



The National Association of
Gay & Lesbian Real Estate Professionals

2015 LGBT HOME BUYER AND SELLER SURVEY

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Research Overview

Methodology



- The study was produced by Community Marketing & Insights (CMI), which has been conducting LGBT consumer research for over 20 years. CMI's practice includes online surveys, telephone interviews, intercepts, focus groups, and advisory boards in the United States, Canada, Europe and Asia.
- The methodology used was a 10-minute online survey conducted in April 2015.
- There were 1,798 unique responses to the survey with a margin of error of $\pm 2.4\%$ at a 95% level of confidence.
- Participants were part of Community Marketing & Insights' LGBT research panel. The panel of 70,000 LGBTs was recruited over a twenty year period via partnerships with over 300 LGBT media and events. This means that the results summarized here are representative of LGBT consumers who are "out" and who interact within the LGBT community.
- All respondents who completed the survey were entered in a drawing to win one of twenty \$50 cash prizes (or to designate the prize to a charity of their choice).

Executive Summary

- When asked about the importance of different aspects of their ideal neighborhood and community, LGBTs were most concerned about living in a neighborhood with low crime (80% very important), living in a state with an LGBT anti-discrimination ordinance (75% very important) and living in a progressive community (70% very important). LGBTs were far less concerned about living a neighborhood where other LGBTs live (33% very important) or living in a known LGBT neighborhood (13% very important).
- Gay and bisexual male participants (43%) were more likely to live in big cities than lesbian/bisexual female participants (30%). Lesbian and bisexual women tended to live in many different sized communities in more equal numbers.
- Lesbian and bisexual female participants (19%) were far more likely to have children than gay and bisexual males (6%). However, that may change in the future, as men and women are near equal in future plans to have children. More importantly, 59% of LGBT Millennials say they plan to have children in the future.
- Better schools are important to LGBT parents. For LGBTs with children, 42% indicated that they had moved homes in order to obtain a better school for their children. Also, 45% of LGBTs who plan to have children say they might move to obtain better schools for their children.
- 73% of LGBTs are strongly concerned about some aspect of housing discrimination, either in purchasing a home or renting. The concerns include discrimination by real estate agents, home sellers, landlords and neighbors. Concern levels were highest among transgender respondents.

Executive Summary

- LGBTs feel that a Supreme Court ruling for Marriage Equality will make them feel more fiscally protected and confident (81%), as well as make them feel that they are part of the American Dream (79%).
- 54% of LGBT respondents own some type of real estate. Real estate ownership is equal between gay/bisexual men and lesbian/bisexual women
- 8% of LGBTs that own any type of real estate, own a vacation home.
- 25% of all LGBT survey participants plan to purchase real estate in the next three years.
- For current LGBT homeowners, the top motivators to purchase a new home is the desire for a home in a better city or neighborhood (76%) and a desire for a bigger home (57%). Getting married to a partner is also a strong motivator (56%). In addition, 49% indicated that they might be motivated by raising interest rates.
- For LGBT non-homeowners, personal economic achievements are most important to purchasing a first home, especially saving enough money for a down payment (86%), maintaining a stable job (84%) and qualifying for a mortgage (83%). 82% of LGBT Millennials are also concerned about rising rents which might motivate them to purchase a home.

Executive Summary

- 89% of LGBT homeowners firmly believe that home ownership is a good investment. Gay/bisexual men and lesbian/bisexual women are equally convinced that home ownership is a good investment. In addition, LGBT homeowners are more financially confident about owning a home compared to five years ago (64%).
- For LGBT non-homeowners, 75% think that home ownership is a good investment. This is true across all LGBT generations, including LGBT Millennials.
- About half of LGBT Millennials stated that they are not knowledgeable about home ownership.
- LGBTs interested in purchasing a home value a safe neighborhood most (88%), as well as access to parks (49%).
- For LGBTs looking to purchase a home, outdoor living space and an open concept living area are the strongest priorities. For gay men, a chef kitchen is also a higher priority.
- LGBTs purchasing a home in the past five years were likely to select a real estate agent who is straight and LGBT-friendly (47%). In comparison, 22% selected an agent who is LGBT-identified and 28% did not know the sexual orientation of their agent.

Executive Summary

- LGBTs looking to purchase a home in the next three years are most concerned about selecting an agent that both is LGBT-friendly and has an excellent local reputation as a realtor. In fact, 86% of LGBTs considering purchasing a home think it is important that their agent be LGBT-friendly, compared to only 13% of LGBTs that think it is very important that their realtor be LGBT identified. Also of note is that being LGBT-friendly (86%) is more important than years of experience as a realtor (78%).
- 53% of LGBT homeowners completed some type of home renovation in the past five years, with 34% indicating a more significant full or partial remodel. Gay/bisexual men and lesbian/bisexual women are equally likely to take on a remodel project.
- When asked to prioritize renovation projects, those who renovated two or more rooms indicated that a kitchen remodel was most important in their home, followed by the master bathroom.



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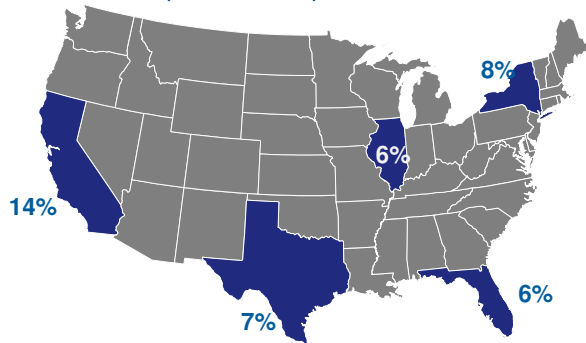
PARTICIPANT PROFILE

PARTICIPANT PROFILE N=1,798

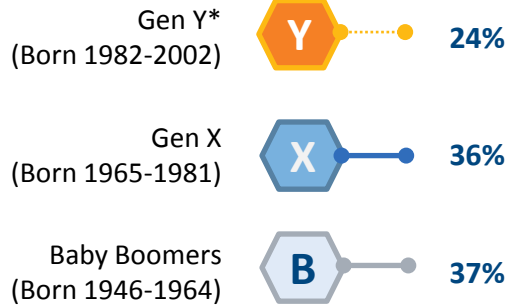
State Residence

All 50 states represented, plus D.C.

Top 5 States Represented



Age



Identity

Gay Man	48%
Lesbian or Gay Woman	39%
Bisexual Woman	8%
Bisexual Man	4%
Transgender	3%
Trans Man	1%
Trans Woman	1%

Respondents were allowed to select multiple choices.

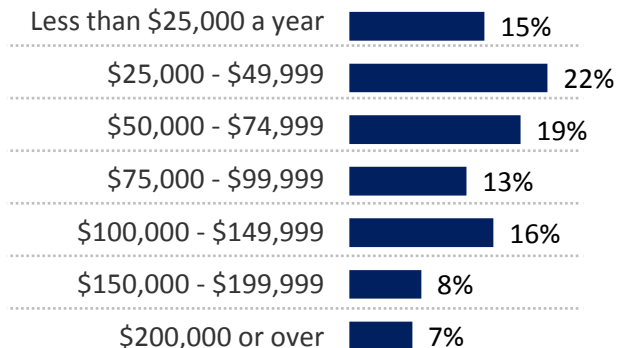
Relationship Status

Respondents were allowed to select multiple choices		
	Men	Women
Single	43%	25%
Married	21%	35%
In a committed relationship and living together	20%	26%
In a committed relationship but not living together	9%	11%
Domestic partner or civil union	5%	6%
Divorced	3%	3%
Widow/widower	2%	1%
Other	1%	1%

* Survey participants were age 21 and over. Base: All LGBT n=1,798; Men n=920; Women n=829

PARTICIPANT PROFILE N=1,798

Household Income



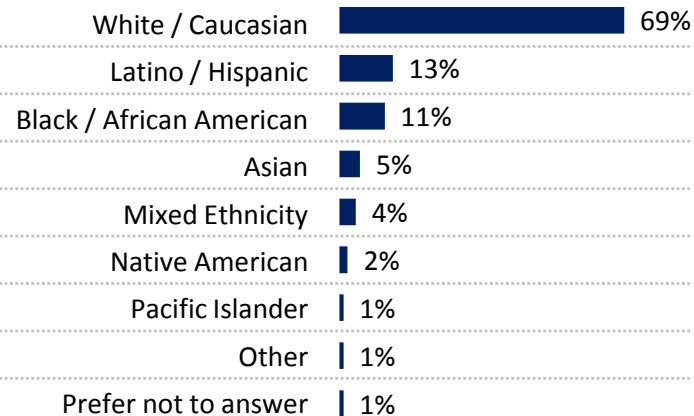
Education



Employment

Work Full-time	57%
Retired	12%
Work Part-time	8%
Own my business	6%
Student	5%
Disabled	5%
Work Multiple Part-time jobs	3%
Unemployed	3%
Other	1%

Ethnicity



Respondents were allowed to select multiple choices.

Base: All LGBT n=1,798; Men n=920; Women n=829



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**LGBT HOME LIFE
AND NEIGHBORHOODS**

Type of Community

- Gay and bisexual male participants (43%) were more likely to live in big cities than lesbian/bisexual female participants (30%). Lesbian and bisexual women tended to live in many different sized communities in more equal numbers.



Men



Women

In what type of community did you primarily grow up?

