



National Association of Gay & Lesbian Real Estate Professionals **LGBT REAL ESTATE REPORT** **2017** A view of LGBT Homeownership Trends and Economic Impact

The 2015 Supreme Court affirmation of Marriage Equality has paved the way for the LGBT community to further welcome and participate in the American Dream of Homeownership.

The LGBT Real Estate Report shares dramatic findings that illustrate the importance the ruling may have on the future of the LGBT community and the U.S. economy.

NAGLREP is a 501(c)(3) non-profit that combines business and advocacy for equality to advance sustainable homeownership and wealth creation in the LGBT community. We work closely with local, state and federal leadership, along with REALTOR® local associations, state associations, and the National Association of REALTORS®. Our vibrant community of LGBT and allied real estate professionals continuously engages in learning and networking opportunities to develop and enhance their business relationships.

The 2017 NAGLREP LGBT Real Estate Report was fielded via Survey Monkey in May with more than 325 NAGLREP members responding. Additional resources include 2016 NAR Member Profile and Witeck Communications.

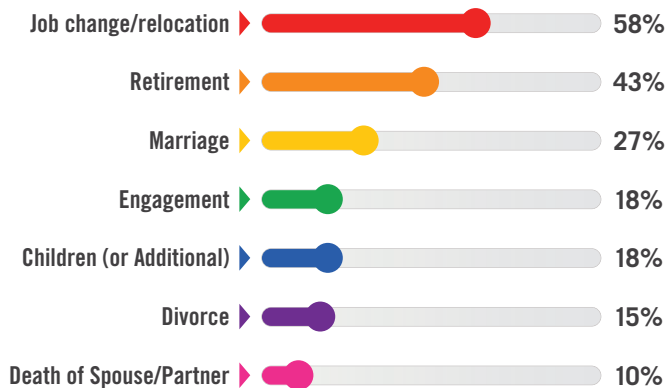
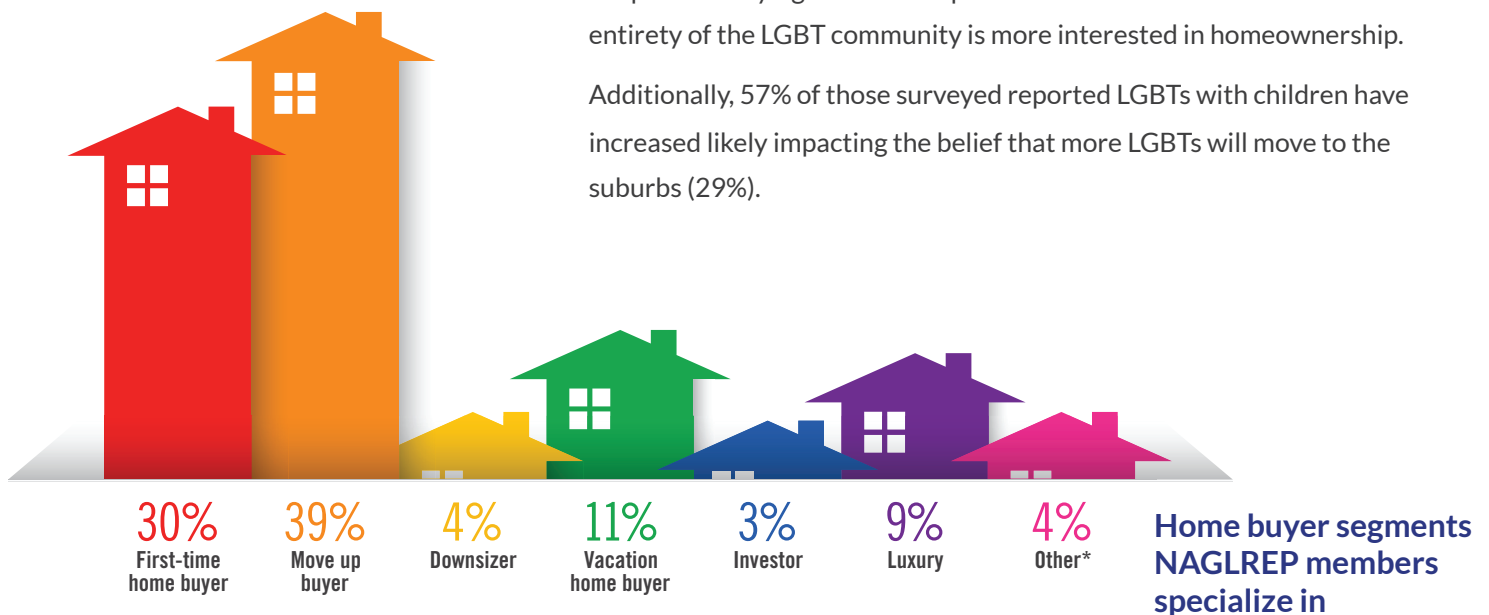


The LGBT Community

The world changed on June 26, 2015 when the U.S. Supreme Court ruled that marriage equality will be the law of the land. The LGBT community rejoiced as Justice Anthony Kennedy wrote, "No union is more profound than marriage, for it embodies the highest ideals of love, fidelity, devotion, sacrifice, and family. In forming a marital union, two people become greater than once they were."

