shortage and **countering disinformation** that threatens fair access to housing for all American families.



## III. Protect homeownership equity and legacy by:

- **Identifying and promoting community-based solutions** that maintain housing value and wealth.
- **Increasing awareness** of the risks and economic impacts of climate change to homeownership and developing policies to address underinsurance.
- **Advocating** for a comprehensive, equitable disaster relief system that ensures fair access to federal and state resources aimed at improving the resiliency of homes and supporting recovery from natural disasters.
- **Supporting** a stable, affordable and fair insurance marketplace for homeowners.



### 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 [www.unidosus.org](http://www.unidosus.org), or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#).