

## The homebuying power of **Latinos**

Today more Latinos than ever are ready to become homeowners.



The Hispanic homebuying market offers a tremendous opportunity to grow your business. Consider just how big a prospect this untapped demographic is:

- ◆ Hispanic homeownership rates have risen consistently for nearly a decade
- ◆ By 2041, Latinos will account for 70% of US homeownership growth
- ◆ Language doesn't have to be a barrier to homeownership since most Hispanic millennials speak English
- ◆ With a median age of 30, nearly 2 in 3 Latinos are aged 40 or younger
- ◆ In the past year, Latinos were twice as likely as other new homeowners to buy a home at a younger age

Source: NAHREP's 2021 State of Hispanic Homeownership Report

### **Optimize your Hispanic marketing outreach:**

- ◆ Online Homebuyer Education Test
- ◆ Co-brandable flyers and infographics
- ◆ Affordability calculators, worksheets and other tools
- ◆ Homebuyer seminar materials

**Start building stronger connections with Hispanic marketing tools and resources:**  
[mgic.com/hispanic-marketing](https://mgic.com/hispanic-marketing)