24%	Big city (Over 600,000 population)	21%
23%	Medium to small sized city	24%
26%	Suburb (of any size city)	29%
27%	Rural or small town	26%

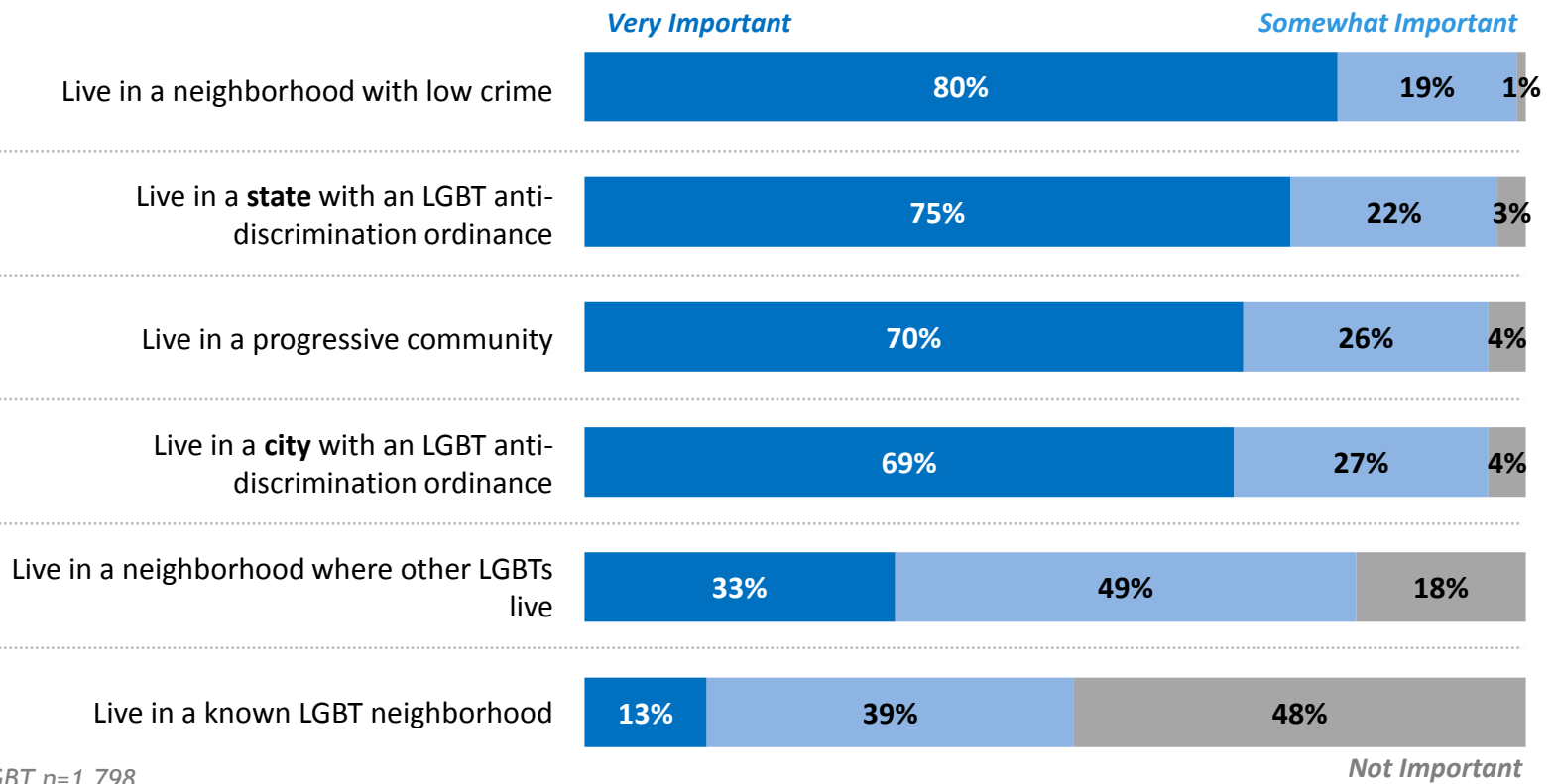
In what type of community do you live now?

43%	Big city (Over 600,000 population)	30%
26%	Medium to small sized city	31%
21%	Suburb (of any size city)	24%
11%	Rural or small town	14%

Base: Men n=920; Women n=829

Community Priorities

- When asked to prioritize the importance of different aspects of a community, LGBTs were most concerned about living in a neighborhood with low crime (80% very important), living in a state with an LGBT anti-discrimination ordinance (75% very important) and living in a progressive community (70% very important). LGBTs were far less concerned about living in a neighborhood where other LGBTs live (33% very important) or living in a known LGBT neighborhood (13% very important).



Base: All LGBT n=1,798



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Children and Family Planning

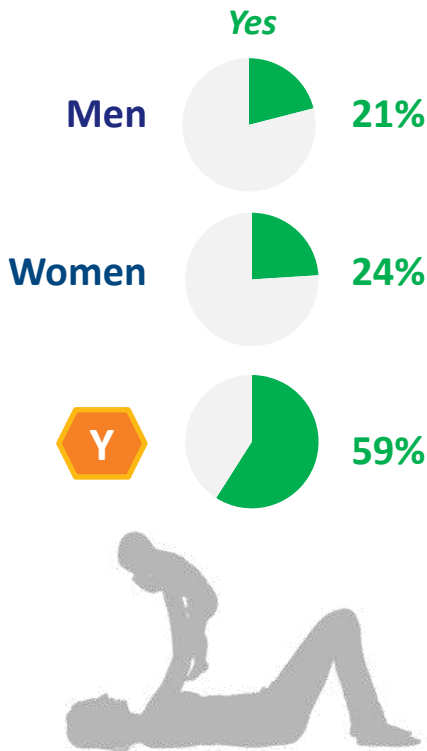
- Currently, lesbian and bisexual women are far more likely to have children than gay and bisexual men. However, that may change in the future, as men and women are near equal in future plans to have children. More importantly, 59% of LGBT Millennials say they plan to have children in the future.

How many children do you have under age 18 living at home?

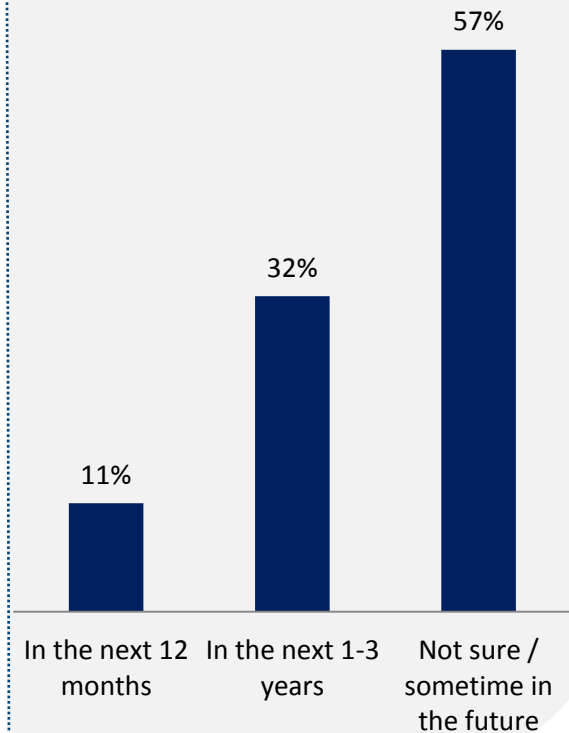
19% of women have children under age 18, compared to 6% of men.

	Men	Women
None	94%	81%
1	4%	11%
2	2%	6%
3	0%	1%
4+	0%	1%

Do you plan to have your first child or additional children in the future?



When do you plan to have your first child or next child?



Base: All LGBT n=1,798; Men n=920; Women n=829; Gen Y n=431

Children and Better Schools

- Better schools are important to LGBT parents. For LGBTs with children, 42% indicated that they had moved homes in order to obtain a better school for their children. Also, 45% of LGBTs who plan to have children say they might move to obtain better schools for their children.

Have you ever moved to a different city or neighborhood so your that child could attend a better school?
(Those with Children)

If you have a child in the future, do you think you will move to a different city or neighborhood so that your child can attend a better school?
(No Children but Plan to Have Children)

Yes, it was a major motivator to move 25%

Yes, it was a partial motivator to move 17%

No, but I plan to move as my child gets older for a better school 12%

No, we have no plans to move related to my child's school 46%

Yes 45%

No 23%

Not sure 32%



Base: Have Children n=221; Don't Have Children, but Planning to Have Children n=341

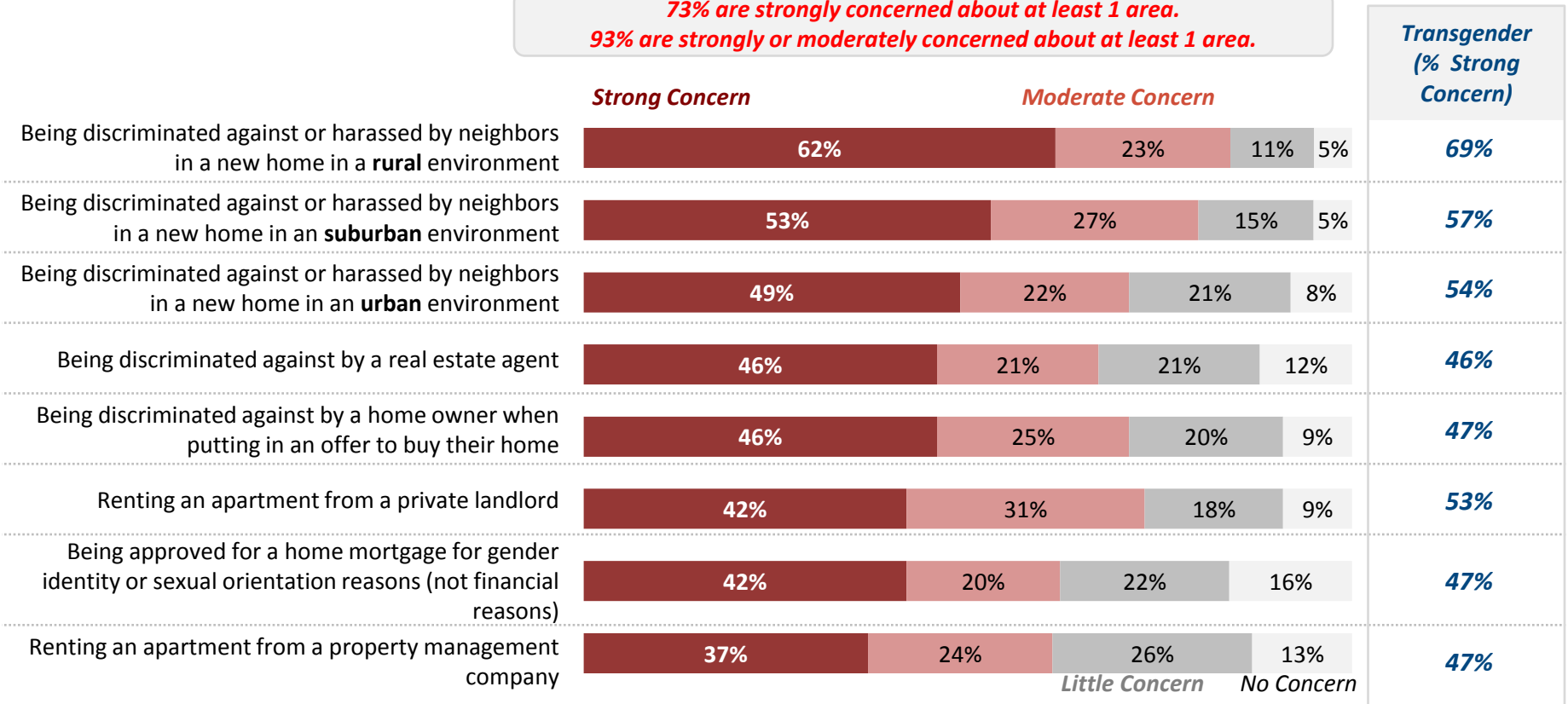


**CONCERNS ABOUT HOUSING DISCRIMINATION
AND MARRIAGE EQUALITY**

All LGBT: Would you have concerns over LGBT-related discrimination in any of the following areas?