The 2017 NAGLREP Homeownership Survey found the ruling may have brought even more than an increase in marriage ceremonies, including the LGBT community showing a greater interest and desire to own a home. The survey found 47% of NAGLREP members believe more LGBT married couples are buying homes than prior to the decision while 46% believe the entirety of the LGBT community is more interested in homeownership.

Additionally, 57% of those surveyed reported LGBTs with children have increased likely impacting the belief that more LGBTs will move to the suburbs (29%).



% of NAGLREP members indicating frequent reason for LGBT clients' move over last 12 months

LGBT Home Spending Boom on the Horizon?

There is great potential for LGBTs to spend significantly on their homes in the coming months with 55% of NAGLREP members believing a sizeable number of their LGBT clients will spend more of their discretionary income on their home with furniture (51%) and smart home technology (50%) expected to be most prevalent.

NAGLREP members (49%) also believe a sizeable number of their LGBT clients will be move-up buyers vs. downsizers by an almost three-to-one margin. Second homes purchases (34%) are also a distinct possibility.

This spending activity would have significant impact on the American economy considering the LGBT community has almost \$1 trillion in buying power according to Witeck Communications.

Our Engagement with the LGBT Community

"My husband and I found some great homes online and would like to know if the area is gay friendly. We'll be in town May 12-16 and would like you to assist with the purchase. Our budget is up to \$500K."



"We are a two mom family with 2 young children. Seeking a neighborhood with good schools that would be welcoming to a gay family."



Considering that only 4-6% of the U.S. population self identifies as LGBT, a disproportionate amount of NAGLREP member clients are from the LGBT community.

- 33% report their business consists of 11-30% LGBT
- 47% citing 1-10% of their clients are LGBT.

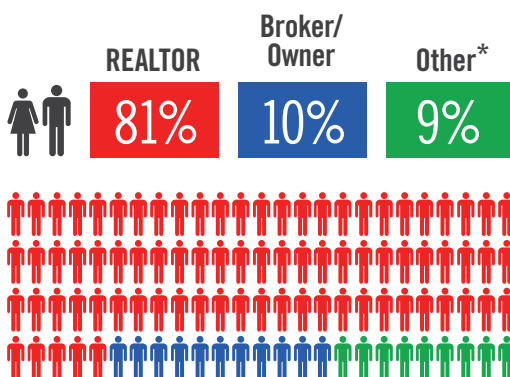
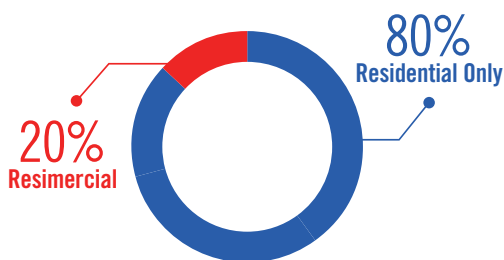
NAGLREP members report that their clients are overwhelmingly Gen X (73% are 35-54) and move up buyers (39%).

Self-identifying as LGBT, or LGBT friendly, is important to NAGLREP members with 90% reporting they do so in their promotions. Additionally, 80% of those who reported believe their NAGLREP membership provides added credibility with their clients.

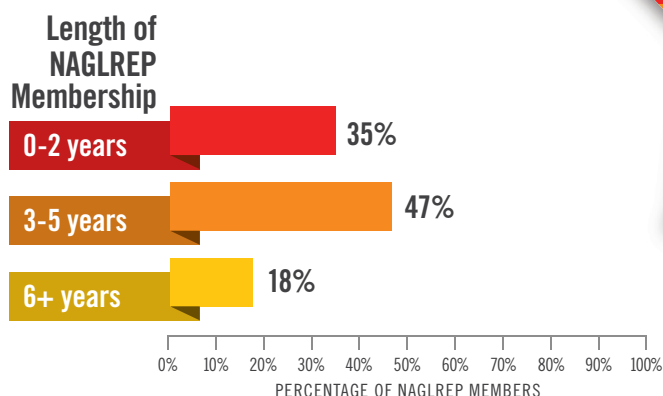
NAGLREP is a trusted resource for the LGBT community. NAGLREP.com receives approximately 75,000 unique views per month largely from LGBTs hoping to work with our members.

