



HOME OWNERSHIP MEANS EQUITY CAMPAIGN

AUGUST 26, 2024

GOAL



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

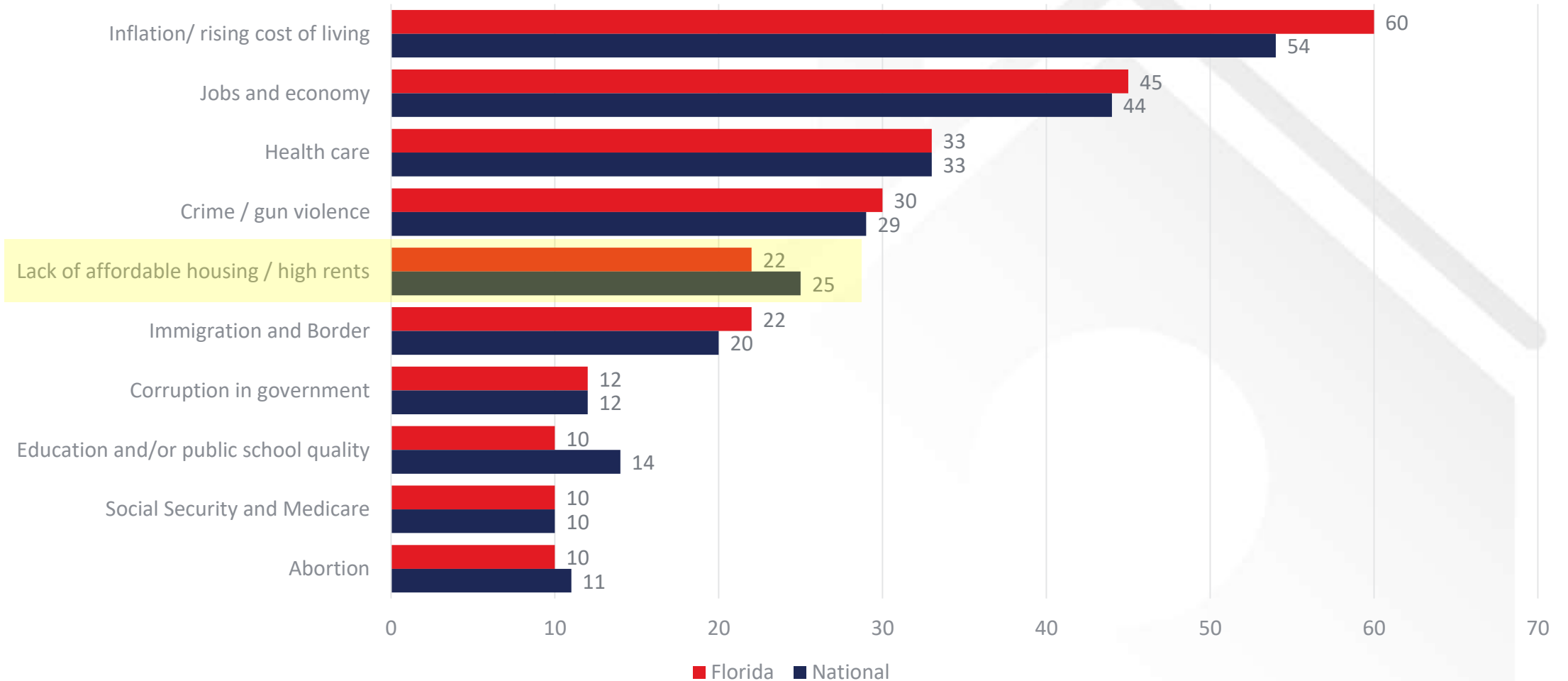
STRATEGIES

1. Remove systemic barriers faced by Latinos through **policy and advocacy**.
2. Elevate the importance of Hispanic homeownership through **communications and storytelling**.
3. Inform better policies and practices through **research and insights** on Latino homeownership.
4. Identify, support, and invest in **community-based innovations**.