- 73% of LGBTs are strongly concerned about some aspect of housing discrimination, either in purchasing a home or renting. The concerns include discrimination by real estate agents, home sellers, landlords and neighbors. Concern rates were highest among transgender respondents.

**73% are strongly concerned about at least 1 area.
93% are strongly or moderately concerned about at least 1 area.**



Base: All LGBT n=1,798; Transgender n=72



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Homeowners: In June, the Supreme Court is expected to rule on Marriage Equality for all 50 states. Do you agree or disagree with the following statements?

- LGBT homeowners strongly feel that a Supreme Court ruling for Marriage Equality will make them feel more fiscally protected and confident, as well as make them feel that they are part of the American Dream.

	5 Strongly Agree	4	3	2	1 Strongly Disagree	Weighted Average
A ruling for Marriage Equality will make me feel more fiscally protected and confident	62%	21%	13%	2%	1%	4.38
A ruling for Marriage Equality makes me feel that I am part of the American Dream	61%	20%	14%	3%	1%	4.34
A ruling against Marriage Equality will make me feel economically vulnerable	38%	31%	16%	10%	5%	3.87
A ruling against Marriage Equality will negatively influence my decision to purchase a future home	16%	12%	30%	20%	22%	2.80

Base: Homeowners n=985



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Non-Homeowners: In June, the Supreme Court is expected to rule on Marriage Equality for all 50 states. Do you agree or disagree with the following statements?

- LGBT non-homeowners also have strong feelings that a Supreme Court ruling for Marriage Equality will make them feel more fiscally protected and confident, as well as make them feel that they are part of the American Dream (although a little less so than homeowners).

	5 Strongly Agree	4	3	2	1 Strongly Disagree	Weighted Average
A ruling for Marriage Equality will make me feel more fiscally protected and confident.	52%	27%	14%	4%	2%	4.20
A ruling for Marriage Equality makes me feel that I am part of the American Dream	54%	23%	14%	4%	4%	4.16
A ruling against Marriage Equality will make me feel economically vulnerable.	36%	28%	20%	10%	6%	3.78
A ruling for marriage equality will increase my desire to own a home.	22%	14%	38%	11%	16%	3.18
A ruling against Marriage Equality will negatively influence my decision to purchase a home.	19%	14%	32%	17%	19%	3.00

Base: Non-Homeowners n=824



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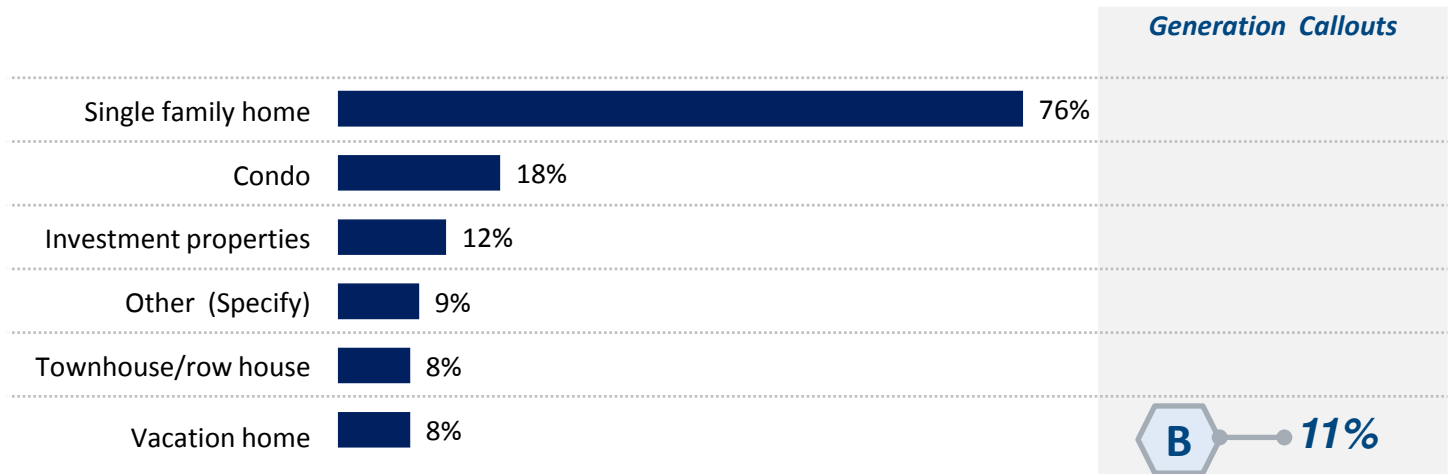
**REAL ESTATE OWNERSHIP & INTEREST
IN PURCHASING A NEW HOME**

All LGBT: Do you own real estate of any kind?

- 54% of LGBT respondents own some type of real estate. Real estate ownership is equal between gay/bisexual men and lesbian/bisexual women. 8% of LGBTs that own real estate, own a vacation home.

	All LGBT	Men	Women	Gen Y	Gen X	Boomers
Yes	54%	55%	55%	14%	58%	75%
No	46%	45%	45%	86%	42%	25%

Real Estate Owners:
What type of real estate
do you currently own?
(Please mark all that
apply.)



Base: All LGBT n=1,798; Men n=920, Women n=829, Gen Y n=431, Gen X n=648, Boomers n=660



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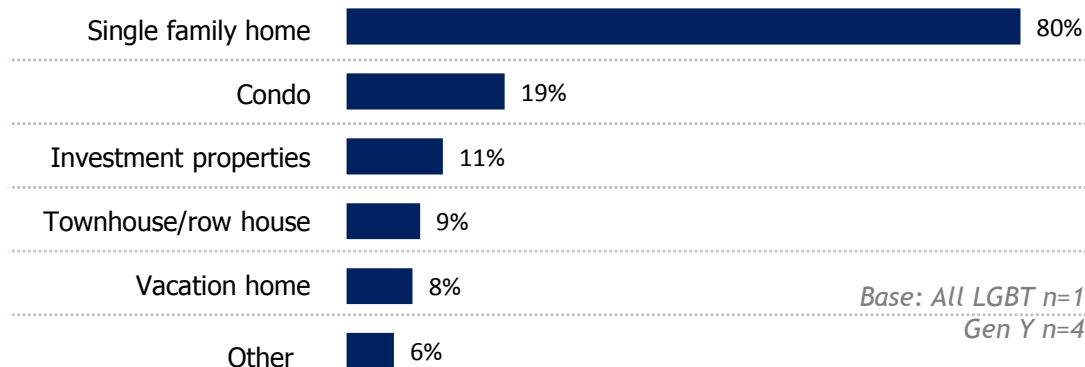
The National Association of Gay & Lesbian Real Estate Professionals
2015 LGBT Home Buyer and Seller Survey

All LGBT: Do you own real estate of any kind? (Home Ownership)

- 52% of LGBT respondents own a home (single family home, condo or townhouse). Home ownership is equal between gay/bisexual men and lesbian/bisexual women. Age plays a key role in ownership rates. 71% of LGBT Baby Boomers own a home, compared to 56% of Gen X and 13% of Millennials age 21 or over.

	All LGBT	Men	Women	Gen Y	Gen X	Boomers
Yes	52%	55%	55%	13%	56%	71%
No	48%	45%	45%	87%	44%	29%

Homeowners:
What type of real estate do you currently own?
(Please mark all that apply.)



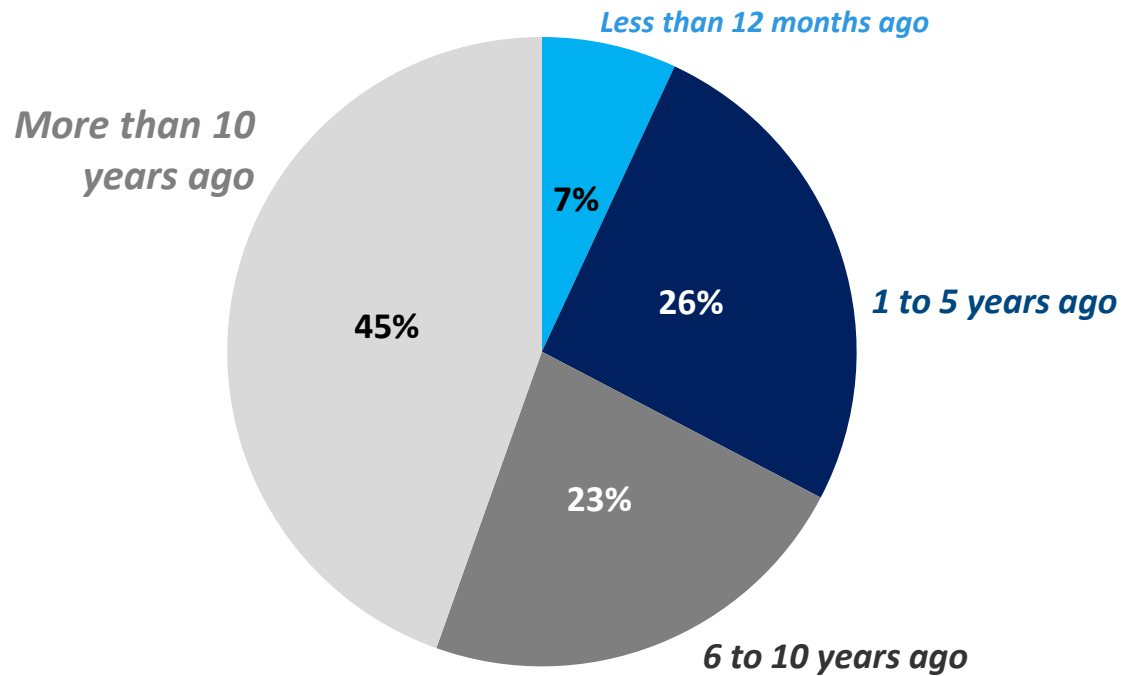
Base: All LGBT n=1,798; Men n=920, Women n=829, Gen Y n=431, Gen X n=648, Boomers n=660



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Homeowners: You said that you own your home or condo. How long ago did you purchase your primary residence