This consumer engagement equates to 90% of all NAGLREP members reporting they close at least 1-3 consumer transactions per year through their NAGLREP.com profile, and 6% of members close 4-6 transactions per year through their NAGLREP.com profile. Additionally nearly 50% received at least one referral from a NAGLREP colleague. 85% of members renew their membership each year.

We successfully campaigned for the National Association of REALTORS® to support the Equality Act and The Fair and Equal Housing Act.



*Other defined as Mortgage, Title, and other real estate professionals



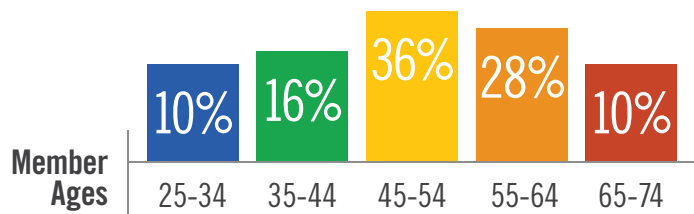
Policy

NAGLREP has publicly supported two separate Congressional bills which will positively impact the lives of the LGBT community and outlaw housing discrimination based on sexual orientation and gender identity.

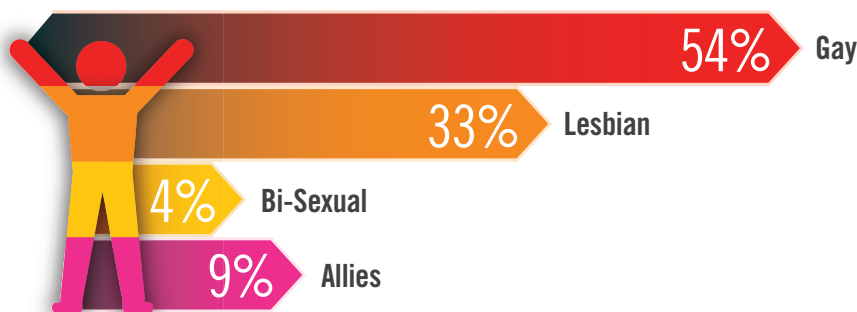
This work is critical as housing discrimination against the LGBT community remains a concern with 44% of respondents indicating a sizable number of their LGBT clients will experience the same or worse discrimination than in years past.

Who We Are

NAGLREP is one of the most influential LGBT and allied organizations in the nation with more than 2,000 members and Corporate Partners from most of the largest real estate brokerage, mortgage, title and banking firms in the nation. We routinely collaborate with NAR, HUD, HRC, NGLCC and other prominent LGBT groups.



NAGLREP Members Self Identify as Being:



Membership includes 2,000+ real estate professionals in the United States and international territories.

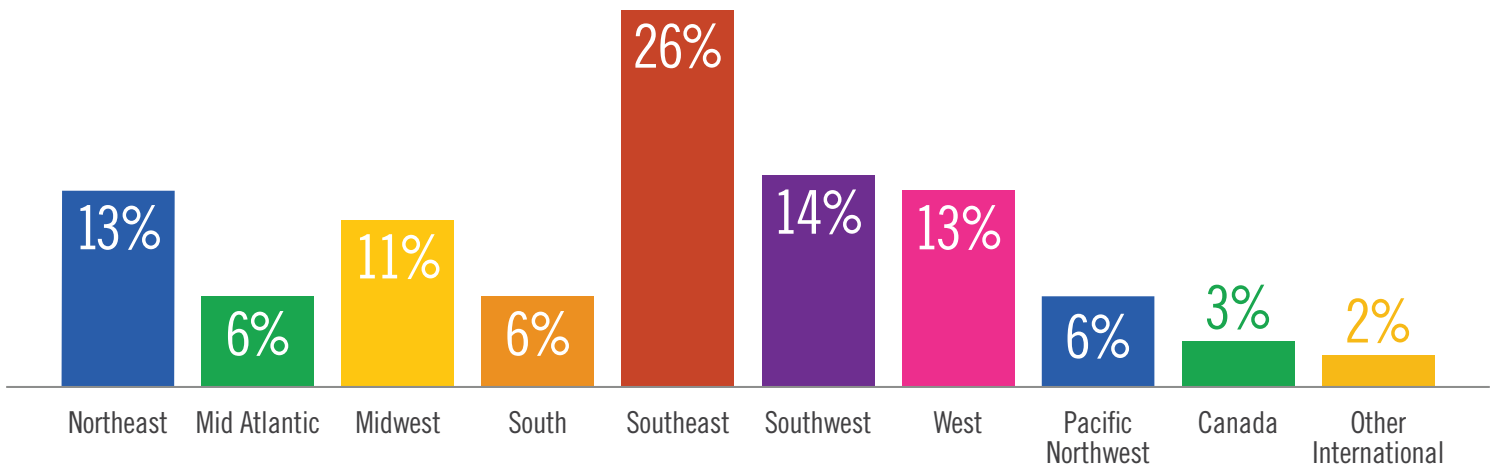
NAGLREP continues to grow with a 30% increase in year-over-year membership as we celebrate our 10th anniversary.

