

Latinos: The Engine Behind U.S. Homeownership Growth

Latino homeownership growth surpassed forecasts because Latino families availed themselves of economic opportunity when home prices and interest rates were low at the start of the decade. However, due to reduced housing affordability — driven by rising home prices and higher interest rates — the current rate of Latino homeownership growth has slowed.

On track to adding 4 million new Latino homeowners by 2030



+ In just five years, between

2019

2024

over 2.3 million Latinos became homeowners — surpassing

50% of our goal

In 2024,

compared to

2020

there was a **42%** decline in the rate of growth of new Hispanic homeowners.

Source: Polygon Pulse

Opportunity Cost: Policy changes needed

Current economic conditions are creating an opportunity cost. Latinos who are ready to buy a home are being locked out. We need policy and market solutions to address this.

Latinos are essential to a healthy U.S. economy and housing market:

70%

Latino share of projected net new homeowners.

Source: Urban Institute

31%

Current construction workforce that is Hispanic.

Source: National Association of Home Builders

15%-20%

America's GDP historically driven by the housing sector.

Source: National Association of Home Builders

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