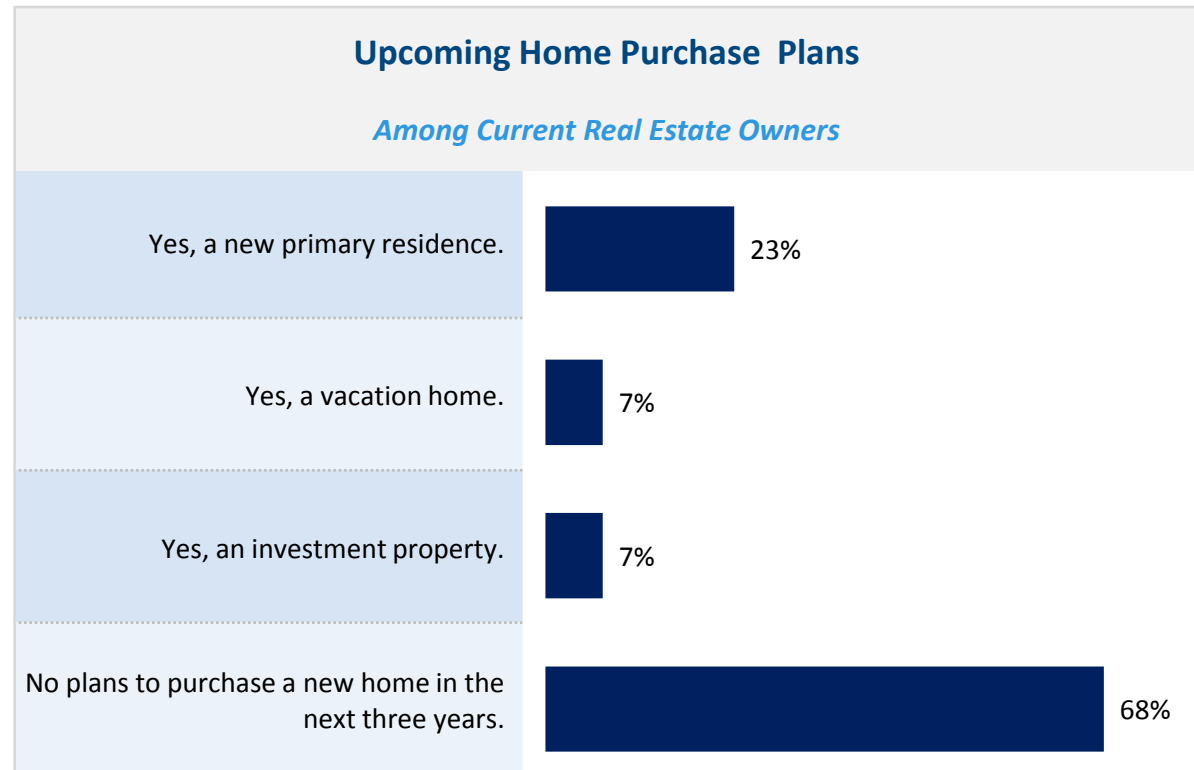
- 33% of LGBTs who own a home, purchased in the past five years.



Base: Single Family Home, Condo, Townhouse Owners n=929

Real Estate Owners: Are you looking to purchase a new home in the next three years? (Please mark all that apply.)

- 23% of LGBT real estate owners are looking to purchase a new home in the next three years. In total, 32% of participants are looking to purchase some form of real estate including vacation homes and investment properties.



Base: Real Estate Owners n=975

Non-homeowners: You indicated that you do not own a home. Do you have plans or interest in purchasing a home?

- 17% of non-homeowners are looking to purchase a home in the next three years; 40% in the next five years.



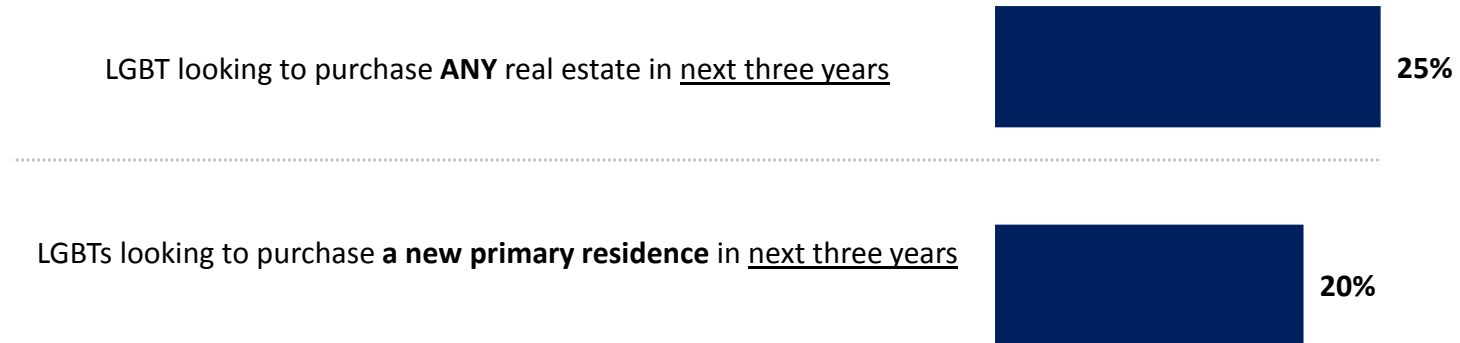
Upcoming Home Purchase Plans	
Among Non-Homeowners	
I am planning to purchase a home within the next 3 years.	17%
I would like to purchase a home in 3 to 5 years.	23%
I am interested in purchasing a home in 5 or more years.	35%
I have no interest in purchasing a home.	25%*

* Highest among LGBT Baby Boomer non-homeowners (50%). Only 12% for Millennial non-homeowners

Base: Non-Homeowners n=824

ALL LGBT: Do you have plans or interest in purchasing a home in the next three years?

- 25% of all LGBT survey participants plan to purchase real estate in the next three years.
- 20% of all LGBT survey participants plan to purchase a new primary residence in the next three years.



Base: All LGBT n=1,798



**ATTITUDES ABOUT
HOME OWNERSHIP**

Homeowners: Do you agree or disagree with the following statements about home ownership?

- 89% of LGBT homeowners firmly believe that home ownership is a good investment. In addition, LGBT homeowners are more economically confident about owning a home today compared to five years ago. Gay, lesbian, bisexual and transgender participants are all equally convinced that home ownership is a good investment.



Home ownership is a good investment. (% Agree Among Cohorts)	Men	Women	Transgender
	89%	88%	92%

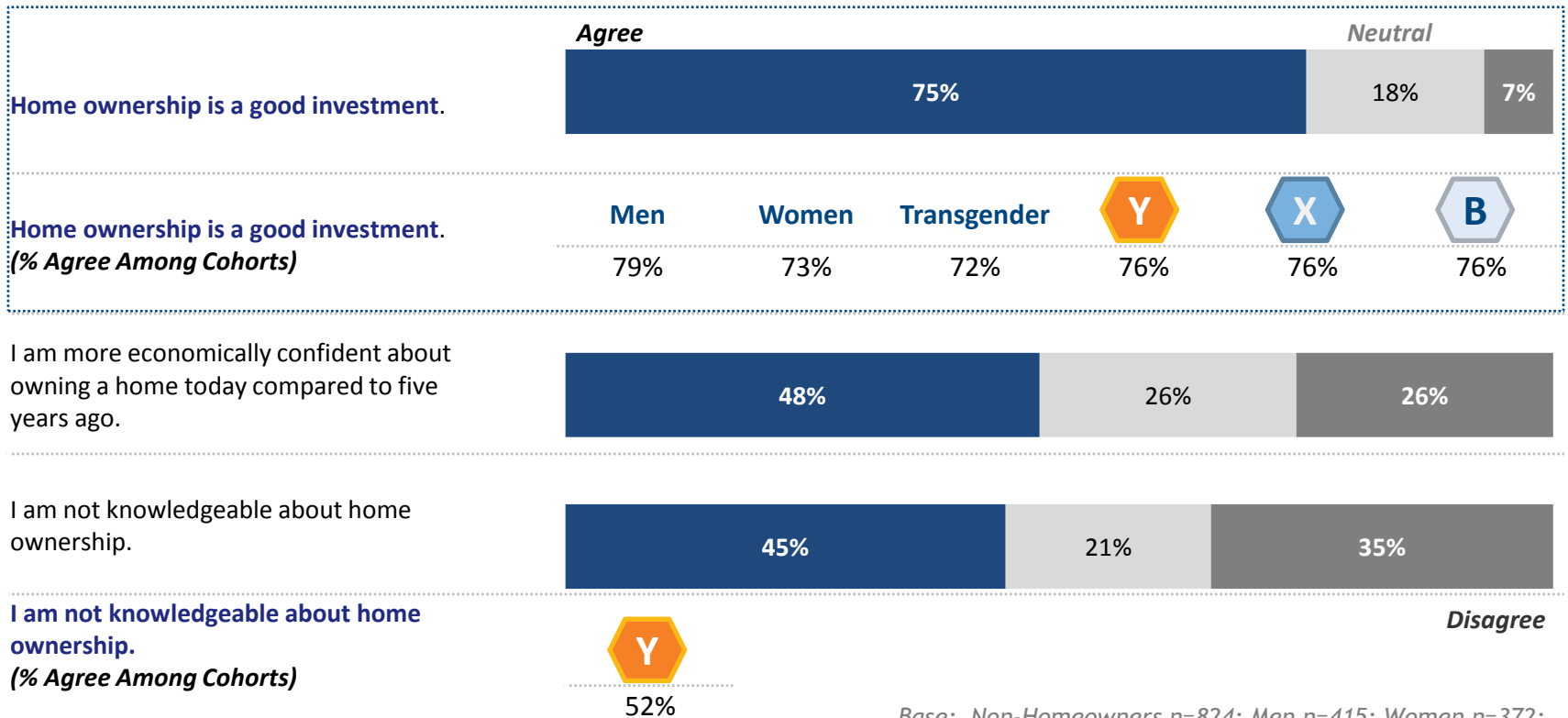


Base: Homeowners n=985

Non-homeowners:

Do you agree or disagree with the following statements about home ownership?

- For LGBT non-homeowners, 75% think that home ownership is a good investment. This is true across all LGBT generations, including LGBT Millennials. About half of LGBT Millennials stated that they are not knowledgeable about home ownership.



Base: Non-Homeowners n=824; Men n=415; Women n=372; Transgender n=51; Gen Y (Y) n=372; Gen X (X) n=272; Boomers (B) n=167

All Who Indicated Interest in Purchasing a Home, or Have Purchased a Home:

When you think about purchasing a new home, would you prefer to...

- Given the choice, 50% of LGBTs prefer to purchase an older home newly renovated by someone else, over purchasing a new home (31%) or a fixer home (19%). Lesbian and bisexual women (57%) were comparatively more interested in an older home newly renovated by someone else.