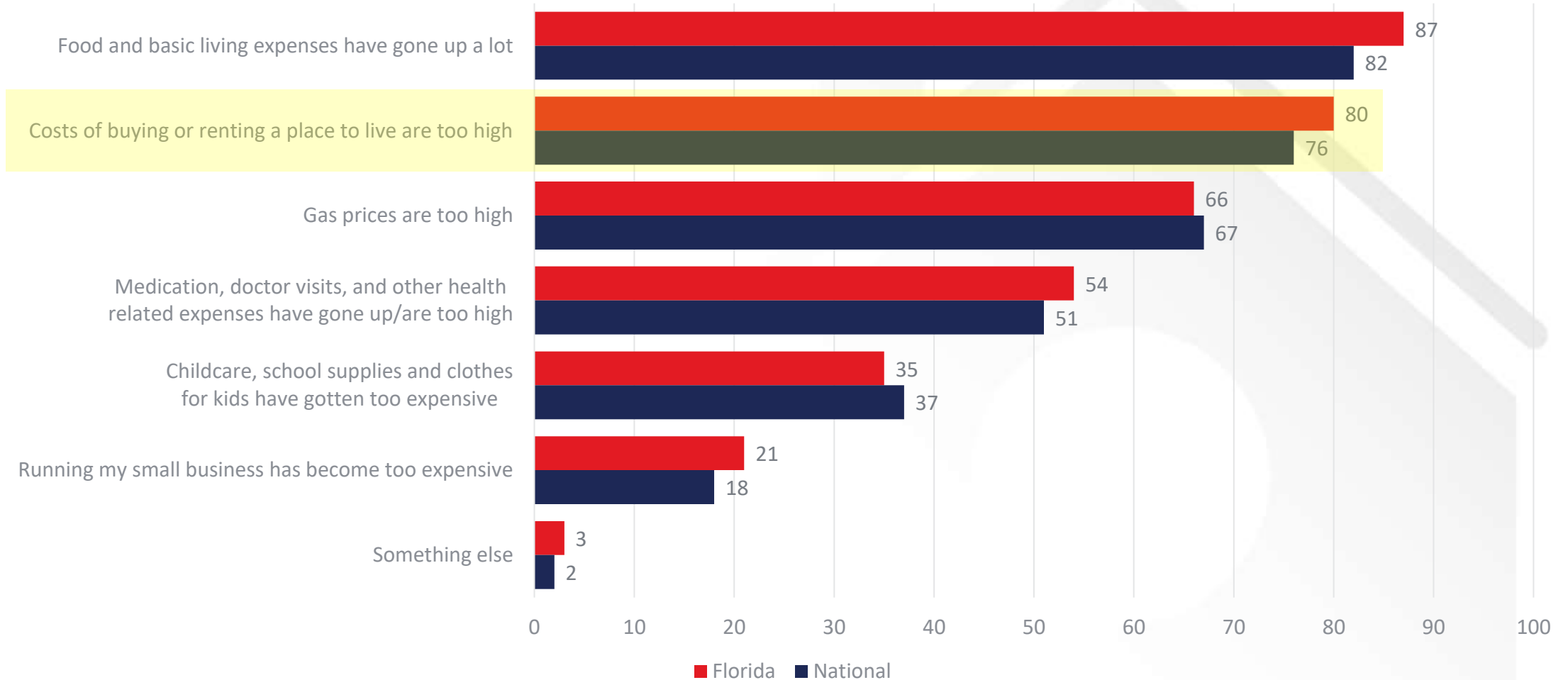
LATINO VOTER POLL



MOST IMPORTANT ISSUE?



WHAT DO YOU MEAN BY INFLATION?



HOUSING PRIORITIES



HOUSING SUPPLY



LOW HOUSING SUPPLY LIMITS
ECONOMIC POTENTIAL



RESTRICTIVE REGULATIONS
MEAN LESS STARTER HOMES



LOW HOUSING SUPPLY DRIVES
HIGH HOUSING COSTS

AFFORDABILITY CRISIS



TOP CONCERN FOR
HISPANICS



INFLATION DRIVEN BY
HOUSING COSTS



INCOME-HOUSING GAP
COST

ACCESS TO CREDIT



HIGH INTEREST RATES



HIGH DEBT-TO-INCOME
(DTI) RATIOS



LOW CREDIT SCORES

SOLUTIONS

- Increase the availability of affordable starter homes by reforming discriminatory zoning and land use regulations.
- Invest more in programs and policies to offset the high costs of housing and provide a boost to young families trying to buy their first home.
- Invest in solutions to offset impact of high interest rates, develop programs that help reduce debt burdens, and improve credit access and financial education.
- Expand the use and access of community land trusts.
- Promote and support culturally relevant housing counseling.

UPCOMING WORK

- August Latino Voter Poll (In-progress now)
- Election Eve Latino Voter Poll (Late October 2024)
- Advancing Latino Homeownership Symposium (January 2025)
- 2025 Florida Hispanics Housing Local Roundtables (2025 Q1)

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Thank You





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