

The Business Case for ALLYSHIP

LGBTQ+ REAL ESTATE

alliance 

The fast-growing LGBTQ+ population in the U.S. coupled with the nearly \$1 trillion buying power of this group together make a strong business case for becoming an LGBTQ+ ally. Learn more below, or visit realestatealliance.org.

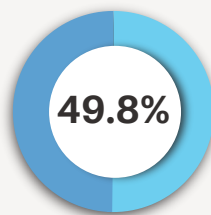
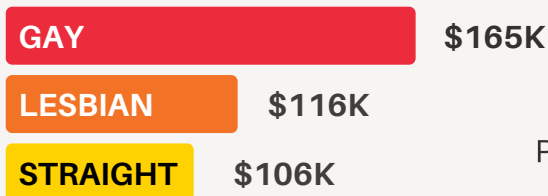
\$917B BUYING POWER OF LGBTQ+ PEOPLE IN THE U.S.

Enough to buy 3,151,000 homes at the median home price of \$291,000.

Do LGBTQ+ people live here?

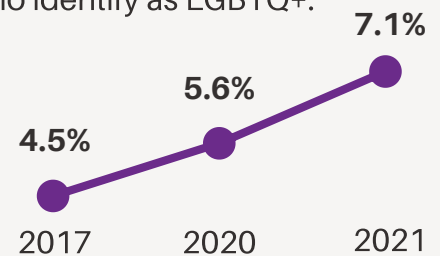
LGBTQ+ people are fairly equally spread out among big cities (35%), rural areas (35%), and suburbs (30%).

Average income of straight, gay, and lesbian couples in 2018:



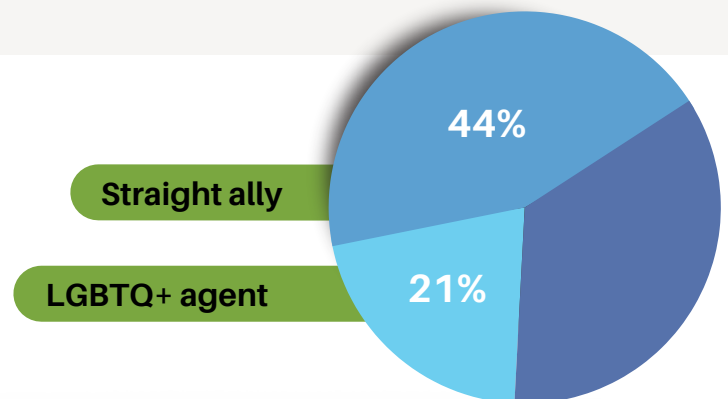
Percent of LGBTQ+ people who own a home:

Percent of the U.S. population who identify as LGBTQ+:



Don't LGBTQ+ people just use LGBTQ+ agents?

Freddie MAC found in 2018 that of those surveyed who bought a home in the past five years, 44% used a straight ally or LGBTQ+ friendly agent.



Take the Ally Pledge!

Take the Alliance Certified Ally certification course offered by the LGBTQ+ Real Estate Alliance.

realestatealliance.org/education