Purchase an older home newly renovated by someone else



50%

*45% Among Men
57% Among Women*



Purchase a new home



31%



*34% Among Men
26% Among Women*



Purchase a fixer home



19%



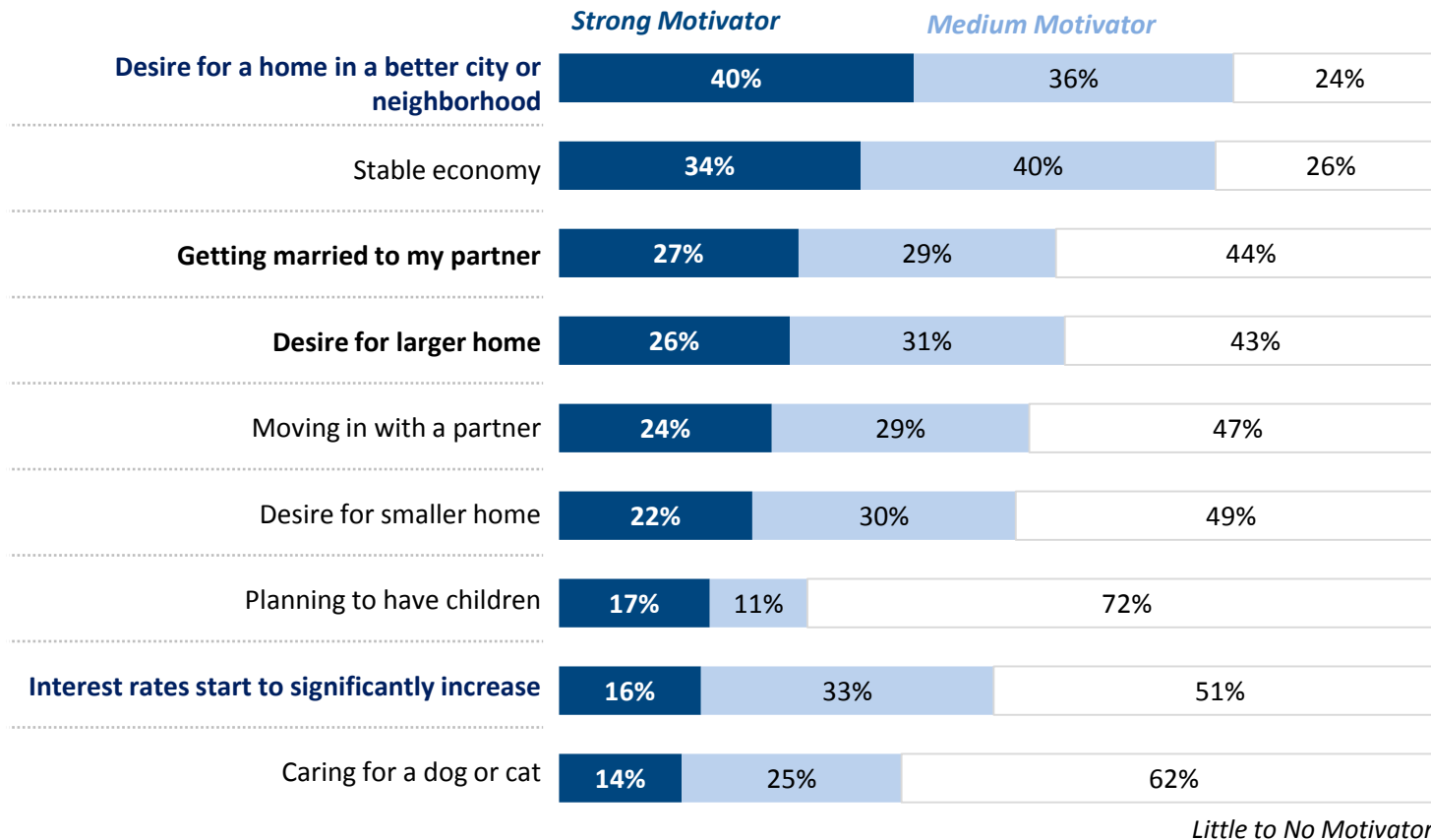
*21% Among Men
17% Among Women*

Base: All Interested in Purchasing Homes or Have Purchased Homes n=1,597; Men n=821; Women n=741

Homeowners:

Which life and economic milestones might motivate you to purchase a new home?

- For LGBT homeowners, the top motivators to purchase a new home is the desire for a home in a better city or neighborhood (76%) and a desire for a bigger home (57%). Getting married to a partner is also a strong motivator (56%). 49% indicated that they might be motivated if interest rates increase.

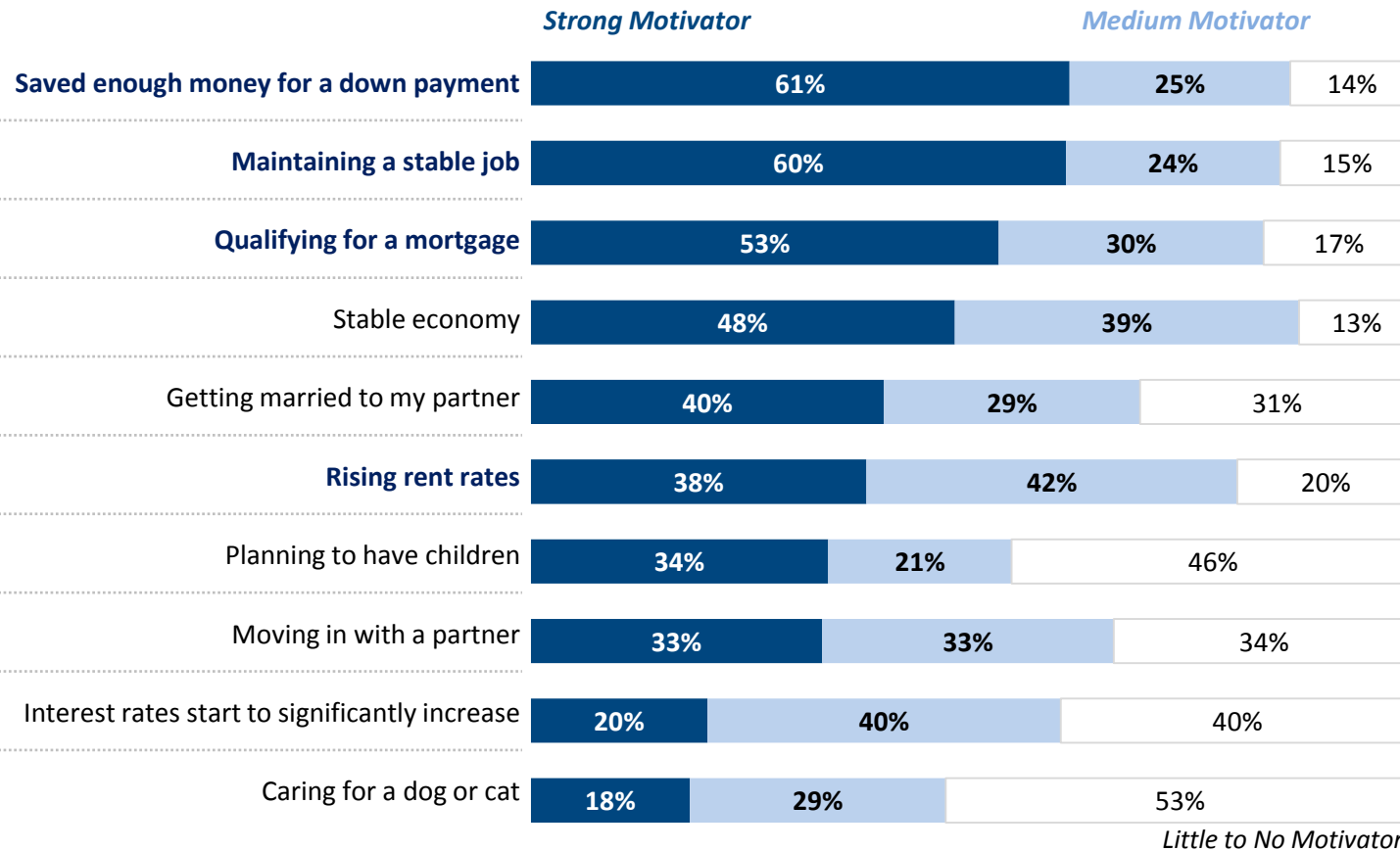


Base: Homeowners n=985

Non-Homeowners:

Which life and economic milestones might motivate you to purchase a new home?

- For LGBT non-homeowners, personal economic achievements are most important to purchasing a first home, especially saving enough money for a down payment (86%), maintaining a stable job (84%) and qualifying for a mortgage (83%). 82% of LGBT Millennials are also concerned about rising rents which might motivate them to purchase a home.



Y 82%
feel motivated

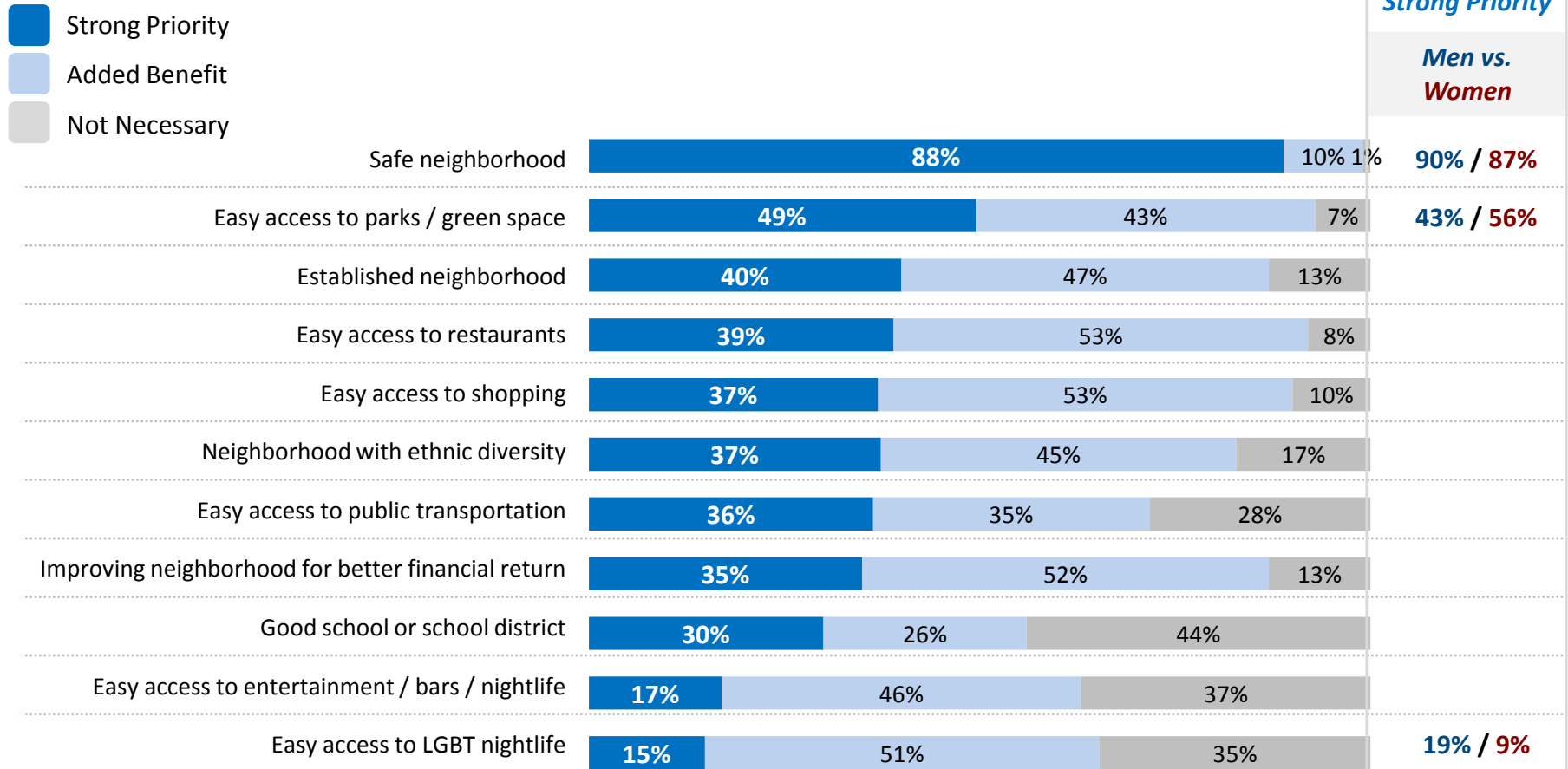
Base: Non-Homeowners n=824; Gen Y base n=372



**LGBT PRIORITIES
IN A NEW HOME**

All Interested in Purchasing a Home or Have Purchased a Home: What would be your highest priorities in the neighborhood for your home?