NAGLREP's work within the local real estate industry has steadily increased.

NAGLREP chapters are operating around the nation including:

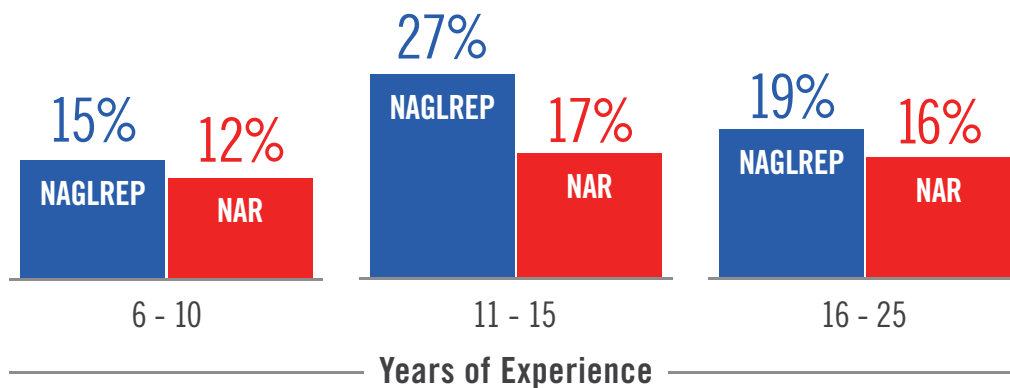
San Francisco, San Diego, Austin, Denver, Chicago, Washington, D.C., Raleigh, New York City, Philadelphia, Minneapolis, Atlanta, Fort Lauderdale, Tampa/St. Petersburg, and Kentucky.

Four-out-of-five NAGLREP members have indicated a desire to participate in NAGLREP activities locally.