- LGBTs interested in purchasing a home value a safe neighborhood most (88%), as well as access to parks, and easy access to restaurants and shopping. Easy access to LGBT nightlife was a strong priority to only 15% of respondents (19% of men and 9% of women).



Base: All Interested in Purchasing Homes or Have Purchased Homes n=1,597; Men n=821; Women n=741

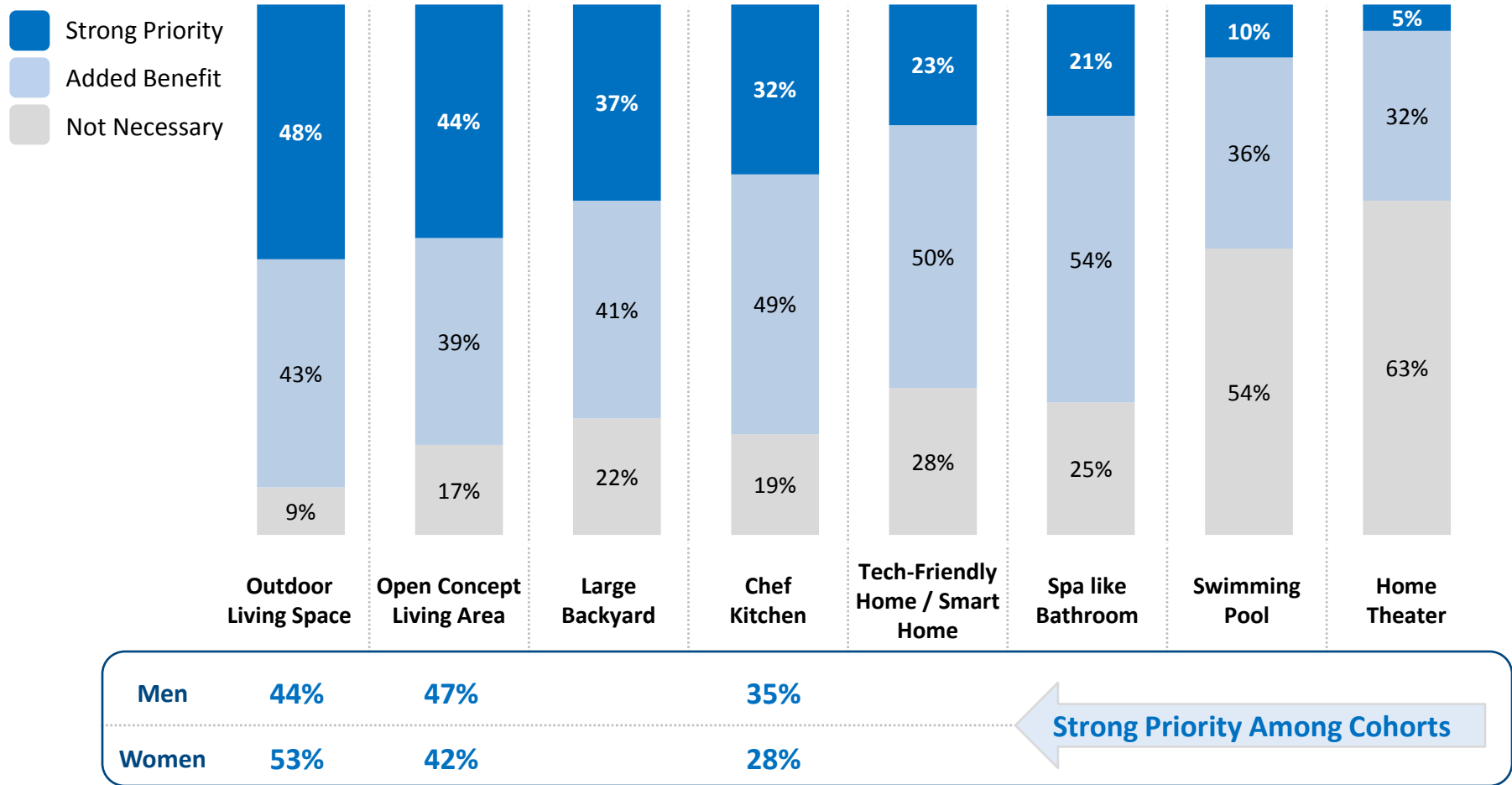


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Interested in Purchasing a Home or Have Purchased a Home: What would be the highest priorities for your dream home?

- For LGBTs looking to purchase a home, outdoor living space and an open concept living area are the strongest priorities. For gay men, a chef kitchen is also a higher priority.



Base: All Interested in Purchasing Homes or Have Purchased Homes n=1,597; Men n=821; Women n=741



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2015 LGBT Home Buyer and Seller Survey



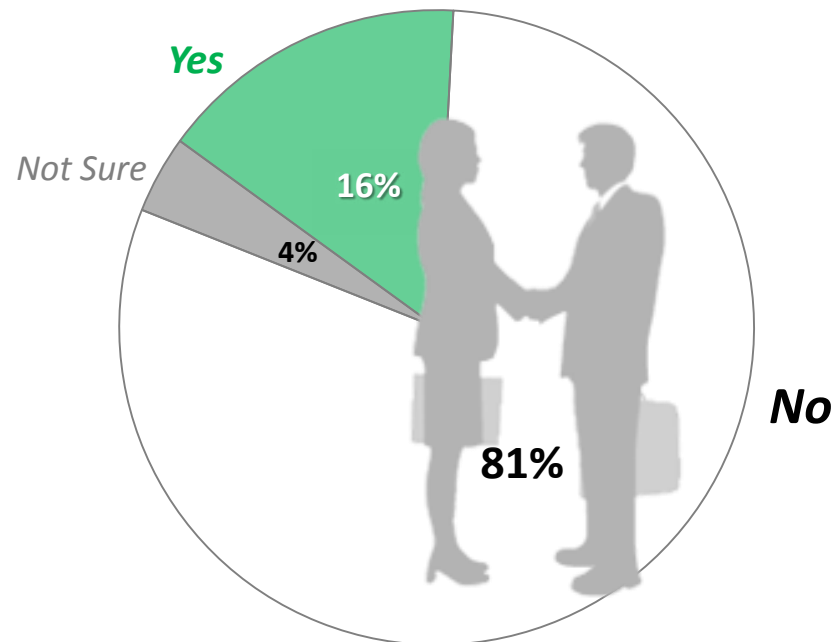
REAL ESTATE AGENTS

All Purchasers in Past 5 Years: Please tell us about the real estate agent you worked with most recently. (Please mark all that apply.)

- LGBTs purchasing a home in the past five years were likely to select a real estate agent who is straight and LGBT-friendly (47%). In comparison, 22% selected an agent who is LGBT-identified and 28% did not know the sexual orientation of their agent.

My real estate agent was straight but LGBT-friendly.	47%
My real estate agent is LGBT identified.	22%
My real estate agent has a history of assisting LGBT clients.	22%
My real estate agent advertises in the LGBT media.	7%
I don't know the sexual orientation of my real estate agent.	28%

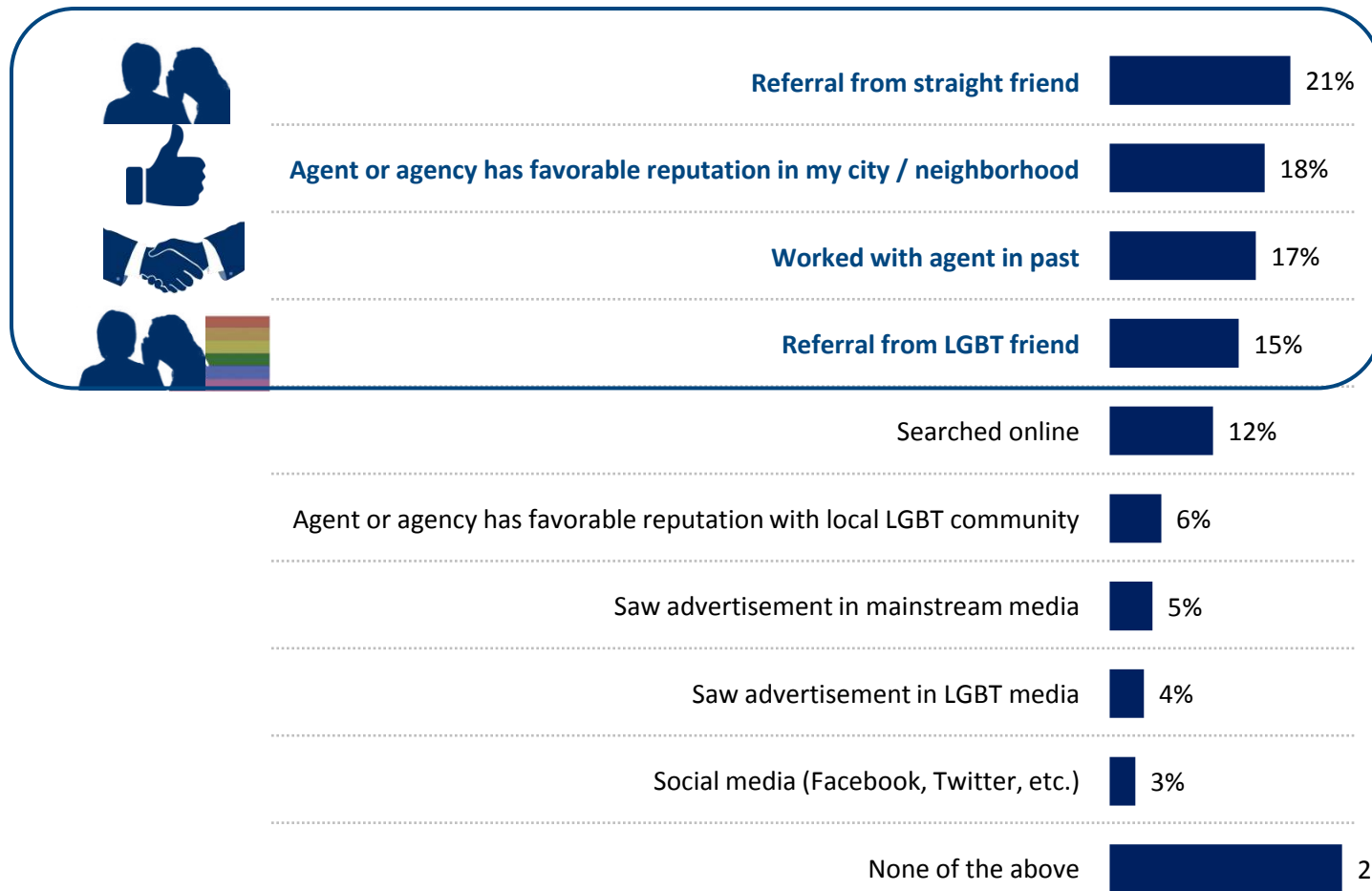
Did the sexual orientation of your real estate agent influence your decision to work with the agent?



Base: All Purchasers in the Past 5 Years n=301

All Home Purchasers in the Past 5 Years: How did you select the real estate agent that you worked with most recently? (Please mark all that apply.)

- For those purchasing a home in the past five years, LGBTs were more likely to select a real estate agent through a personal connection over advertising or online resources.



Base: All Purchasers in the Past 5 Years n=301

All Considering Purchasing a Home in the Next 3 Years: You said that you are considering purchasing a home in the next three years. How important is it that your real estate agent...?

- LGBTs looking to purchase a home in the next three years are most concerned about selecting an agent that both is LGBT-friendly and has an excellent local reputation as a realtor. In fact, 86% of LGBTs considering purchasing a home think it is important that their agent be LGBT-friendly, compared to only 13% of LGBTs that think it is very important that their realtor be LGBT identified. Also of note is that being LGBT-friendly (86%) is more important than years of experience as a realtor (78%).

	5 Very Important	4	3	2	1 Not Important	Weighted Importance Score
Has an excellent local reputation as a realtor	81%	12%	5%	1%	1%	4.7
Is LGBT-friendly	70%	16%	6%	2%	6%	4.4
Has many years of experience as a realtor	55%	23%	17%	3%	2%	4.3
Has advanced realtor education certificates	32%	23%	31%	8%	6%	3.7
Has a history of assisting LGBT clients	26%	22%	24%	10%	18%	3.3
Advertises in the LGBT media	17%	13%	28%	14%	28%	2.8
Is LGBT identified	13%	13%	22%	14%	38%	2.5
Fiscally supports LGBT charities and causes	13%	12%	26%	16%	33%	2.6

Base: Considering Purchasing a Home in the Next 3 Years n=464



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All Interested in Purchasing a Home or Have Purchased a Home:
Regarding the home search process, what information do you trust more?
Pick one or the other...

- Most LGBTs considering purchasing a home trust the advice they receive from a licensed real estate agent over information read online.

58% The advice I get, or would get, from a licensed agent

42% Information I read from online sources and sites



Base: All Interested in Purchasing Homes or Have Purchased Homes n=1,597

All Interested in Purchasing a Home or Have Purchased a Home:
When searching for a home, what is the more important quality you look for in an agent?
Pick one or the other...

- The vast majority of LGBTs considering purchasing a home look for an agent with the highest reviews on service and responsiveness over agents with the highest number of home sales.



95%

Highest reviews on service and responsiveness

5%

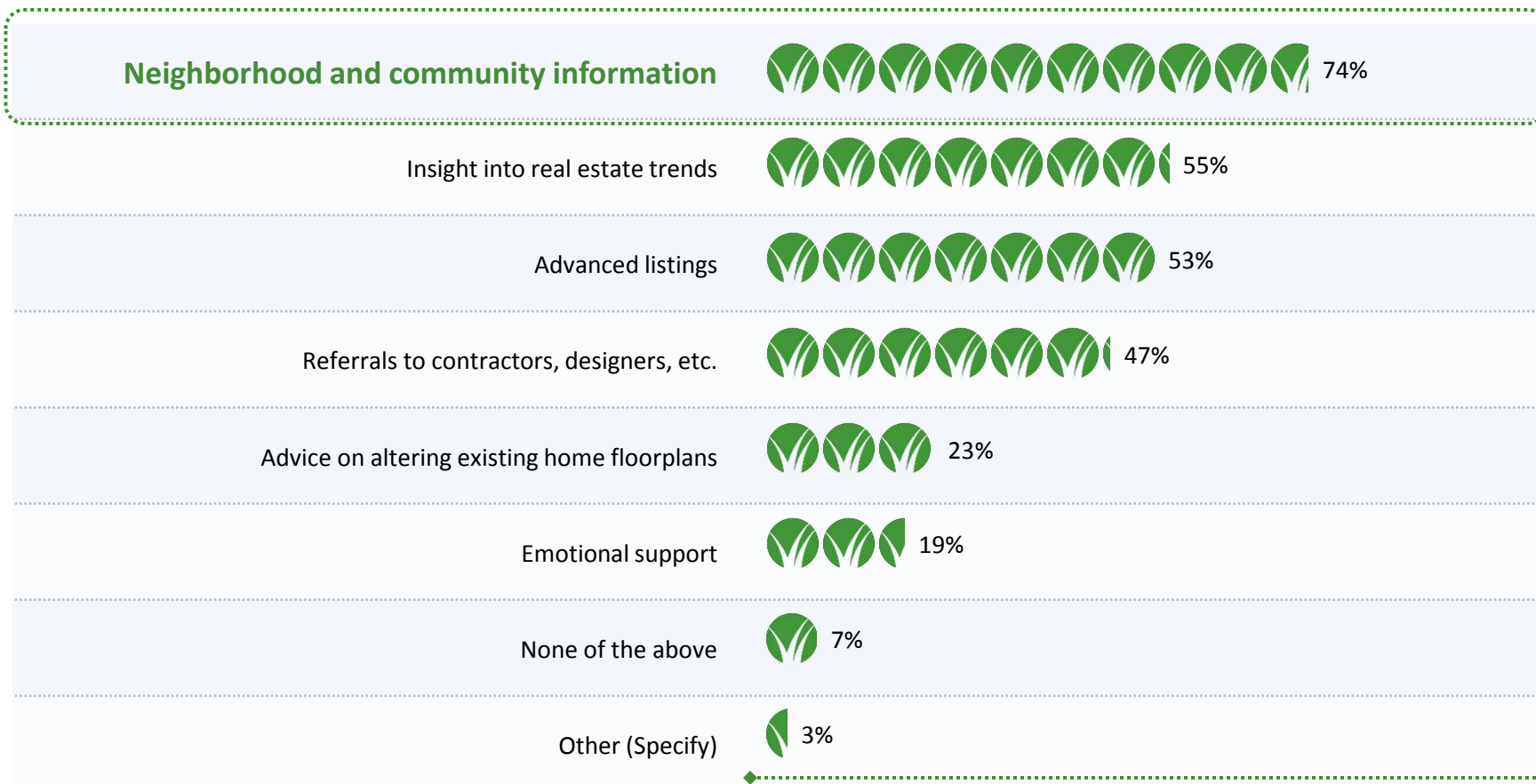
Highest number of home sales

Base: All Interested in Purchasing Homes or Have Purchased Homes n=1,597

All Interested in Purchasing a Home or Have Purchased a Home:

Aside from helping you find and purchase a home, which of the following, if any, do you, or would you, rely on a real estate agent for?

- LGBTs looking to purchase a home rely on real estate agents for neighborhood and community information (74%), insight into real estate trends (55%) and advanced listings (53%).







Base: All Interested in Purchasing Homes or Have Purchased Homes n=1,597 100%



MORTGAGE COMPANIES

All Home Purchasers in the Past 5 Years: How did you select the mortgage company used for your most recent home purchase? (Please mark all that apply.)

- Professional relationships are the key motivators for mortgage company selection, especially referrals from real estate agents. Working with the financial institution in the past and favorable local reputation of a financial institution were also key motivators.

	Referral from my real estate agent	43%	Referral from straight friend	6%
	Worked with financial institution in the past	20%	Financial institution has favorable reputation with local LGBT community	6%
	Paid cash / did not obtain mortgage	15%	Searched online	4%
	Financial institution has favorable reputation in my city / neighborhood	14%	Saw advertisement in mainstream media	3%
	Bank or financial institution in my neighborhood	10%	Saw advertisement in LGBT media	1%
	Referral from LGBT friend	6%		