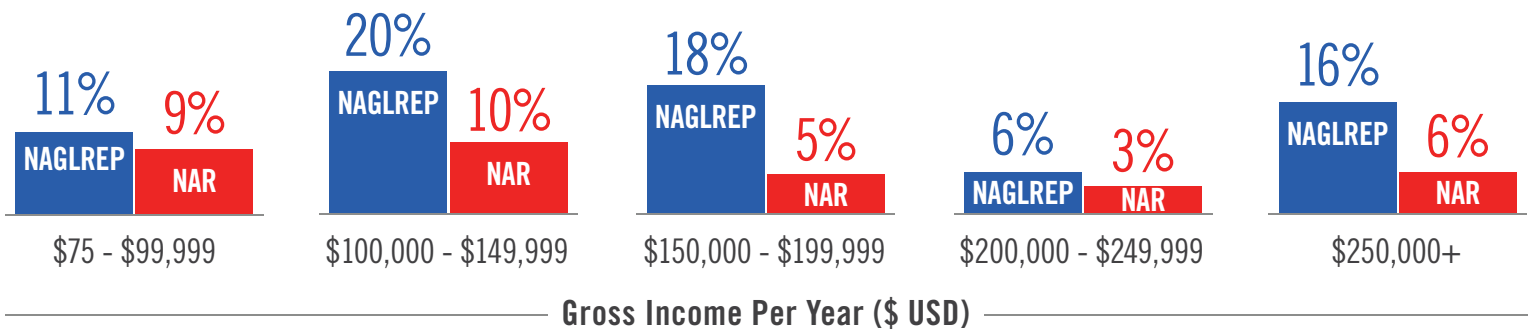
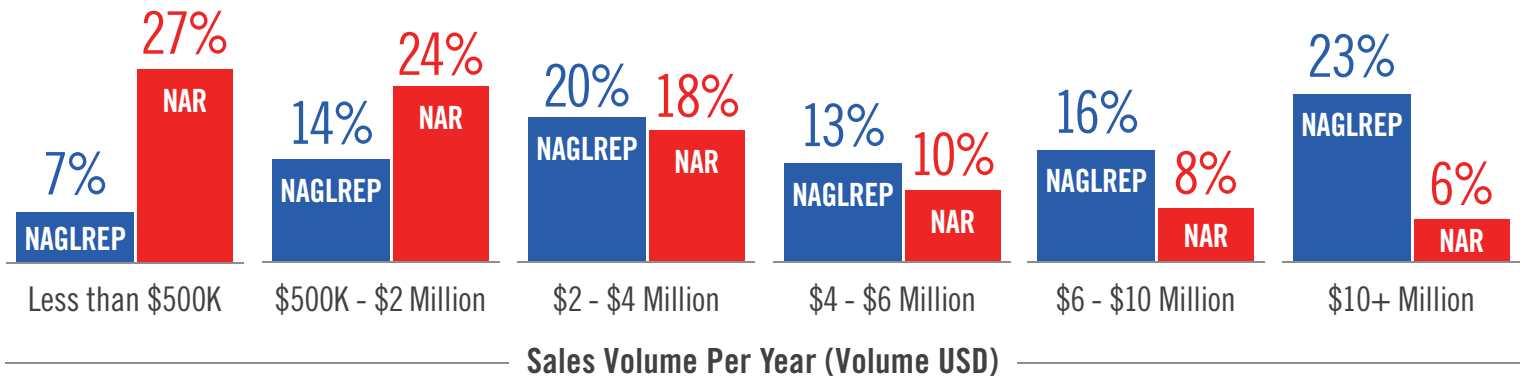
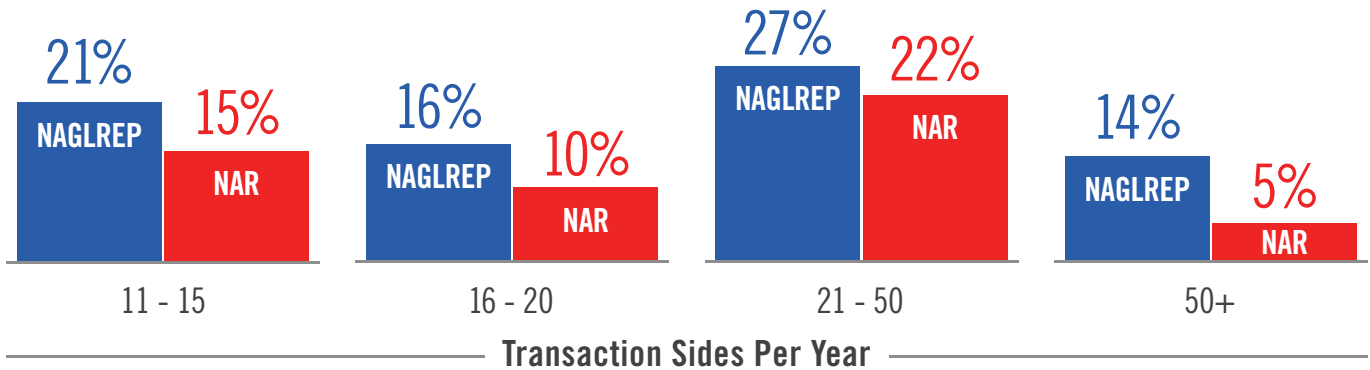


NAGLREP members are some of the most successful in the entire real estate industry.

The NAGLREP membership base is incredibly experienced and successful, especially when compared to the overall NAR membership. Almost 50% of all members have been in real estate for 11-to-25 years compared to only 33% for NAR membership. We skew urban (48%) vs. suburban (38%).



Almost 60% of NAGLREP members produce 16+ transaction sides a year while nearly 40% do more than \$6 million in sales volume annually. This business acumen translates to \$150,000+ in gross income for 40% of NAGLREP members.



NAGLREP members are
extremely loyal with

77%

looking favorably on
corporate sponsor partners.

80%

NAGLREP members agree
their involvement with a
national LGBT Real Estate
Association gives them
added credibility with their
LGBT clients.

Members Regularly Refer Providers

98%
Mortgage Professional

83%
Title Insurance

78%
Home Warranty

91%
Home Inspection

The ever-evolving real estate industry allows NAGLREP members to continuously engage and refer with ancillary business.

Almost all NAGLREP members have referred mortgage and home inspection professionals, 98% and 91% respectfully, over the last year.

The opportunity exists for the title insurance (83%), home/renter insurance (36%) and mortgage insurance (14%) professionals to work more closely with NAGLREP members for referrals.

Corporate Partners



For more information visit NAGLREP.com or call 561.865.6117