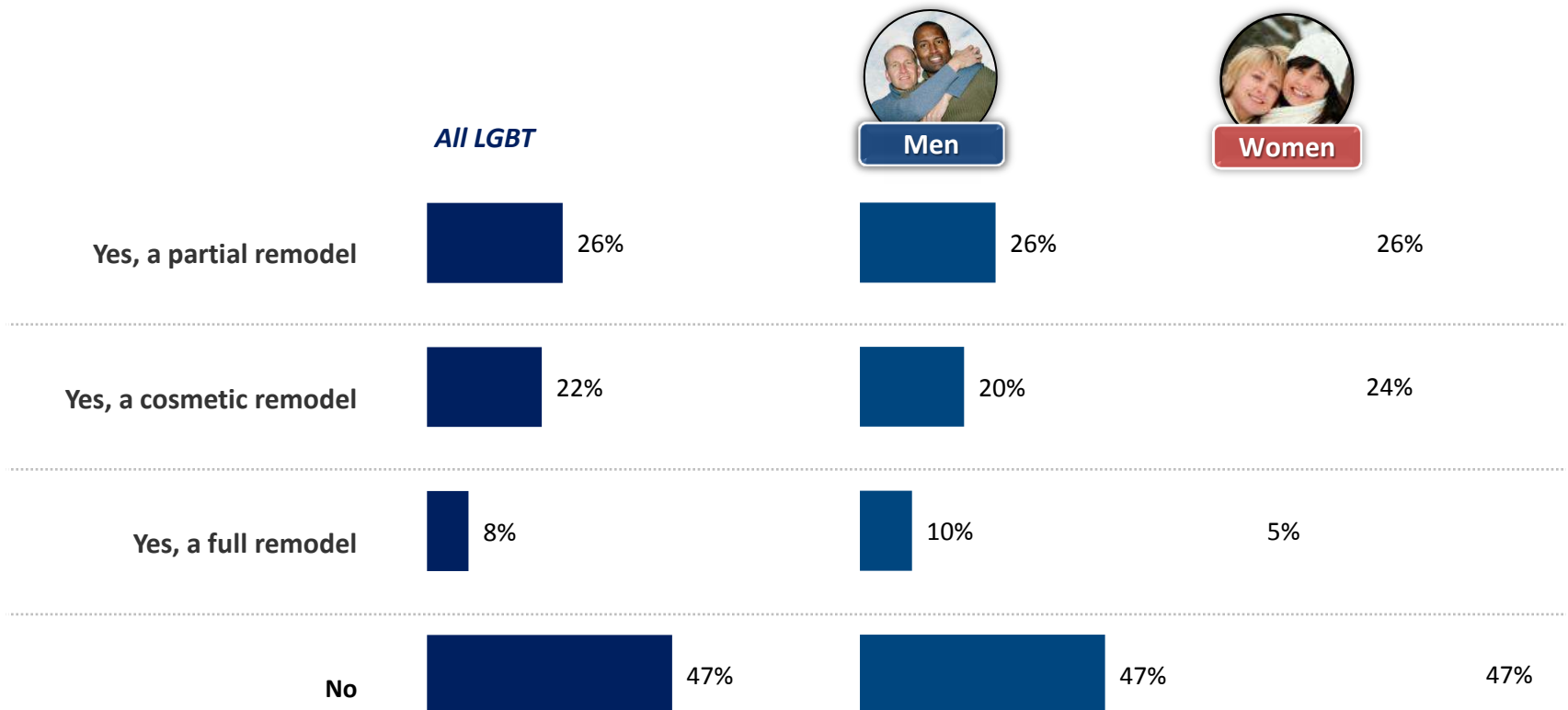
Base: All Purchasers in the Past 5 Years n=301



HOME RENOVATIONS

Homeowners: In the past five years, have you significantly renovated a home? (Please mark all that apply.)

- 53% of LGBT homeowners completed some type of home renovation in the past five years, with 34% indicating a more significant full or partial remodel. Gay/bisexual men and lesbian/bisexual women are equally likely to take on a remodel project.



Base: Homeowners n=933; Men n=477; Women=444



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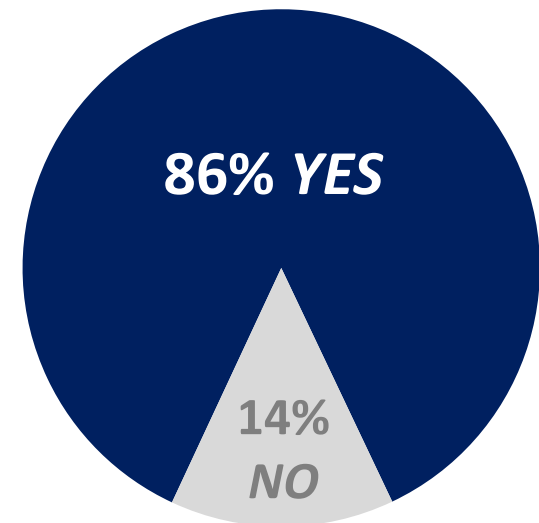
Homeowners Who Have Renovated in Past 5 Years: Remodel Loans

- For LGBT homeowners who recently remodeled, only 14% took out a loan for their last remodel.

For your most recent remodel, did you take out a home renovation loan?



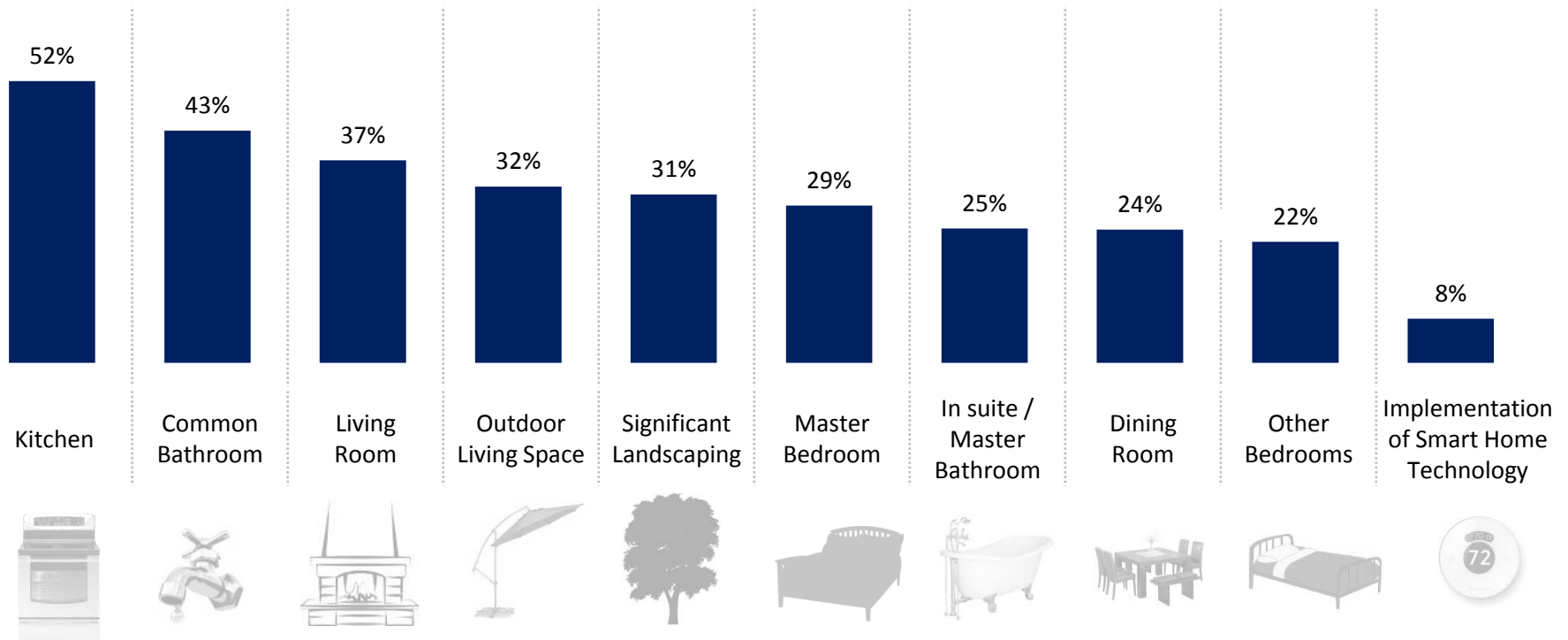
Did you know that loans exist for home renovation?



Base: Homeowners Who Have Renovated n=494

Homeowners Who Have Renovated in Past 5 Years: What did you renovate? (Please mark all that apply.)

- LGBTs were most likely to renovate a kitchen (52%) or a common bathroom (43%).



Base: Homeowners Who Have Renovated n=494

All Who Renovated 2 or More Rooms in their Home: You indicated that you renovated these spaces in your home. Prioritize the importance to you of renovating the different rooms.

- When asked to prioritize renovation projects, those who renovated two or more rooms indicated that a kitchen remodel was most important in their home, followed by the master bathroom.

	1-Most Important	2	3	4	5	6	7	8	9	10-Least Important	Weighted Position
Kitchen	77%	15%	5%	2%	0%	1%	0%	0%	0%	0%	1.4
In suite / master bathroom	30%	38%	12%	7%	6%	5%	1%	1%	0%	0%	2.5
Common Bathroom	23%	34%	20%	10%	5%	5%	1%	1%	0%	1%	2.7
Living Room	20%	28%	24%	13%	6%	5%	2%	1%	0%	0%	2.8
Master Bedroom	17%	22%	27%	17%	9%	3%	3%	1%	1%	0%	3.1
Outdoor living space	16%	31%	17%	14%	6%	7%	2%	4%	2%	0%	3.2
Significant landscaping	13%	28%	20%	15%	13%	2%	5%	1%	2%	1%	3.4
Dining room	3%	24%	18%	20%	11%	9%	7%	7%	2%	0%	4.2
Other bedrooms	8%	21%	10%	9%	15%	10%	9%	9%	8%	0%	4.6
Implementation of smart home technology	5%	27%	22%	0%	5%	11%	11%	5%	3%	11%	4.7

Base: All Who Renovated 2+ Rooms in Home (Bases Vary By Item)



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**NAGLREP WITHIN THE
LGBT COMMUNITY**

The National Association of Gay & Lesbian Real Estate Professionals (NAGLREP) is our community's non profit Real Estate trade organization. Members, who are both LGBT and LGBT-friendly, provide professional and sensitive understanding of the LGBT community's real estate needs.

- 65% of LGBTs interested in purchasing a home would prefer that their agent be a NAGLREP member. 69% of LGBTs are more likely to select an agent found in the NAGLREP directory than one found through general advertising.

Do you agree or disagree with the following?

All Interested in Purchasing a Home or Have Purchased a Home

Strongly Agree	Somewhat Agree		Somewhat Disagree	Strongly Disagree	Neutral
35%	34%	I am more likely to select an agent found in the NAGLREP directory than one found through general advertising	4%	3%	24%
32%	40%	I would use an online directory of NAGLREP members to find a real estate agent	3%	3%	23%
25%	40%	I would prefer to work with a NAGLREP member real estate agent in my local area	2%	2%	31%

Base: All Interested in Purchasing Homes or Have Purchased Homes n=1,597



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The National Association of Gay & Lesbian Real Estate Professionals (NAGLREP) is our community's non profit Real Estate trade organization. Members, who are both LGBT and LGBT-friendly, provide professional and sensitive understanding of the LGBT community's real estate needs.

- 82% of LGBTs think that a company that sponsors NAGLREP will improve its reputation in the LGBT community.

Do you agree or disagree with these statements about real estate company or financial institution corporate sponsorship of NAGLREP?

All Interested in Purchasing a Home or Have Purchased a Home

Strongly Agree	Somewhat Agree		Somewhat Disagree	Strongly Disagree	Neutral
41%	41%	A company that sponsors NAGLREP will improve its reputation in the LGBT community	1%	1%	16%
28%	39%	I am more likely to select company that is a major sponsor of NAGLREP	3%	2%	28%
24%	38%	I am more likely to select a company that purchases a display ad in the NAGLREP directory	4%	2%	33%

Base: All Interested in Purchasing Homes or Have Purchased Homes n=1,597



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Let us help you better understand your opportunities, grow your LGBT market share, and improve return on investment.



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